



## **OPAL TELECOM (SOLUTIONS DIVISION) MAKE EFFECTIVE PRACTICAL CHANGES AS A RESULT OF CUSTOMER SATISFACTION SURVEY**

*'A thorough survey provided our company with the insight we needed across all touch points with our customers...we implemented a plan across the business to focus on all areas of concern, as well as using the results in our sales and marketing messages.'*

Head of Marketing (Opal- Solutions division)

### **KEY BENEFITS**

- Clear understanding of current customer opinion regarding staff, service quality and account management
- Able to implement practical actions to improve customer satisfaction further and increase efficiency

### **THE CLIENT**

Opal's Solutions Division is part of Opal Telecom, and delivers advanced IT communications to business customers throughout the UK. Customer Satisfaction UK have provided a range of services for Opal and its sister company TalkTalk.

### **THE CHALLENGE**

Maintaining customer satisfaction is an integral part of any business strategy, especially in a competitive marketplace driven by demanding customers. Opal's Solutions Division wanted to maintain their successful growth by remaining in touch with its customers' needs.

### **THE WORK**

Customer Satisfaction UK investigated the Solution Division's customer base, benchmarking the current situation and identifying areas for improvement:

- Initial consultation with key management – specifically tailored to business goals
- Telephone surveys across a cross section of customers – conducted by our experienced and professional team
- Client was closely involved in the interpretation of feedback – enhanced relevance of practical recommendations
- Key consultation with client surrounding presentation of survey results to company staff – won commitment of workforce who would be crucial in implementation of practical change

Customer Satisfaction UK place a strong emphasis on a consultancy-led service – to ensure a clear return on investment and specific, relevant benefits for clients.

### **THE RESULTS**

Industry leading results emerged from the customer satisfaction survey:

- **98%** satisfaction levels regarding product quality
- **97%** satisfaction with account management – reinforcing Opal's focus on only selling what they can deliver
- **90%** of customers surveyed consider staff to be more enthusiastic and committed than those from Opal's competitors
- As a result of these high scores data also showed that almost all customers were loyal and willing to recommend Opal's services to others.



## THE ACTIONS

Although largely positive, customer feedback did indicate some specific areas for improvement and Opal responded by implementing practical changes across the business to further increase customer satisfaction:

- Improvements to marketing communications – making customers more aware of the products and services available to them
- More detailed account management plans
- Improving the quality and speed of response to enquiries
- Keeping customers informed on the progress of their enquiries

Opal's Solutions Division expressed a desire to use the customer satisfaction survey on a regular basis to monitor the progress and impact of these practical actions.

