MMSI Case Study
A Global Computer Services & Software Organisation

Company Background

This division, part of one of the largest blue-chip companies in the world, provides telephone and on-line services and support to millions of customers on a global basis.

Research Requirements

Initial requirements were to adopt a unified survey methodology and approach to all transactional research activities within this organisation. This included measurement of on-site & off-site support activities as well as email support. After an initial deployment in the US the program was deployed throughout EMEA (Europe, Middle East & Africa).

Research Undertaken

A web survey methodology was employed to generate large survey volumes with a modest investment. Our Dynamic Reporting tool provided actionable data in real-time and weekly reporting within a day. With over 500 users, Dynamic Reporting provided the client with the capability of taking volumes of data and turning it into a working practice of determining the drivers of satisfaction and dissatisfaction and graphically illustrating best practice. Root cause analysis is performed through drill down functionality and real-time analysis of verbatim comments.

Constraints

The biggest problem facing the project team was diverse locations of results users and the variety of needs that had to be met for the different user levels. To overcome this we went down the route of fully automated systems and web-based reporting and communications tools, including real-time trending, benchmarking of the performance of different centres, right through to dynamic drill-down to determine root causes of dissatisfaction. This gave the client the depth of information required to make informed decisions, enabled service improvements to be made in real time and allowed best practice to be identified and shared between support centres.

Results

Working closely with the client team, we realised improvements to the bottom line satisfaction score of some 30% over a period of less than one year. This was due, in no small part, to a robust survey architecture and an effective communications and reporting strategy, which allows the client to fix the areas of dissatisfaction as soon as they are identified.