

Newsletter

May 2009



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This month's newsletter takes a look at some of the hottest topics in mobile communications. We look at how listening to, and ultimately retaining, your customers and prospects has risen to become top of many agendas in the fight for market share. With difficult trading and operating conditions sweeping the globe, we also cover how change effects us as business people and how we can manage and utilise it to our advantage. Read about how National Express are capturing the voice of their customer to help drive the business forward and discover what new functionality has been added to your Rapide services.

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

- ❖ **The importance and shadows of VoC (Voice of the Customer) - Page 2**
Take a look at the latest ideas and thoughts around the importance of collecting customer and colleague insights. Listening can help you make the right choices and begin improving your business immediately.
- ❖ **Coping with change – Internal Communication challenges today - Page 3**
There's no getting away from the fact that change is a major part of our economic, operational and business culture at the moment. Learn how to embrace it and use it to gain an advantage.
- ❖ **Rapide - What's new? - Page 4**
Here at Rapide we are always looking for ways to improve our services and give our customers more opportunity to **Sell More, Inform Fast** and **Engage Everyone**.
- ❖ **National Express: A Rant and Rave case study - Page 5**
National Express East Coast needed a way to capture passenger feedback instantly so that they could respond straight away with minimal hassle and staff resources

The importance and shadows of VoC (voice of the Customer)

"Voice of the Customer is not just an extension of customer relationship management to a customer experience. It is an approach that can guide enterprises in meeting the spectrum of sales, marketing, customer support, brand and reputation management, products and service design, and quality demands." Seth Grimes – Text Analytics Channel Expert

Recently organisations have woken up to the fact that every business transaction we are party to in our working lives, whether with a customer or colleague, leaves a transactional shadow. Beyond the transaction itself there lies a collection of sentiments, feelings and perceptions that govern whether the person you have just engaged with would engage with you again; whether they would recommend you to other people or perhaps actively discourage further interaction.

Once upon a time it was the case that good customer experience would be passed on verbally to an average of two people. A negative experience would be passed on to ten people. The world has changed since then with the arrival of mass communications; the internet; mobile phones; email and the many other forms of touching the world outside. The truth is that a positive or negative experience can now be brought to the attention of tens of thousands within minutes.

Fortunately the arrival of services like Rant and Rave allow you to capture the voice of the customer. Rant and Rave helps you analyse it and measure it in such a way that the data is a meaningful indicator of success stories, business risks, public perceptions and much more. This information can be used to structure and shape the direction of your business so that you increase positive customer sentiment **exponentially** (with communications allowing customers to spread word of a good product or service globally, from the safety and anonymity of their own homes). Where negative experiences occur, trapping the sentiment and reacting to it quickly and proactively can halt widespread negative sentiment. If used correctly and quickly you can turn it around into a positive reaction. This can only be done if this transactional shadow can be captured, measured and understood.

Rant and Rave, the new service from Rapide does exactly this. It allows you to capture customer's insights and experiences at the very point of service delivery. Allowing your customer to provide you with these insights in a host of ways including mobile phone, SMS, Email, online etc. The data provided is analysed using our award winning proprietary text analysis and sentiment engine and then provided back to you instantly via a massively dynamic and user friendly online interface.

The information you get back is provided to you in both qualitative and quantitative formats but it doesn't stop there! The majority of customer voices discussing you and your services are not provided back to you but shared between the customers themselves, away from you and your ability to monitor. Places like review sites, customer blogs, social networking websites and various other informal channels.

Rant and Rave can provide an aggregator which will scour predefined sites for any information relating to you and analyse it on your behalf. All data is put through our text analysis tools to ensure that you receive it back with ratings and metrics that allow meaningful reflection and help govern the best ways to move forward as a business based on the voice of your customer.

"Text analytics – solutions that convert human language into data for business intelligence (BI) and predictive analysis – has breathed new life into the time-tested voice of the customer concept." Seth Grimes - Text Analytics Channel Expert

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Coping with change – Internal Communication challenges today



There are few times when it is more vital that an Internal Communications department performs at its best than in periods of change. Whether it's for financial, process or operational reasons – Internal Communications are responsible for keeping an organisation informed and motivated.

There is a myth that people do not react well to change. However, the problem is often not the change itself but a lack of direction and clarity that leads to unnecessary resistance. To manage this change communication and ensure that messages sent throughout an organisation are delivered successfully you need services you can rely on. Services that give you the ability to easily select the most appropriate and effective method of communicating whether that's by voice, SMS or email.

Rapide has worked for over 9 years to develop fast, reliable mobile messaging services that deliver information across multiple channels. This gives you the power to make sure your messages arrive with real impact, emphasising positives and clarifying the reasons behind decisions to reduce possible damage to morale, efficiency and productivity.

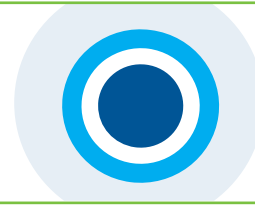
When urgent business updates and information are required, then a speedy SMS from our Desktop or Rapide Assistant service can ensure people are kept up to date immediately. When there are reasons behind a message that need careful and concise explanation, then there is no better way of delivering it than by recorded voice message from the speaker themselves (sent straight to the recipients' phone). For team updates and announcements a conference call works well.

