

How SuperOffice AS Manages Customer Feedback for Over 20,000 Contacts

Case Study: SuperOffice



Norwegian-based SuperOffice AS is one of Europe's leading suppliers of CRM solutions to the business-to-business market. The company's software supports the individual user in achieving stronger sales, marketing and customer service productivity. With subsidiaries in some of Europe's most business-savvy countries like Norway, Sweden, Denmark, Germany, Switzerland, Holland and United Kingdom, SuperOffice AS has established strong relationships with over 6,000 customers.

Challenge

While SuperOffice AS had many feedback channels including support, consultants, partners and sales people, it also wanted to obtain a more structured feedback mechanism to set up structured routines to close-the-loop with customers and users. The company wanted to empower each level of the organization

with customer data to drive improvement based on customer needs. Ultimately SuperOffice wanted a partner that abides by the GDPR rules in Europe, helps with catching early warnings of detractors, and above all offers a human approach to business.



"We wanted everyone in the company from support, marketing, development to the CEO to be able to actually look into the insights and see how we drove improvement."

*- Hans Chr. Grønsleth,
Director of Digital Customer Experience*

The Solution

SuperOffice selected CustomerGauge to systematically bring the voice of the customer in the organization, heighten employee engagement and promptly close-the-loop to stop customer churn in its tracks. CustomerGauge worked with SuperOffice to design a best-in-class NPS program to achieve its goals.

“CustomerGauge is a best-of-breed NPS platform, and we are a best-of-breed CRM, marketing and customer service solution. Together it was a perfect fit.” - Hans Chr. Grønsleth, Director of Digital Customer Experience

With the CustomerGauge platform, SuperOffice AS was able to leverage their NPS program in three primary ways:

1. Predicting Customer Behaviour


NPS data has a strong correlation with future customer behavior and growth. SuperOffice AS leverages NPS to ensure the business is moving in the right direction.

2. Stopping Customer Churn in its Tracks

Detractors have a high probability of canceling their service or never purchasing again. SuperOffice AS uses NPS to identify them before this happens so they can resolve issues and keep more hard earned customers.

3. Engaging Promoters

SuperOffice AS' promoters are the “fanboys” and “fangirls” of their brand and offering. If they haven't already recommended SuperOffice AS to friends or colleagues, they will. All the company has to do is ask.



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Organizational Buy-In


Keeping track of customer churn and retention rates quickly became a top priority for SuperOffice AS' senior management agenda and one of the top ten key initiatives the company wanted to launch in the business. As such, NPS became a key performance indicator for the company's business goals.

"You can see correlation between revenue, growth and NPS scores. We discussed how the NPS program could be one key initiative to help us improve these numbers." - Hans Chr. Grønsleth, Director of Digital Customer Experience

SuperOffice AS realized that a successful NPS program requires a team effort and organizational buy-in—from top and mid-level management to frontline employees. Therefore, from the very start SuperOffice AS wanted to involve all seven subsidiaries and employees with the NPS program by explaining why the company is starting this new journey, what the business benefits are and steps to prepare the team for NPS success.

Within seven weeks, SuperOffice AS managed to complete an NPS company rollout to seven subsidiaries and train its staff with various workshops. Employees learned how the automatic selection of engaged users within each account is selected and how the logic works when sending a survey to a small portion of users each working day. Additionally, employees learned what drivers SuperOffice selected, and how to close-the-loop.

In order to make NPS a "less is more" project, SuperOffice AS also worked with CustomerGauge to integrate NPS into the daily routine of everyone in the company. SuperOffice was able to store all customer feedback data in their own system, which all employees were already comfortable using and create automatic tickets for each response. Senior management would then receive CustomerGauge's NPS reports to make better business decisions.



"You can see correlation between revenue, growth and NPS scores. We discussed how the NPS program could be one key initiative to help us improve these numbers."

