



MediaTech

Solutions



Feedback Management :
 a gold mine to be exploited,
 from Top Managers
 to Front Office

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Foreword

by Lidia Boutaghane



According to a study published in 2013 by the Aberdeen Group, companies that provide the right information at the right time to front office employees - sales, marketing, customer service - and those in the back office - production, purchasing and invoicing - are more efficient and produce larger financial gains than others. In fact, a quality customer experience is not linked solely to those activities focused on the customer, such as multi-channel marketing campaigns or interactions with the hotline or an after-sales service center. It requires companies to understand their customers' needs and use this knowledge in a variety of business activities. These range from new product development to inventory planning, by way of management of the entire Supply Chain ecosystem, in order to ensure the uninterrupted availability of products, not to mention invoicing and collection.

The study shows that the accuracy and timeliness of the information are the key characteristics of successful companies. Aberdeen defines success to mean that those companies which generate additional revenue, by means of a customer awareness management program, are 68% more likely to be able to satisfy their employees by providing quality data in real time. We can clearly see here the whole legitimacy of Customer Feedback Management, or more broadly the management of customer knowledge. This legitimacy is particularly important since Customer Feedback Management is a part of the foundation of the Voice of the Customer.

The Voice of the Customer program, consisting of a wide variety of customer interactions and encompassing a large amount of structured and unstructured data, makes it possible to unify these elements and avoid their piecemeal and isolated use inside the various services of the company. An enterprise that places the customer at the heart of its strategic decisions and its operations has a duty to implement a Voice of the Customer program, including Customer Feedback Management. A Voice of the Customer program, and thus its corollary Customer Feedback Management, makes it possible to manage a top quality customer experience program by :

- capturing customer information: CRM, ERP, social networks, etc. ;
- analyzing this data: analysis of customer studies, data text mining, real time reporting, etc. ;
- delivering the right information to the right people at the right time ;
- improving the company's processes and operations, and subsequently one-to-one customer relations ;
- measuring the efficiency and value-creation for both the company and the customer.

Customer Feedback Management may also serve as a tool to identify those clients with whom collaboration may be arranged: lead customers, innovative clients, forerunners, ambassadors, unsatisfied customers, critics, etc. With collaborative customers, the goal is not quite the same as for large-scale studies. The idea is to listen to customers who are not aiming at being average, or middle-of-the-road, or representative in any way. We are looking to identify interesting customers, showing good will, wanting to contribute their two cents worth about their supplier's business in order to help it to grow, and who are in search of recognition. Thanks to Customer Feedback Management, we are at the heart of innovation, at the birth of ideas, at the point where statistics are meaningless !

Still unsure about the legitimacy of such a subject ?

I invite you to carefully read in this White Paper the testimonials of companies who themselves use Customer Feedback Management. •

Lidia Boutaghane

Lidia Boutaghane is a consultant and instructor in customer strategy and collaborative marketing. ClientauCœur (<http://www.clientaucoeur.com/>) is her personal trademark, a customer relationship concept that advocates a marketing approach that is both sustainable and win-win, founded on putting the customer at the heart of the company's concerns.

Contributors



Rodolphe André
Rodolphe André is head of customer development at the April Group. His mission is to develop business through customer relationships and by cross-selling between the group's entities.



Alain Angerame
Alain Angerame is director of customer relations at Bouygues Telecom. His role is to define the customer relations policy of the operator, to deploy it over the channels and to manage the budget.



Chloé Beauvallet
Chloe Beauvallet is director of services and customer relations at the PMU. In close collaboration with the marketing department, she works on the brand's organization and relational strategy.



Stanislas Huin
Stanislas Huin is an associate at Weave, a strategy consulting company. He is responsible for customer relations consulting activities for clients in the private and public sectors.



Anne Kochanski
Anne Kochanski is director of customer satisfaction and quality at the Société Générale bank in France.



