

VERINT

Success Story

Multinational Networking Company

Customer

Multinational Networking Company

Industry

Networking and communication technology

Solutions

Verint® Enterprise Feedback Management™

Region

Americas

Number of employees

Tens of thousands of employees worldwide

Results

- Contributed to more than \$300 million in overall cost savings generated through the company's listening service efforts and engagements.
- Enabled superior coordination, consistency, and management of customer research and interaction efforts across the organization.
- Significantly reduced the number of surveys sent to customers.
- Helped facilitate a higher percentage of customer issues resolved online and more problem cases avoided altogether.

Opportunity

For this leading designer, manufacturer, and distributor of networking equipment, working with customers to provide the right solutions and create long-lasting partnerships has always been an integral component of the company's vision, strategy, and overall mission. The company values customer feedback as an important strategic asset and puts a priority on listening and then acting on customer and partner input.

However, there were so many customer and partner feedback initiatives and listening activities going on at one time, the organization was unintentionally fatiguing customers with too many surveys and overwhelming them with too many disparate requests for input. The challenge it faced was coordinating all survey and research projects across the business and simplifying processes so that measured actions could be taken to resolve customer issues raised in surveys, social media, and from listening activities.

"We had people across the business using their own survey solutions for follow-up or on-demand customer listening," says the company's director of listening services. "Because of this, there was little standardization and cost efficiency, on top of concerns with security and scalability. Also, feedback was in silos, which didn't enable a holistic view or conform to our centralized listening strategy."

In addition to uncoordinated surveying of customers, another challenge was uncovered. Customer and partner feedback revealed that "ease of doing business" with the organization was, in fact, not easy at all! Various surveys and listening efforts revealed that the company's website was not optimal in enabling customers and partners to find what they needed, thus creating a negative perception and leading to increased support case volume.

Solution

The organization needed an enterprise survey platform that would allow for consolidated and scalable on-demand listening activities to supplement its programmatic listening posts, as well as help it coordinate customer research efforts across departments. In addition, a corresponding effort to improve ease of doing business with the company was a priority.

To help address these needs, the company selected and deployed Verint® Enterprise Feedback Management™ (EFM). Further unifying listening activities and feedback initiatives, the company engrained the solution within its 47-person Listening Services Center of Excellence, helping facilitate a more holistic approach to customer listening while reducing the number of surveys sent to customers. The company now has customer, partner, and employee listening in one place, enabling a more complete view of its ecosystem.

“The addition of Verint Enterprise Feedback Management, which is used by some 7,500 employees throughout the organization, better enables the listening services team to gather and analyze the voice of the customer, partners, and employees, and then present the findings to all corners of the organization.”

– Director of Listening Services

“With our listening services team approach, we have programmatic listening posts with resources aligned by skill and their experience,” the director of listening services notes. “The addition of Verint Enterprise Feedback Management, which is used by some 7,500 employees throughout the organization, enables our listening services team to gather and analyze the voice of the customer, partners, and employees, and then present the findings to all corners of the organization.”

Additionally, Verint EFM provides the team with a simple, yet robust means to supplement ongoing listening posts and business initiatives with on-demand listening activities, as well as help the company do more targeted follow up with customers and partners. The on-demand surveys are created based on emerging themes that emanate from customer satisfaction surveys. These on-demand surveys are then targeted at particular customer groups, asking specific questions to further assess the situation and develop action plans to attain resolution.

Results

Since choosing Verint EFM, the company now has superior management of its interactions with customers and has developed highly diverse ways of using the solution to conduct feedback efforts across the organization. Not only does the company’s centralized listening services team drive a more holistic approach, it also effectively piloted on-demand listening as a service offering to the broader business. Initially, the group had a target of four customer listening engagements, but eventually performed upwards of 200.

“There was a big appetite in the business for partner and customer follow-up listening activities and, subsequently, how to take action from what was learned,” says the director of listening services.

“For example, people who give us low customer satisfaction scores also give us a lot of feedback on what isn’t working well. In this case, we use Verint Enterprise Feedback Management to follow up with more pointed questions to understand the underlying issues and then address them via the product roadmap or other means.”

The Verint EFM solution also played a role in helping the company improve its ease of doing business, with surveys uncovering and elaborating on challenges with the corporate website and providing insight to take corrective actions. This helped facilitate improvements for accessing and navigating the company’s support site, resulting in a dramatic reduction in customer support inquiries. A large percentage of customer issues are now being resolved online, and many more problem cases are avoided altogether. In fact, through the holistic efforts of its Listening Services Center of Excellence, the organization avoids more than 350,000 cases each month, driving total cost savings of more than \$300 million annually from a reduction in support tickets and fewer resources required to handle cases.

Overall, gathering feedback by listening to what customers, partners, and employees have to say in surveys, comments, social media, and conversations with company representatives is a strategic way of business for the organization. To address issues and concerns raised by its customers and partners, many significant changes have been made. The innovative listening and feedback activities of its Listening Services Center of Excellence, combined with the incorporation of Verint EFM into its operations, helps ensure consistent and coordinated feedback efforts and interactions with customers. These changes have ultimately made the company easier to do business with and help fulfill its mission of working with customers to provide the right solutions and create long-lasting partnerships.

About Verint Enterprise Intelligence Solutions

Verint® Enterprise Intelligence Solutions™ capture and analyze customer interactions, sentiments, and trends across multiple channels, improve performance, and optimize the customer experience. The solution portfolio includes the Impact 360® Workforce Optimization™ suite and Voice of the Customer software for increasing customer satisfaction and loyalty, enhancing products and services, reducing operating costs, and driving revenue.

Verint. Powering Actionable Intelligence®.

Verint® Systems Inc. (NASDAQ: VRNT) is a global leader in Actionable Intelligence® solutions and value-added services. More than 10,000 organizations in over 150 countries use our solutions to improve enterprise performance and make the world a safer place. For more information about Verint, visit www.verint.com.



info@verint.com
1-800-4VERINT

330 South Service Road
Melville, NY 11747 USA

www.verint.com