

# MMSI Case Study

## Global Telecommunications Company

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### Company Background

The organisation develops, manufactures, sells and services wide area networking solutions for telecommunications carriers, Internet service providers and corporate customers worldwide.

### Research Requirements

The client wanted to create a worldwide "Voice of the Customer" closed loop system to identify strengths and weaknesses of the company. This required the ability to deliver customer feedback to the desks of executives within hours of the information being available and ensuring that the customer was kept advised of the progress of their particular issue.

### Research Undertaken

We conducted focus groups and one to one interviews with the senior level executives of the clients customers. We filmed and audio recorded interviews to be able to provide video and audio clips of key customer likes and dislikes. The research was undertaken across the globe, with interviews conducted in native language, where necessary, and responses translated into English prior to the distribution of the multimedia clips.

### Constraints

It was essential to provide actionable data, which was going to reach a cross-section of departments; e.g. Sales, Technical Support, Software & Hardware Development, Quality and Regional Managers. The ultimate goal was to push the critical customer information to the desktops of executives at the highest level. To achieve this we developed a range of tools to bring the words of the customer directly to the person who is actually going to fix the problem, to highlight the full affect of not fixing or improving the product or service to the customer. The interviews were taped, edited and posted on the company intranet within hours and employees were then notified via a desktop icon when a particularly topical interview becomes available.

### Results

Within one year of initiating the research programme there was a significant drop in all 3 key product and service quality dissatisfaction measures. From one interview alone the research activity resulted in a \$16m account being saved. The Director of Global Customer Satisfaction described the programme as: ***"providing a state of the art service that greatly enhances our ability to keep customers satisfied"***.