Raphaël Lévi
Raphaël Lévi is Senior Manager at Vertone, a strategy and management consulting firm focused on customer relations and marketing. He advises companies on the optimization of the B2C and B2B customer experience..



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Laurent Tupin
Laurent Tupin is director of the member relations service at vente-privée.com. He is in charge of European activities.



Xavier Quérat-Hément
Xavier Quérat-Hément is director of quality at the La Poste group and brand. He works on customer engagements, the multichannel consumer service and a «service spirit» approach based on the commitment of postal workers..

Feedback Management : a gold mine to be exploited, from top managers to front office

As the leader in Customer Feedback Management, it is natural that MediaTech Solutions is publishing a White Paper on this subject, which has its origins in both corporate strategy and daily operations. Thanks to the customer experience specialists who have contributed to this White Paper - and to whom I am indebted - in these pages you will find

answers to the questions that arise when implementing a feedback management solution. We have added two interviews verbatim to complete the panorama that we offer to you. On behalf of the entire team of MediaTech Solutions, I wish you an insightful reading.

Hervé Cebula, CEO of MediaTech Solutions





Listening to the customer to place him at the heart of the company

Developing a Customer Feedback Management project inevitably implies considering the customer as a key element in the overall company strategy and mobilizing employees around this program.

Faced with increasing competition and diminishing customer loyalty, companies must react. The best solution lies in understanding customers' desires and expectations with the aim of better satisfying them and, ultimately, gaining their loyalty. Gathering their opinions from time to time or letting them air their feelings on the Internet is not enough, and may even represent a risk. « A company can no longer ignore the fact that customers can express themselves anywhere, anytime, on any subject, and thus have a positive or negative impact on its reputation, » explains Raphaël Levi, Senior Manager at Vertone. Accordingly, companies must capture consumers' feelings and the sources of their dissatisfaction in real time and on all channels following a purchase, an interaction with the company, or any other sort of contact so as to gather as much information as possible

Data, of great richness, can be an essential factor in leadership, decision-making, internal management, and taking action. « Customer Feedback Management » allows customers' reactions to be collected in a structured manner, in a predetermined context, for specific purposes, and in anticipation of the way in which the data will be exploited. In order to embark on a process of Customer Feedback Management, the customer relations



Alain Angerame, director of customer relations at Bouygues Telecom
 « If the KPIs are monitored by senior management, it is a sign that the customer is at the heart of the system: a must-do in my view »

department needs the support of executive management, as noted by Stanislas Huin, an associate at Weave: « It has a key role in stimulating and promoting all initiatives aimed at developing customer awareness. The approach of Customer Feedback Management - and more broadly the philosophy of listening to the client - is the most effective way of putting him at the heart of corporate strategy ». Thus, taking the voice of the customer into account and disseminating it to all employees allows those brands who believe that the customer is king to fulfill their ambitions. •



TESTIMONIALS



Chloé Beauvallet, director of services and customer relations at the PMU
 « The presidency of the PMU personally drives a process of customer orientation in all departments of the company: this aspiration is actually one of the four collective strategic objectives of 2014. »



Anne Kochanski, director of customer satisfaction and quality at Société Générale
 « Our executive management continually reminds us of the customer's central position in our strategy. It promotes and encourages ownership of the service culture by all players - front, middle, back and support functions - and closely monitors the results according to a set of indicators for quality and customer satisfaction. »



Xavier Quérat-Hément, director of quality at La poste
 « The executive management drives the Customer Feedback Management approach by including customer satisfaction monitoring and the processing of complaints on its own dashboard and deploying it at all levels of the company. »



Goals to be defined and mistakes to be avoided

Over and above simply measuring customer satisfaction, Customer Feedback Management is particularly beneficial for managing the contact center, detecting dissatisfaction, as well as improving products and services.

