

Thermo Fisher Scientific

Opportunity

Thermo Fisher Scientific is the world leader in serving science, with revenues of \$20 billion and more than 65,000 employees worldwide. Its mission is to enable its customers to make the world healthier, cleaner, and safer. Continuous improvement of existing products and the development of new ones is essential to the company and requires an innovative approach to understanding customer needs.

Customer surveys are an important driver of product innovation at Thermo Fisher, but the company's approach to collecting customer data varied drastically across its 15 global product divisions. In large part, this was due to the number of disparate survey platforms utilized.

"We had more than 300 subscription-based accounts using several different survey tools and platforms, with virtually no oversight," recalls Phil Montville, senior corporate commercial operations specialist at Thermo Fisher. "This made collecting customer data increasingly chaotic and unmanageable."

With so many survey tools in use, corporate branding became a major concern, especially as the company grew through mergers and acquisitions. Each new entity brought other approaches to collecting customer data through other survey tools, creating even greater inconsistency. On top of this, Thermo Fisher's independent product divisions were often unaware of market research being conducted by other divisions even though customers interacted across multiple product lines.

"We saw a significant amount of customer frustration because our customers received different surveys from different groups," Montville says. "In addition, we couldn't integrate customer opt-outs across the multitude of survey platforms, which only heightened the frustration and resulted in privacy policy issues."

Solution

Thermo Fisher needed a better way to maintain and administer customer surveys and, in turn, combat the increased costs of supporting users on multiple survey platforms. The company started by interviewing users across the business to understand their specific survey challenges and their desired features and functionality.

Assimilating the information led to an evaluation of several vendors, culminating in Thermo Fisher selecting Verint® Enterprise Feedback Management™, a powerful enterprise survey solution enabling the capture of customer feedback across all channels while providing cross-channel analysis and reporting.

Customer Success Story



Solutions

Verint® Enterprise Feedback Management™



Industry

Biotechnology



Region

Americas

Results

- Cut survey administration time in half.
- Improved customer survey data collection and analysis and, in turn, product development efforts.
- Reduced survey fatigue and customer frustration.
- Increased response rates.

VERINT®

“ Perhaps most valuable to us is Verint’s incredible 24x7 support of its solution. When I call the support number, I know my call will be answered in seconds and I’ll quickly have an answer to my question.”

– Phil Montville, Senior Corporate Commercial Operations Specialist, Thermo Fisher Scientific

“During the evaluation process, it quickly became obvious that Verint’s solution offered the most robust features and versatility,” notes Montville. “The complex branching feature was especially important in enabling us to conduct A/B surveys. Other vendors’ solutions didn’t come close to Verint’s capabilities.”

Montville was keen to leverage Verint’s software for survey consistency across the Thermo Fisher customer base. In the past, product divisions would frequently ask for Montville’s guidance in developing surveys, but this proved challenging because what worked in one survey solution didn’t work in another. Now, with Verint Enterprise Feedback Management as the company’s single, feature-rich solution, Montville can easily assist divisions in survey development while also ensuring a consistent brand experience.

Benefits

“Our product divisions are really pleased with having a single survey platform across the enterprise,” Montville explains. “I can help craft surveys because everyone is familiar with the features, which enables us to focus more on the actual survey versus the tool required to execute the survey.”

In fact, using Verint Enterprise Feedback Management, Thermo Fisher has seen survey administration time cut in half. This, combined with cross-divisional access to robust reporting

features providing a level of granularity and analysis not available before, has enabled the company to improve its product development efforts.

At the same time, survey fatigue and customer frustration are on the decline according to Montville. “In the past, when customers opted out of surveys from one division, they’d often still receive surveys from other divisions, causing both fatigue and frustration. Now, with the Verint solution, opt outs apply to all divisions and customers receive surveys only if they opt back in.”

Moreover, the Verint software enables Thermo Fisher to leverage a responsive survey design to capture customer feedback across channels. In turn, its customers can take surveys on the device they choose, increasing response rates and ensuring valuable customer input is not lost.

Beyond the benefits of the Verint software itself, Thermo Fisher saw value in other areas as well. In particular, Verint’s support organization was critical to the company’s renewed and optimized survey success.

“Perhaps most valuable to us is Verint’s incredible 24x7 support of its solution,” concludes Montville. “When I call the support number, I know my call will be answered in seconds and I’ll quickly have an answer to my question.”

The Customer Engagement Company™

Americas

info@verint.com

1-800-4VERINT

Europe, Middle East & Africa

info.emea@verint.com

+44(0) 1932 839500

Asia Pacific

info.apac@verint.com

+(852) 2797 5678



verint.com



twitter.com/verint



facebook.com/verint



blog.verint.com

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