



Case study



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- Vanessa Larkin
Customer Services
Manager,
Informa

The Company

Informa provides high quality business information across a number of major international Markets.

The Challenge

When the customer service department wanted to conduct a survey of clients' satisfaction with the customer service, they looked for a cost effective and easy method. Sending paper surveys to all customers was considered costly and slow, with the added problem of data analysis.

The Solution

When Informa looked at the Opinion-8 system it was apparent that it was going to be easy to devise the questionnaire and deliver it to customers, with automatic analysis once feedback was received.

The Benefits

- Quick and easy measure of key components of customer service
- Questionnaire easily devised
- Automated email delivery of survey
- Online reporting and analysis tools gave immediate insights

A major factor in the success of any company is customer satisfaction.

Customers increasingly expect excellent customer service.

The ability to quickly and easily measure key components of customer service is a vital tool for customer service managers.

Informa provides high quality business information across a number of major international Markets. When the customer service department wanted to conduct a survey of clients satisfaction with the customer service they looked for an cost effective and easy method.

Sending paper surveys to all customers was considered costly and slow with the added problem of data analysis. When Informa looked at the Opinion-8 system it was apparent that it was going to be easy to devise the questionnaire and deliver it to customers and analysis would be available immediately. Vanessa Larkin, Informa customer services manager said "It was easy to get the survey up and running. All the emailing was also taken care of by the Opinion-8 system."

Informa devised a questionnaire that was to be sent via email to existing clients. The questionnaire was converted to a web based survey which was emailed to customers by the Opinion-8 system. Immediately the customer service team started getting useful feedback. The online reporting and analysis tools provided immediate insights into the satisfaction of clients with the service they had received.

The easy to use, web based, reporting and graphing tools allowed quick analysis of the data. "I am really excited about using the system," said Vanessa Larkin, "It is all very easy to use, I got to grips with it really quickly. Its great to have all those reports to hand without worrying about downloading all of the data and messing around with spreadsheets."

About Square Systems

Opinion-8 was developed by Square Systems Ltd. Square Systems is a UK-based developer of integrated software solutions for contact centres. These include automated customer satisfaction monitoring, workforce management, call recording and call handling along with wallboards and agent training systems. For more information, please visit www.squaresystems.co.uk