



Customer Insight Edition

June 2009 Newsletter

This month's newsletter is all about customer insight and staying connected with your customers. We look at Mobile Surveys and how they can increase your response rates by over 50%. Rant & Rave is helping BOC gather greater insight from their customers - find out how. We also take a look at our new service - Rapide Mobile - and how as technology develops Rapide support our customers to make sure you get the best insight for your investment.

Have your say – what do you think about our newsletter and the topics we've raised?
email us at news@rapide.co.uk

Or call our automated feedback line
0870 428 0436

This Month's Stories

- ❖ **Increase your response rates by over 50% with mobile surveys!**
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Research carried out by Luth found that the completion rate for mobile surveys is 12% vs. online at 7%. And 77% of respondents replying within the first 2 hours makes the mobile phone a powerful capture method when results are needed quickly.
- ❖ **BOC speed up and improve accuracy of feedback using Rant & Rave - Page 3**
BOC implemented Rant & Rave into their customer service centre to capture how customers felt about their experience. They are now reaping the rewards.
- ❖ **Rapide Mobile - Page 4**
We have just launched an innovative new service that allows our customers to access their company directory on the move - 24/7. Introducing Rapide Mobile...
- ❖ **Get customer insight with Views4Vouchers - Page 5**
As technology develops Rapide support our customers to make sure that you get the best insight for your investment - accurate information, straight away, captured at every customer interaction.

Increase your response rates by over 50% with mobile surveys!

With more mobile phones in the UK than people, mobile has become a communication channel marketers are vying for.

Luth carried out research into how 10,000 people responded to Mobile and Online Surveys.

How the mobile survey was carried out?

A text message was sent asking people if they would take part in a survey. Embedded in the message was a mobile internet link to the survey.

The Results

The research found that the completion rate for mobile surveys was 12% vs. online at 7%. Add to this 77% of respondents reply within the first 2 hours makes the mobile phone a powerful capture method when results are needed quickly.

When asked if they would be willing to take a picture as part of the survey 92% of mobile respondents said they would. This can be especially important when capturing customer service the moment it occurs.

Three in four people said that they were 'satisfied' to take part in a mobile survey as it was quick and convenient.

What if people don't respond?

When people didn't initially respond to the mobile survey they were sent a text message reminder. From the people that received this message, a further 17% took part. With an email reminder the response was much lower at 4%. Three in Four people said that they were satisfied taking part in a mobile survey as it was quick and convenient.

Customer Insight

The mobile phone is becoming a powerful method of capturing people's thoughts right at the moment of service delivery where the feedback collected is 40% more accurate than 24 hours later – Harvard Research

Gathering customer insight doesn't have to be just triggered by an outbound text message. It can also be a request for feedback using:

- > A poster / leaflet in-store with a call to action - question, keyword, shortcode
- > A text message with a single question answered with a reply

Want a FREE mobile survey? Visit www.rapide.co.uk/newsletter-0609-double-response-rates-mobile-surveys.html

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BOC speed up and improve accuracy of feedback using Rant & Rave

On our journey to become a High Performance Organisation, BOC aim to use the most effective tools available in the market today to enable us to reach our goals. Rapide's Rant and Rave is one of those tools. It offers us the ability to capture instant feedback from our customers which in turn allows us to further understand their needs. It has proved invaluable in learning what our customers genuinely value about the service we provide and also enables us to give constructive feedback to our colleagues.

Mark Jenkinson - Head of Customer Service for UK and Ireland

The challenge

When you're a world leading supplier of essential gases and related equipment for everything from medical treatments through to keeping beer fizzy, you have to be certain that you can react and respond to your customers ever changing needs and BOC do just that. In Worsley (Manchester) the BOC Customer Service Centre receives inbound customer calls for the UK and Northern Ireland. The calls can range from a homebound patient ordering medical gases one minute to a customer calling to discuss bulk industrial gases for automotive manufacturing the next. The BOC strategy is to become a High Performance Organisation (HPO) in every aspect - not least of which is providing an excellent customer experience. The challenge for BOC was to find a way to understand exactly how their customers felt about their own experiences when dealing with BOC. They then needed to turn this feedback into meaningful information which could be used quickly enough to help shape the direction of the entire operation. In doing so BOC would be able to impress and retain customers in a time when customer retention is paramount across all industries.

The solution

BOC implemented the Rant and Rave service into its customer service centre to capture how customers felt about their experience after dealing with the Worsley call centre operatives. It works like this, the customer calls in and completes a discussion with an operative. The customer is then transferred through to the Rant and Rave system which asks the customer to give a score for their experience of BOC (that day) from 1 to 5 (with 1 being a poor experience and 5 being an excellent experience) The customer is then offered the opportunity to leave spoken feedback. Upon completing the call the information is processed in real time and provided back to BOC via the Rant and Rave online interface. The interface is capable of showing multiple views of how each area of the call centre is performing, trends, along with great performances and poor performances etc. It even provides BOC with a word/tag cloud which enables instant visual identification of which topics are arising most on the calls. BOC can then drill down into these word clouds to see (or listen to) exactly what the customer said.

The result

Kathryn Satchwell of BOC was very pleased with the benefits of the service. She claims that the speed and accuracy of the feedback enables the business to report back to Call Operatives on calls that have just been completed. This allows for a significantly enhanced ability to motivate the staff, spot areas for coaching or training, deal with issues and praise good work. The feedback process goes beyond the staff within the customer service centre, and feedback has been passed to other areas of the business including the transport and delivery functions. Above and beyond this; the service allows BOC to understand customer feedback regarding current and ongoing projects and allows them to shape and design future projects.

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Stay in contact all the time using Rapide Mobile

Rapide Mobile is a innovative way of communicating with your customers and staff.

- Access to Rapide while you are on the move - 24/7
- Your complete company directory straight from your mobile phone
- Quickly search your entire directory when you need to find that key contact
- Access all of your Rapide distribution lists on your mobile
- Compose an SMS from your handset and send to your chosen list
- Record a Voice message using your phone's in-built microphone and send it to your chosen list
- Set-up a Conference Call and distribute the details using SMS, Voice or Email all from your phone
- Contact a Rapide Assistant to help create and manage your directory and lists
- The option to bookmark the website for quick and easy access

Rapide Mobile

QUICK

EASY

EFFICIENT

To set-up Rapide Mobile please contact your account manager on **02476 011 910**

Rapide Mobile is available to all subscribers of our Premium service.

Rapide Mobile is compatible with GPRS but we recommend using a 3G enabled phone for the fastest possible service.



Get customer insight with Views4Vouchers

Finding out what your customers think about you is not a new challenge. The numbers are well known: 1 in 4 look at web reviews before deciding whether to purchase and 1 unhappy customer tells 9 others about their negative experience.

As technology develops Rapide support our customers to make sure that you get the best insight for your investment - accurate information, straight away, captured at every customer interaction.

A simple sample survey at the end of the delivery process is no longer enough. Customers expect (and some legislation demands) the opportunity to be heard at every stage.

Take advantage of the power of mobile to grab customer opinions on the spot. Use emerging technologies like near field communications to engage your customer at point of sale - and capture that comment.

But Rapide goes further in two critical areas.

We don't just capture your customers' comments - we automatically analyse and report them... straight away. Information is no good unless you can use it and the award winning Rapide Sentiment Engine and Dashboard give everyone in your organisation the right access to the right information.

And don't forget the customer - Rapide can help you deliver the reward for their efforts. With vouchers, offers and loyalty scheme communications straight back to their mobile phone.

For more info please call us on **02476 011910**