

SMS feedback reference letter – Telefónica Czech Republic

In Telefónica Czech Republic we have positive experience with the implementation of customer experience SMS feedback. It is the satisfaction with the contact via the customer line or after visiting the shop. The survey brings us valuable information for management of customer experience on these channels, but we were not fully satisfied with the first provider of these surveys. We were thinking about a change and were looking for a partner who would be able to ensure the functioning of the feedback collection system and beside the high quality and reliability would also offer technological and business flexibility. We needed to find the new provider within 2 months. During this period we wanted to try this potential provider and to implement SMS survey test rounds on a selected sample of our real customers.

OpenOne company offered to show us their solution and to prove if they were able to meet our demands. They quickly prepared a solution for SMS survey support for our needs and during the testing and pilot operation, stability, credibility and flexibility of the solution and OpenOne company was proven. The solution is able to cover all Telefónica teams demands. It ensures a user-friendly data import, sending of enquiries and automatic evaluations of answers and results reporting. It is possible to change quickly the questions and needed reports and parameters for sending and evaluation. OpenOne analyses customer answers and uses them to improve the system constantly by learning.

The solution also includes automatic reporting of customer satisfaction trend statistics and statistics of the quality of service by individual channels and teams. The operational management of call centres and shops has statistics for its teams, team leaders to individual operators and salesmen.

We especially appreciate the drive with which OpenOne launched this demanding project, the maximum effort to meet our needs and also an active approach to solving the difficulties and issues that occurred during the project.

12 December 2012
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