Customer Feedback Management has several complementary objectives which are not limited to simple customer satisfaction. At the same time they make it possible to :

- manage the quality of service by measuring satisfaction on-the-spot throughout the customer journey ;
- identify dissatisfied customers in real time in order to get back to them proactively and maintain their loyalty ;
- capture customer feedback to improve products and services ;
- spread the voice of the customer internally to develop customer awareness among employees.

This diversity of objectives may constitute a risk. « It is therefore essential to have a clear vision of one's own objectives, priorities, and how the collected data will be exploited », advises Raphael Levi, Senior Manager at Vertone. Committing to such an approach also requires awareness of the pitfalls to be avoided:

- **wanting to measure «everything»** (customer satisfaction, compliance with quality standards, intention to recommend, etc.) during a single customer contact, leading to long questionnaires and low response rates.
- **setting employee goals or incentives** for obtaining feedback from the end customer without having validated beforehand that customer returns will be in sufficient volume and quality to be indisputably representative of the employee's activity.

- **underestimating the importance of feedback** obtained from customers who have invested time to express their feelings about the company. Overlooking the client's omni-channel behavior when awaiting a response and thus importuning him repeatedly; several people contact the company through multiple channels, or repeat their enquiries at short time intervals via the same channel.
- Above and beyond the targeted objectives, Customer Feedback Management should be considered as a long-term process of assessment and continuous improvement of quality and customer satisfaction. •



TESTIMONIALS



Rodolphe André, head of customer development at April
« Our objectives are diverse: improving practices by handling customer irritants via individual management of our advisors, valorizing the efforts of agents who, by the voice of the customer, are recognized as being the most helpful, optimizing our processes, fighting churn: we call back a dissatisfied customer, which he does not expect, and in the end he is even more satisfied »



Anne Kochanski, director of customer satisfaction and quality at Société Générale
« Gathering customer feedback on all channels provides on-the-spot input, depending on the chosen communication mode and the channel used, at key moments for clients. Its daily and continuous assimilation provides a genuine control mechanism that is particularly sensitive for detecting irritants or incidents. It provides a continuous, objective and audible visibility of the quality of the delivered service »



Alain Angerame, director of customer relations at Bouygues Telecom
« Contacts (phone, chat, shops) are evaluated instantaneously (via SMS, email ...) to assess customer feelings concerning the reception and handling of his request. Processes are assessed in cold blood, several weeks later, the program needing to be completely deployed (phone delivery, billing, commissioning, etc.) »





Mobilizing the company around the project

Customer Feedback Management is not only about managing customer relations. Ideally, it is driven by senior management, but the project must also be implemented in all departments of the company.

In order to initiate a process of Customer Feedback Management, the support of executive management, who drive the overall strategy, is a prerequisite. Even better, other departments can prove to be true allies, starting with the information systems department. It is automatically involved insofar as it will be in charge of deploying the tools necessary for setting up a Customer Feedback Management project: data collection, analysis, and distribution in a multi-channel real-time environment. The role and level of involvement of the ISD are different depending on the company's objectives. « If the latter require a close integration of the feedback management tool with the other bricks of the company's information system, its involvement is necessarily more significant than in the case of an exploratory test », remarks Raphael Levi (Vertone).

The human resources department may also have a role to play. This is particularly true if the company's goals are aligned with employee assessments and/or incentives that depend on the results of customer feedback. Finally and most importantly, the customer relations department must be able to mobilize and rely on employees who are in direct or indirect contact with customers. Improving the relationship with the client is everybody's



Alain Angerame, director of customer relations at Bouygues Telecom

« It is a corporate approach with R&D, marketing and all departments involved. »

business, including employees who are not directly in contact with customers. Indeed other services, especially support, indirectly contribute to the same customer relationship. It is therefore beneficial to disseminate customer feedback - in an appropriately summarized format - to all company employees. By this means an internal customer culture can be developed. It is thus essential to share the challenges and objectives of the project, as well as the information that has been gathered, with the greatest possible number of people so as to commit the entire company around the voice of the customer. •



TESTIMONIALS



Anne Lois, head of customer relations at IDTGV

« To mobilize employees around this project, we must solicit them, seek their ideas, re-humanize the notion of a customer by going to meet them, and/or acting as a "secret client", and lastly offering financial incentives based on customer satisfaction.»



