



## **Why is the decision an easy one to make?**

### **Why we looked for an outside expert?**

"We realized conducting customer satisfaction research was not part of our core competency, we wanted expertise."

"We did not have the resources to buy or build the competence."

"We did not have the manpower and expertise in IT to support a premise-based system"

"The day-to-day management of our business process prevented adding more to an already full plate."

### **We heard all vendors are alike!**

If this were true, the decision would have been an easy one. The fact is that service, experience, and overall competency varies widely. The decision criteria included: competence, expertise, reputation, customization, and delivery of a complete solution.

Most importantly, value is the key. No surprise, a low cost option develops into the least used and most disappointing option. We did not want to experiment with our customers or our people. Too much was at stake.

We did not want a program that was merely data-collection driven. We wanted a customized program that was more accuracy, integrity, and action driven. Why? Because we wanted to use the findings to make changes and for changes to take place we needed accountability suited for our specific needs. In order for that to happen, we knew we needed buy-in at all levels. They had to trust the program. Not having the trust of our people resulting from a poor measurement program would have resulted in overall failure of the initiative.

The reality is that only Customer Relationship Metrics delivers the complete package we desired. Other vendors did not offer all of the components necessary to fairly and accurately create accountabilities.

First of all, we knew we wanted real-time surveying and alerts when service failed. For our contact center that meant immediate post-call surveying. This criterion knocked out several research providers. In review of the remaining companies we looked for hosted systems that did not require porting and new routing of phone lines. We did not want to undergo an IT implementation process, for many reasons.

Other reasons:

- Specific supplier benefits – Metrics has been providing this service since 1993, unmatched experience, core expertise, Industry recognition and respect, high client retention rate.
- Customization - each program begins with an assessment that lays the foundation by exploring an organizations greatest challenge areas. Then a customized research program is created and implemented to identify and quantify the underlying causes of the challenges that prevent delivering exceptional customer experiences.
- Higher quality service due to unyielding focus on accuracy and creditability of service deliverables. Metrics considered our reputation in addition to their own.
- Continual refresh of innovation, industry best practices, and technology. Metrics shares knowledge (in anonymity) with every client, for both research and operational issues. They are recognized subject matter experts, frequently speak at numerous industry events and often write for trade publications.
- Metrics monitors progress daily and each month they provide results interpretation support. The monitoring is conducted to help improve decision making ability by fully leveraging the Voice of your Customer.
- Call today to begin your elevation to the Elite.
- We did not feel locked in to a “perceived” easy-to-use technology. Metrics is the host of the data collection tools needed which provides significant (and numerous) benefits. System upgrades are free and they administer all programming preventing the need for system training (and retaining) of on-site expertise.
- Control of budget. Easier to control expenditures versus capital investments, including FTE.
- Faster setup of a fully functional and accurate program. Since it is their core function, we were able to be operational with the least amount of pain.
- Lower ongoing investment required. This is realized in numerous areas including infrastructure, staffing, and overall waste.
- Increase flexibility to meet changing business conditions. Since this is their core function, they are quick and nimble to required changes and, most often, proactive in changes for enhancements.
- Improve risk management. With their rigorous data correction process, expertise, and focus on accuracy, risk is reduced in creating performance accountabilities and measurement. Also, an “external” expert with a rich and decorated history has inherently greater credibility and image than an internal source.
- No increased commitment and energy in non-core areas. It has been repeatedly proven that focusing on core areas to be best practice.
- Gain access and opportunities through their network. Their history and network has provided both organizational and individual recognition and opportunities.
- Turn fixed costs into variable costs (lowers tax burden). Since the complete process (including administration and survey calibration) can be outsourced to Metrics, a minimal (if any) capital investment is required. More of the process can be an expense thus lowering tax burden.

## **Survey Calibration is more than data scrubbing**

Survey Calibration is significantly more rigorous than mere data scrubbing or data cleansing. Metrics is the only provider that transcribes the comments left by customers to correct (change or reassign) surveys for accuracy purposes. This level of rigor was important for us to be able to create individual performance ratings. We felt creating individual performance measurements from uncorrected data would eventually erode confidence in the program and employee morale. Bottom line it would be negligent and totally unfair. Customer focus must be extended to our internal customers as well.

The above issues were critical in the decision process for selecting them as a research partner.