



Informa

"I am really excited about using the system. It was easy to get the survey up and running. All the emailing was also taken care of by the Opinion8 system. I got to grips with it really quickly. It's great to have all those reports to hand without worrying about downloading all the data and messing around with spreadsheets."

Vanessa Larkin, Customer Services Manager, Informa

The organisation

Informa provides high quality specialised business information through publishing, events, training, marketing intelligence and expertise to individuals, businesses and organisations across the world.

The challenge

The customer service department wanted a cost-effective and easily implemented way to monitor the service it offered its customers. They had already dismissed a letter survey campaign on the grounds of cost, speed and difficulty of data analysis.

They were keen to implement the survey quickly and required automatic analysis of the feedback received.

The solution

Informa chose the Opinion8 system as it was apparent that it was going to be easy to devise the questionnaire and deliver it to customers.

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 Opinion8 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 benefits

- The questionnaire was easily devised and the project was live within days of Opinion8 being approached to help.
- The survey was devised in such a way to collate usable and meaningful data about the key components of customer service.
- The automated delivery of the survey freed up resources within Informa.

- The online reporting and analysis tools gave immediate insights for the customer service managers.

About Square Systems and Opinion8

Opinion8 was developed by Square Systems Ltd. Square Systems is a UK-based developer of integrated software solutions for contact centres. Square Systems specialises in leveraging open source technology for application in contact centres including automated customer satisfaction monitoring.

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