Anne Kochanski, director of customer satisfaction and quality at Société Générale

« It is necessary to create an ecosystem that fosters the development of a service culture, including the managerial aspect that is driven in parallel, and ensure its buy-in as much by operational staff as by the support functions. Once this culture is instilled and shared by all company stakeholders, the voice of the customer becomes an audible, shareable and mobilizing force. »



Chloé Beauvallet, director of services and customer relations at the PMU

« It is my belief that above all one must uphold the voice of the customer by recounting true-life stories. Compel the teams concerned to take up their pilgrim's staff or to open their doors and evangelize to the different teams. It is not necessarily the only solution, but I don't think that we can ignore it! »



Going beyond listening - Committing

Listening to the voice of the customer is only the first step; one must then carry out the necessary remedial actions, especially one-to-one, in order to win back customer satisfaction and thus make a Business Impact.

Gathering the feelings and opinions of customers is the first step in the Customer Feedback Management approach. Following this, it would be wrong not to respond to those who took the time to give their point of view. After having collected the voice of the customer, the company should logically be proactive concerning any expressed dissatisfaction. « In a process of feedback management, the need may emerge for the company to update or clarify its commitments to the end customer, all more so in that soliciting the latter in real-time may, by symmetry, generate the same expectations from the end customer with regard to the company. However, one must not neglect the « quality » of the response made to the customer: acting quickly is not enough, we must act quickly AND well », insists Raphael Levi (Vertone).

In the second step, over and above its response, the company can build on the feedback received to review its products, its services, or its processes and to guide a part of its activities. « Hearing the customer's voice helps to internally define commitments in terms of quality of service, which may eventually be communicated to customers », adds Stanislas Huin (Weave). « Generally, it is the quality department or customer relations that



TESTIMONIALS



Alain Angerame, director of customer relations at Bouygues Telecom

« Commitment is a golden rule whenever possible; one must call back dissatisfied customers to reassure them and show them that their complaint is being handled. One should also organize the exploitation of customer feedback by bringing together all players concerned in the company, then propagating it down to every employee, whether it is negative or positive, as well as circulating the reports »



Xavier Quérat-Hément, director of quality at La poste

« Passing on comments received from critics of NPS to the teams concerned allows them to understand, in an operational context, the value of gathering customer perceptions in real-time. However, one must accompany these measures with testimonials of good practice, accounts of memorable client experiences, customer complaints or opinions which can function as iconic, regularly-shared stories, acting as reminders for what the approach is all about »



manages and controls a listening approach to customers. The transverse positioning of these organizations legitimates their actions regarding the identification of internal dysfunctions and improvements to be made in products, services, and processes, regardless of the department or service concerned ». A customer feedback management project can also be seen as a tool for detecting business opportunities. If from a legal perspective, the customer has given his consent to be contacted for commercial prospecting at the point of contact, and if this approach brings him added value ... there is nothing against it. Thus, if the company detects an unsatisfied need it can get back to its customer to offer a supplementary product or service. It is an easily detectable clue, courtesy of listening to the voice of the customer. •



What is the ROI for a Feedback Management solution ?

The ROI for Feedback Management is to be found in the results of the corrective actions that it instigates.

It is by measuring the ROI that customer relations department can justify, and above all promote the beneficial impact of Customer Feedback Management to executive management. •

To justify a Customer Feedback Management approach it is necessary to be able to measure the return on investment. This solution consists not only of collecting data; on the one hand it provides an evaluation of the continuous quality improvements from the customer's point of view, and on the other hand it can immediately address customer dissatisfaction. First of all, one must have the capability to assess how this tool helps fight customer attrition. Subsequently, it is advisable to measure in which way the continuous improvement of customer relations fosters loyalty, repeat purchases and recommendations. These two criteria actively contribute to the overall corporate economic performance. To measure the ROI, several criteria can be monitored :

- the effect on the increase in lifetime / the reduction in attrition / the development of revenue obtained by the end customer ;
- the improvement in performance of employees/partners who are in contact with the end customer ;
- the cost savings related to the detection and resolution of processes that are inadequate or susceptible to improvement.

