

# Opinion-8™

## Case study



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*"Through the use of Opinion-8, we are now able to evidence that we provide a high quality and transparent service to our clients."*

- Rachel Robinson,  
Group Business  
Development Director,  
Teleperformance

### The Company

Teleperformance is the UK leader in outsourced CRM, contact centre and direct marketing services, with over 2,000 seats available in their UK network of contact centres plus a further 1,000 in facilities in India.

### The Challenge

Teleperformance wanted to find new ways to independently verify that they are delivering on core company principles such as customer focus and transparency, and sought the opinions of key clients to establish what kind of information they would be interested in having access to. Clients were keen to get direct feedback straight from their customers.

### The Solution

Teleperformance chose Opinion-8 as part of their three-pronged approach for measuring satisfaction, alongside call monitoring and mystery shopping. Opinion-8 services are provided to some of their key clients such as Sainsbury's, NBS and the Environment Agency.

### The Benefits

- Clients can access performance reports at any time from any PC, and see how satisfied their customers are with the contact centre services Teleperformance are providing.
- In this way, both Teleperformance and their client organisations are getting valuable feedback about the quality of their customer services.

- Feedback is real time and accurate
- Clients are able to see and hear verbatim comments from customers
- Clients are able to be alerted should any of their customers feel they were unhappy about the service they received.
- The results help clients to understand the public perception of its services, assess the customer experience, and improve its contact centre operation.

Teleperformance is the UK leader in outsourced CRM and contact centre services. As such, Teleperformance is committed to exceeding client expectations. This entails constantly measuring performance, meeting service level agreements, and improving operations.

Rachel Robinson, Group Business Development Director, said: “It was important to us to find the best product on the market as we felt that this was a vital way of communicating one of our key company values, 'transparency'.”

“Through the use of Opinion-8, we are now able to evidence that we provide a high quality and transparent service to our clients.” said Robinson.

### **About Square Systems**

Square Systems is a UK-based developer of integrated software solutions for contact centres. Square Systems specialises in leveraging open source technology for application in contact centres. Applications include automated customer satisfaction monitoring, interactive voice response (IVR) systems, Voice of IP (VOIP) and computer telephony integration.

Please visit [www.squaresystems.co.uk](http://www.squaresystems.co.uk)