Managing Feedback for Over 20,000 Contacts

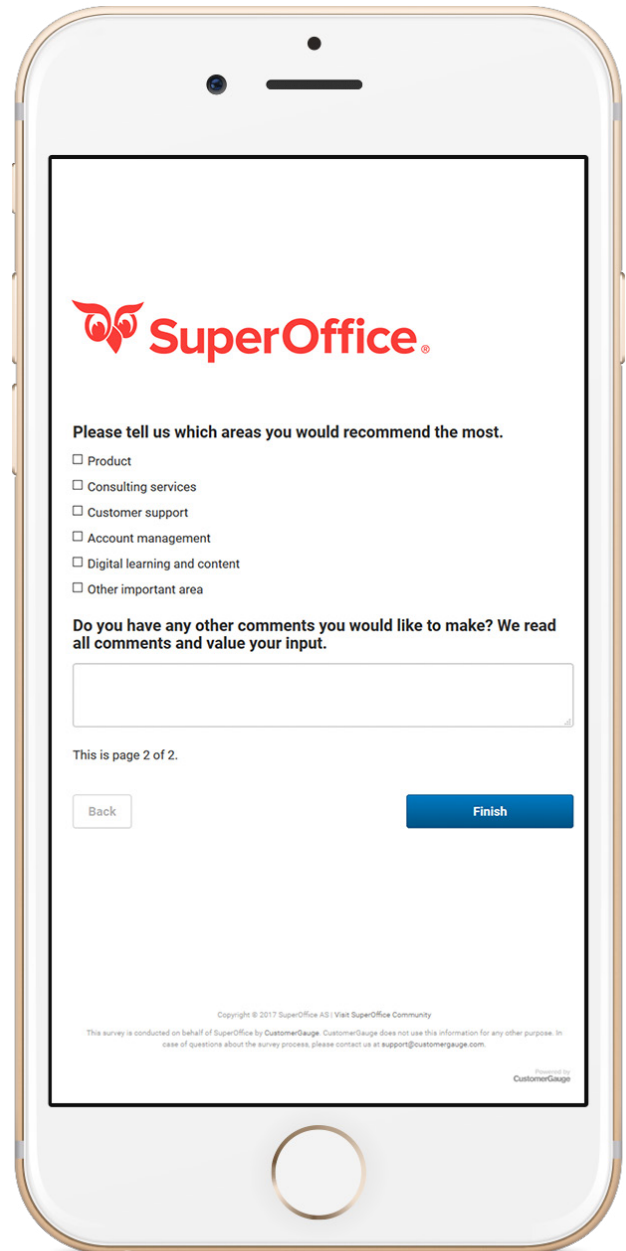
More than 6,000 European companies are using SuperOffice CRM solutions. For SuperOffice AS this translates to more than 20,000 engaged contacts. The question therefore becomes, how does a company manage to obtain valuable, frequent and actionable customer feedback with no organizational overload?

SuperOffice AS started with the customers it already had some form of a relationship with through meetings, support tickets, sale, etc. These type of customers already knew the product and service and had valuable feedback that could be acted upon.

SuperOffice AS' team worked out an algorithm that showed their engaged users and chose to survey a daily number of users per working day. As such, the company now sends 100 surveys every working day and receives a steady stream of feedback that each salesperson and customer experience person could work with. This strategy is designed to save detractors and turn them into passives and promoters.

Upon answering a SuperOffice AS branded survey, the data that comes from the CustomerGauge system automatically triggers a request in SuperOffice AS.

As such, each detractor case gets automatically assigned to the right person so the company can act quickly to identify root cause and save the customer from churning. SuperOffice was also able to discover up and cross-sell opportunities more easily.



SuperOffice.

Please tell us which areas you would recommend the most.

- ☐ Product
- ☐ Consulting services
- ☐ Customer support
- ☐ Account management
- ☐ Digital learning and content
- ☐ Other important area

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Learnings & Early Results

One of the key results for SuperOffice AS has been making their Net Promoter program more than just a small project, but a foundation for a successful and truly customer-centric business.

With the CustomerGauge system SuperOffice was able to deliver real-time insights to the right people in the organization and heighten the employee engagement with NPS.


SuperOffice AS' NPS program also looks at detractor scores as an opportunity.

For example, while closing-the-loop with an IT customer who was dissatisfied with the frequent server upgrades, SuperOffice AS identified the opportunity to migrate them to the cloud and save them from churning. For the company, having some context behind why it is likely to see churn is the first step to fixing it.

“We see comments that can be handled immediately and that has helped us save a couple of angry customers.” - Hans Chr. Grønsleth, Director of Digital Customer Experience

Since implementing CustomerGauge, SuperOffice AS successfully:

- Achieved top, mid-level and frontline employee buy-in for their NPS program
- Sent out customer surveys in 7 languages
- Empowered users to close-the-loop with customers inside SuperOffice AS
- Identified up and cross-sell opportunities thanks to closing-the-loop
- Heightened customer-centricity



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Contact Information

CustomerGauge

CustomerGauge is a software-as-a-service platform that improves customer experience using the industry-standard Net Promoter System®. The system helps companies automatically measure and analyze feedback in real-time, act to reduce churn through close-loop tools and grow their bottom line.

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SuperOffice AS

Driven by a passion for Customer Relationship Management (CRM), SuperOffice makes award winning CRM software for sales, marketing and customer service. As the leading European CRM provider, SuperOffice is trusted and used by more than 6,000 companies.

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