As for the method, it consists of a comparison :

- between a control sample external to the Customer Feedback Management process and the customer population that was involved.
- between the results prior to the establishment of Customer Feedback Management, and the results afterwards.



TESTIMONIALS



Rodolphe André, head of customer development at April
 « Indirectly, Customer Feedback Management stimulates loyalty and therefore boosts business. It is quite easy to measure the ROI for actions aimed at closing opportunities, as we do at the exit of shops (win-back). »



Chloé Beauvallet, director of services and customer relations at the PMU
 « The ROI comes first from customer dissatisfactions, and second from additional business. But setting up a process of Customer Feedback Management becomes much more than a simple demonstration when the proof is in Euros: it is a belief that he who provides the revenue deserves the attention of the entire company. »



Alain Angerame, directeur de la relation client de Bouygues Telecom
 « Customer Feedback Management enables self-improvement and thereby creates recommenders, promoters, and hence buyers. Depending on the company, it generates less churn, higher sales, and more long-term loyalty. »



Xavier Quérat-Hément, directeur de la qualité de La poste
 « The measurements made cover the following items: the cost reduction in after-sales service (fewer claims); the reduction in indemnifications and commercial gestures; the loyalty and lifetime value of highly-satisfied clients; the development of cross-selling at highly-satisfied customers; the decrease in customer incivility and irregular behavior; the increase in employee satisfaction and commitment, in particular through a higher participation in submitting ideas for improving the service. »



« The more we anticipate, the more the member trusts us »



BACKGROUND

Laurent Tupin, director of member service relations at vente-privée
 Laurent Tupin began his career at Matra as deputy head of procurement, and subsequently product controller and economic manager. He then joined Arvato Services as financial controller. He was appointed as delegate to the « Call Center » executive management, responsible for the TPS/Canal+ program. He then joined vente-privée as director of the member relations service, in charge of activities at a European level.

Why have you invested in Customer Feedback Management at vente-privée ?

Customer Feedback Management allows us to continuously improve ourselves in order to provide the 23 million members of the site with a better service each and every year, and with a commitment to excellence. In an ultra-connected world where the competition is just a click away, if you lose a customer, you will struggle to get him back. The key is excellent customer service to create trust. As such, we manage customer service as a long term investment and not as a cost, by providing our employees with all the means necessary to transform an unhappy customer into a brand ambassador.

What is your definition of Customer Feedback Management ?

At vente-privée, we speak of «member experience feedback» that we collect from different sources. These include: the Web, social networks, contact forms available on the website and the mobile app, forums, and the telephone via our customer hotline. We make it a point of honor to reply to each of our members' requests, and what is more, in a personalized manner.

What are your expectations for this approach ?

We are focused on customer satisfaction above all else! The idea is to be able to gather information as soon as possible and be proactive. The basic principle at vente-privée is, in fact, to anticipate problems as early as possible so as to limit the contact rate. The more we anticipate, the more we are transparent with members, the more they trust us and the less we have to act reactively. When a member brings a problem to our attention, we analyze the situation to understand where it has come from. We take the time to understand and fix the issue so that it does not occur again. Internally, we have a team that is trained to deal with

specific feedback and to draw the necessary conclusions.

How do you raise employee awareness of the importance of member experience feedback ?

We focus our recruitment on seeking employees in whom we try to detect empathy as a primary quality. We are looking for attentive and responsible employees who naturally know how to communicate with an unhappy customer. When there is no sincerity in the customer relationship, in the desire to solve problems, no matter what means are used to satisfy the request, it will not work.

