

# 2017 ACE AWARDS

## ONLINE APPLICATION FORM



This is an example of a nomination form for the 2017 ACE Awards. It is intended to help Confirmit customers to understand what the judges will be looking for in their application. We recommend that applicants review the form before submitting their nomination. Nominations must be made via the online form. **Applications received in any other format will not be accepted.**

If you have any questions about this example document, please speak to your Confirmit Account or Project Manager, or email [aceawards@confirmit.com](mailto:aceawards@confirmit.com).

### Which category/categories are you entering?

|                       |                       |   |                         |                |  |
|-----------------------|-----------------------|---|-------------------------|----------------|--|
| Voice of the Customer | Voice of the Employee | Innovation in Customer or Employee Engagement | Overall Business Impact | Contact Center | Insight through a Market Research Agency |
|-----------------------|-----------------------|---|-------------------------|----------------|--|

#### Company Name

#### Secondary contact person

#### Phone number 1

#### Secondary email address

#### Web site

#### Secondary phone number

#### Company Twitter Handle

#### Business, business unit, or segment applying for award

#### Primary contact person

#### Email address

#### Name of your Confirmit Account or Project Manager

#### Please upload a High-res Jpeg of your company logo:



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Please provide a 100 word summary of your business (e.g. your company boilerplate).

MR Inc is a leading specialist in customer experience design and measurement. With deep roots in the Market Research industry, we work closely with our clients to support the design of customer experiences that deliver competitive advantage and boost the bottom line. We offer services that measure the performance of CX using VoC best practices as well traditional research and measurement techniques.

What is the name of your program (if applicable)

CustomerFirst

**Date for program overall**

(This is the full period for which your program has been running)

Date survey launched:

17 April 2012

Date finished, if applicable:

n/a

Type of surveys within program:

Relationship    Transactional/Touchpoint    Both

Other

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### Frequency of Relationship Survey if applicable

Monthly

### Touchpoints covered if applicable

[e.g., website, call center, post-purchase etc.]

Web visit (pop-up), Web post-purchase (email), Contact Center call (IVR)

### Is your program global?

Yes

No

### How many countries does your program operate in?

4

### Which languages are supported?

English, French, Spanish, Italian

### Describe the scope of the program you are submitting for an award

The program started as an annual relationship survey run in 12 monthly waves. Following a consulting process between Example Industries and the team at MR Inc, we've now introduced 4 touchpoint surveys to complement that relationship survey. Touchpoint surveys are deployed shortly or immediately after a customer interaction (depending on the channel) and are all linked to an alerts process. The survey content varies, depending on the interaction, but all require the customer to state their likelihood to recommend Example Industries to a friend, as per the NPS® methodology. Customers providing a score of 6 or less flag an alert for follow-up which is escalated until the right person takes action.

### Size of survey audience (Select one)

Census (survey sent to full customer list)

Sample Population - Size of survey sample:

5000

### Average Response Rate during 2016

23%

### Key Metric Question

[this is the question within your survey that drives your key metric for the program e.g. OSAT, NPS, etc.]

NPS

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### Improvement in this Metric across period of nomination (please provide as a %)\*

\*-please note that a high improvement rate is not necessarily required to qualify. If your program has been running since before Jan 1, 2016, please state improvement rate from Jan 1, 2016 until the end date, or Dec 31, 2016.

12%

### Action Taken: Please provide 3 examples of action taken by your organization as a direct result of feedback received through your program.

1) The client has implemented new help pages to their website, after customers said they wanted to be able to find more information without calling the contact center. The content is reviewed quarterly against customer comments to ensure the team covers as many queries as possible.

2) We've worked with Example Industries to build an escalation path to deal with customer complaints which goes all the way up to the CEO. Alerting means that customers proving a poor score to the key metric question will be contacted within 3 hours so Example can try to resolve their issues.

3) Example Industries has upgraded its staff training program, so it's now based on both employee and customer feedback. Instead of taking a whole team out of action for 2 days of training, they're able to pinpoint people with specific needs and address those needs directly. It's saved time and money!

### Sharing Feedback: Please provide up to 3 departments in your organization who have regular or live access to feedback results.

1

Marketing

#### How do you share data with Marketing?

Marketing have live access to data through Active Dashboards in Confirmit Horizons.

#### What impact has the program had on Marketing?

The Marketing team accesses feedback about our website which is gathered from site visitors and used the same KPIs as the rest of the business. The team has used that data to introduce changes to the website that provide a better user experience and convert more leads into sales. In 2015 we introduced a live chat function (which also reduced calls into our call center) and improved the search function.

2

Customer Service

#### How do you share data with Customer Service?

Through live dashboards that include Action Management.

#### What impact has the program had on Customer Service?

The team uses the alerts management feature to follow up with customers who've requested a call back, or who provide a score below a defined threshold. The service reps now follow up much more quickly than was possible in the past and we've reduced the number of calls into our contact center by 10% by actively contacting customers.

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3

The Executive Team

### How do you share data with the Executive Team?

The team views a global dashboard, built into Conconfirm Reportal which allow them to compare KPIs across regions and drill down into detail as required.

### What impact has the program had on the Executive Team?

The team used the insights gathered from our VoC program to build a dedicated CX team whose members are empowered to make life easier for customers, fixing their issues and sharing approaches that have worked in order to create best practices.

### Which of the following areas has your program achieved?

Revenue increase

Cost reduction

Company culture change

Other

Don't know

### Please provide details for Revenue increase

The changes to the website have increased online sales by 5% in 2015 and the referrals program which is built into our relationship survey has led to over \$100,000 in reference-based sales.

### Please provide details for Company culture change

Because every employee now has access to customer feedback insights, there's an increased sense of everyone owning the customer relationship. Our aim of being as customer-centric as possible relies on being able to share data and we're making real progress in that area. All employees are able to compare their performance against company/regional/departmental averages and are encouraged to share best practices.

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**In 50 words or less, please tell us what makes your program successful or unique.**

The close relationship between the team at MR Inc and the client means we're able to advise, build and manage much of the program while the live dashboards are accessed directly by the key stakeholders with the company to drive immediate action which has directly impacted Example's bottom line.

### **Certification**

I certify, to the best of my knowledge, that the above information is true; that the above survey(s) have been conducted fairly and objectively; and that the above scores are representative of the entire customer base to which the survey scope extends. I understand that Conformat may review the above surveys and scores to verify that requirements have been met. Conformat is hereby granted permission to use my company name and the information provided in this nomination for Conformat marketing and PR purposes.

I Certify

**Title:**

VoC consultant

**Date:**

17 Feb 2017