

Case Study

Enhancing Customer Support (Repair) Services

The Business Challenge

A global IT provider wanted to improve its support service experience to customers across EMEA and to introduce effective processes that could increase satisfaction and help to better prioritise the most urgent cases.

Methodology

14,000 telephone interviews were conducted across 40 markets in EMEA each month to understand satisfaction with completed “service” events. As well as using standard reporting tools, the results were made available on a web portal and included sound recordings of interviews to bring the results more to life.

Action from the research

The client implemented a number of changes that helped streamline the way support was provided by itself and channel partners. These included de-listing a number of partners who had low satisfaction and were having a negative effect on the client brand, changing the bonus structure of channels to better incentivise, and introducing a new “early warning” system to quickly address end user dissatisfaction.