How do you take advantage of all the feedback that is gathered ?

At vente-privée, we analyze 100% of feedback from our members in order to understand each situation and optimize our ability to act proactively. When an issue is raised, we immediately check if it is a unique situation or if other people have reported it. We make every effort to identify the cause and check whether several members are suffering from the same problem on the same day. In this case, it means that there is something somewhere that is not working correctly. We then take action to fix the problem.

In what way is Customer Feedback Management a source of business for vente-privée ?

We do not associate the notion of business with customer relations. Customer service is not there to meet a productivity target, but to resolve a problem. Nevertheless, it brings considerable added value; in the completely digital era, it is the only « human » source of contact with members and this allows us to create trust and attract them back. •

« Involving employees gives them a better perception of the customer »



In what way is Customer Feedback Management an indispensable part of your relational strategy today ?

Listening to customers allows us to better understand their needs, identify trends and respond quickly by capturing « faint noise ». It helps us to validate or reject options as part of a process of continuous improvement which is supported by all parts of the business. Through the feedback received, we drive our sales force on a daily basis as well as the support functions who understand that the customer is the ultimate judge and that the quality of service is as just as important as what we are selling.

What objectives are attained by this approach ?

Thanks to Customer Feedback Management, we can identify divergences between the quality expected by customers and the quality delivered by the company in order to correct them. It feeds into a proactive strategy of differentiation by measuring the impact of the measures implemented. It also encourages local experiments that iteratively vary elements in order to measure the customer impact. Finally, it can detect discrepancies in practice as behaviors. The voice of the customer is by nature indisputable in its perception.

How to mobilize employees around this challenge ?

This is certainly the most important point, because in order to sustain a service culture it must be understood, shared and implemented by everyone without exception. It cannot simply consist of a book of procedures to be followed or by handing down orders. It is essential to give meaning to the actions: to underline the causes and effects, in particular to avoid behavior which is too « mechanical ». We must explain that everyone can act at his own level, and that the action will be a crucial part of the collective action. We need to train employees and directly involve them in the search for solutions for improving customer awareness at their level.

In what way is it vital to take into account the voice of the customer in real-time and across all channels ?

The daily and continuous processing of customer feedback allows the implementation of a true control mechanism which is particularly sensitive in detecting irritants or incidents, and naturally puts the customer at the center of our concerns. Gathering customer feedback complements other tools for listening to the customer, for measuring the quality that is delivered (quality dashboard measured indicators), observed (secret visits...) and perceived (satisfaction surveys). Social networks and collaborative platforms (Facebook, Twitter, ...) add to the existing channels of spontaneous expression such as the analysis and response to customer dissatisfactions (written or oral).

What do you expect from this strategy in the long term ?

As a consulting company, the human dimension is fundamental. We believe that by getting all our employees onboard, without exception, we have a trump card for the future: that of having teams that are proactive and concerned about adapting to customers' needs every day. •

BACKGROUND

Anne Kochanski, director of customer satisfaction and quality at Société Générale

Anne Kochanski began her career at Crédit du Nord as a financial engineer in mergers/acquisitions, and subsequently held various management positions within the group. She then became sales manager of the Business and Institutional market at Crédit du Nord, before being appointed general manager of Star Lease, its lease financing subsidiary. She joined Société Générale as regional manager of the Paris Bourse agency, before becoming director of customer satisfaction and quality at Société Générale.

One step further...



BACKGROUND

Hervé Cebula, CEO of MediaTech Solutions
Hervé Cebula began his career in the marketing department of Procter & Gamble, then at Unilever, before creating the leading chain of Wok restaurants in France in 1999. In 2002, with a pharmacist, he created, DirectLabo, which quickly became the 5th largest French pharmaceutical group, comprising nearly 2,000 drugstores in France. In 2008, sensing that smartphones would revolutionize the relationship between customers and companies he founded MediaTech Solutions, which quickly became the leading feedback management solution provider in France.