Rapide offers a whole host of methods for ensuring that you deliver your messages with the highest impact and that's why we are the first choice for many of the UK's leading companies. Specialising in all mobile communication solutions and having 9+ years experience of working with over a third of the FTSE500 you know that your messages will be delivered quickly, reliably and with the highest amount of impact.

For more information on the challenges faced by internal communications today and how best to understand and deal with them visit our website where you can download a free mini white paper. This can be found at:

http://www.rapide.co.uk/managing_change_with_internal_communications.html

Rapide : What's New?



Here at Rapide we are always looking for ways to improve our services and give our customers more ways to **Sell More**, **Inform Fast** and **Engage Everyone**.

So here is a list of just a few of the new features and services from Rapide. Take a look - you probably already have access and could start using them straight away...

Text - we have already improved the Text Broadcast service with a new, easier to use upload screen AND added Extended Text Messages (up to 450 characters). Now ALL our Desktop customers can manage their scheduled text messages and scheduled conference call reminders through the Desktop application. So if the meeting moves you can simply delete your scheduled message on screen.

Voice - exciting and new for May...you can now send voice messages straight from Desktop! With just a few mouse clicks you can send your prerecorded message to any distribution list, or resend a voice message that you have used before.. You can even schedule your message to go out at some future time/date.

Rapide Voicemail - sometimes your voice message just does not get through. And although Rapide users enjoy >90% success on voice message delivery, we wanted to do better. Introducing Rapide Voicemail! Now, if we can't get through and deliver your voice message, we will automatically save it to Rapide Voicemail, and then text your Recipient telling them that they have a message waiting. Please note - this service is currently available for UK customers only.

Rant and Rave - our award winning customer feedback service goes from strength to strength with new capability to manage multiple categories, allow the Administrator to change feedback scores and categories, and an improved faster Tag Cloud.

For more information on these improvements, or if you have any other questions about our services contact your Account Manager or Rapide Assistant on (**1500** from a Vodafone or **09060 001 500** from any other phone) or email rapide@rapide.co.uk.

National Express - Case Study 'Listening to their customers'



"Rant & Rave has enabled us to bring customer relations into the 21st century."
- Brian Elliott, Customer Service Development Manager, National Express East Coast Trains

National Express Group is one of the leading public transport companies in the world. Their East Coast Train Division runs fast and frequent passenger services from London Kings Cross via the Midlands and Yorkshire up to Scotland, carrying over 100 million passengers a year!

The Challenge

National Express East Coast has a target for responding to written passenger feedback within 10 days...set by the Department of Transport. This was using up staff resources, and the feedback was always too late. What National Express East Coast needed was a way to capture passenger feedback instantly, so that they could respond straight away with minimal hassle and staff resources.

In addition National Express East Coast needed an instant feedback service to alert them to problems so that they could fix them the next time the train reached a terminal, rather than a problem waiting for days to be spotted by staff and repaired, inconveniencing other passengers in the meantime.

The Solution

Rapide provided the award winning Rant & Rave service to capture passenger feedback and comments from every carriage on every train on the National Express East Coast network – instantly!

SMS Feedback

Rant & Rave allows National Express to engage with their customers allowing them to provide insightful feedback via SMS. National Express immediately responds to the customer letting them know how they will solve the reported problem or thanking them for their positive comments.

Brian Elliott, Customer Service Development Manager at National Express is happy with the service;

"Receiving feedback via SMS has helped us save time, improve our customer's experiences and even save paper!"

National Express promotes Rant & Rave by fixing a sticker at either end of their carriages. This helps customers become aware of the service and also has clear instructions on how to leave comments.
(Cont.....)

National Express - Case Study 'Listening to their customers'



The Sentiment Engine

Once the feedback has been provided by a customer it gets analysed using the Rant & Rave Sentiment Engine. It works by analysing comments by looking for sentiment and provides a score (1-5), It then places the comments into multi-categories based on what the customer is saying. The Engine also identifies actions; these are immediately sent to a relevant person at National Express who acts on them right-away.

"Rant & Rave has enabled us to bring customer relations into the 21st century. It's an extremely useful tool for analysing customer comments and enables us to measure improvement. The service has been easy to implement and cost effective for our organisation. Although it's only recently been launched it's clear to see customers are using it!"

- Brian Elliott, Customer Service Development Manager

The Dashboard

Once the feedback has been analysed it gets displayed in The Dashboard. It displays real-time graphs, statistics, categories and league tables as well as individual comments. It gives a clear indication to National Express about how their brand and services are being perceived.

"The Dashboard allows us to collate and categorise feedback while helping performance manage certain areas of the business"

- Brian Elliott, Customer Service Development Manager

Why National Express chose Rant and Rave

"Before choosing Rant & Rave we looked at several other solutions in the Market. We decided Rant & Rave would be the best because of its value for money, informative website and blue chip client base."

"Since using Rant & Rave we have found Rapide to be an honest company who are prepared to show us their services 'warts and all'. It's clear that Rapide are hungry to make an impact in the Rail Industry."

- Brian Elliott, Customer Service Development Manager

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