On behalf of MediaTech Solutions, I would like to thank all the contributors to this White Paper. Browsing through these pages, one realizes how much Feedback Management has become a central element in the customer relations process. It requires not only the installation of an « industrial » tool but also the involvement of teams from different departments in the company, and above all the active support of executive management. To go a little further in sharing the testimonials collected in this White Paper, I would like to offer two items of food for thought, arising from our experiences with our customers using the Instant Survey solution.

In the first place, we observe that, increasingly, Feedback Management and Engagement Management are converging. Indeed, a growing number of our customers include an « engagement » mechanism in their surveys. To illustrate this process with an example: by means of a question or a message at the end of the questionnaire, the customer is invited to download a mobile application so as to reduce the number of phone calls to customer service. Far from being perceived as intrusive by customers, the tight integration of collecting feedback and providing support helps transform customer relationships into an ongoing conversation - fostering privacy and customer loyalty - and generates a particularly significant increase in Return on Investment.

The second item concerns the ROI. It should be kept in mind that the performance of a Feedback Management program is not measured primarily by the response rate obtained, but above all in the light of the value created by the solution. The methodology developed by MediaTech Solutions to implement these programs is based first of all on a precise determination of the objectives. For example, an increase in sales? A reduction in customer service costs? Etc.

The next step is to identify the operational levers for achieving this goal: a continuous improvement of products, services, processes? A more efficient management of organizations that are in contact with the customer? An « on-the-spot » response to customer dissatisfaction? The secret to the value created, and hence the ROI, lies in the control of all processes, culminating in an efficient Feedback Management solution that allows the collection process to be industrialized and, above all, that is capable of operationally exploiting the results as part of a continuous improvement program. In other words: it is the ability of the solution to transform the collected feedback into concrete improvement actions, and quickly, which creates value for the company ! The ROI then follows.

The conclusion to be drawn, in view of the convergence between Feedback Management and Engagement Management, is that a Feedback Management program involves not only the teams that are in contact with the customer, but all services in the company, whether it be for the implementation or the creation of value that may result. In doing so, a solution such as Instant Survey, as well as the expertise of teams at MediaTech Solutions, can be the foundation on which executive management can build in order to put the customer at the center of the company and impact its strategy.

The entire team at MediaTech Solutions joins me in thanking you for having read through this White Paper and is at your disposal should you desire further information about how we can help you to implement a Feedback & Engagement Management project. •

Instant Survey[®]

Instant Survey allows you to maximize customer value and loyalty, manage resources and optimize operations, through the implementation and industrialization of a continuous process of customer feedback management in real-time.



An agile approach integrating the efficient management of continuous improvement operations for your portfolio of products and services, processes and organization. •

95% of surveys are carried out in real time : SMS – SMS-web – Email – IVR – Web pop-in...

Obtain instantaneous feedback from all your customers by using the interactive survey medium. The choice of medium is solely dependent on your context/needs and the customer profile

An affordable investment for a fast and guaranteed ROI

The solution is commercialized in Software as a Service format; you only pay for what you consume. And the « business impact » generated by the solution ensures a rapid ROI.

Results quickly available

48 hours is the time required to set up a new project, and you will receive the first results immediately after the first minutes of operation.

96% of « impure » SMS responses recognized – « Intelligence Inside »

Don't ignore the 20% of "impure" or unexpected SMS answers you will receive; the Instant Matching algorithm automatically recognizes up to 96% of them.

An increased business impact

Thanks to the implementation of alerts and automated actions (BPA) you can act instantly to handle any identified complaints. Either by initiating personalized actions that address dissatisfied customers, or by coaching customer advisors, sales personnel...

Flexibility and simplicity for developing survey campaigns

Launch your new campaigns in a few minutes, simply and quickly. Choose your medium of interaction, create a dynamic sequence of open and closed questions, add a contextual question...



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