

Case studies

Atos
WORLDWIDE IT PARTNER



Atos increases
response rates
tenfold



The challenge

French IT services giant Atos has over €8bn in revenues and 74,000 people... but when it comes to feedback on its offerings, only one person matters: the customer. (Its roster includes The Home Office, NHS Scotland, and the Ministry of Justice.)

Collecting feedback from a high-end B2B audience is hard - these are busy people and getting their attention is costly. (The cost to Atos of collecting a single individual's feedback was £50.) They needed more people in their sample - and to make it easier for them to engage. But how?

The solution

Priority One for Atos was to do everything in real-time: if feedback flagged up a customer service issue, Atos wanted to deal with it there and then. That isn't possible with after-the-event surveys and questionnaires, so it looked to a real-time alternative: Rant & Rave.

Atos adopted a multi-channel approach to gathering insight. After a customer speaks to a Call Centre agent they receive a voice message asking them to leave feedback about their issue. (In their own voice - comments are transcribed to text and fed into Rant & Rave's text analysis technology.) Once an issue is resolved, they also get an email.

All customer comments are understood in real-time by award-winning text analysis and presented back to Atos on their real-time Dashboard - a colourful and interactive web-based tool which highlights key themes and problems, as well as allowing more in-depth analysis of individual comments. It's also integrated seamlessly with the company's internal systems and processes.



Rant & Rave is the new gold standard for soliciting, collating and analysing end user insight.



Sam Ellis

Head of Customer Experience & Loyalty
Atos

The benefits

Since implementing the service Atos has enjoyed response rates in excess of 35% from emails... and up to an incredible 90% through the IVR (interactive voice response) channel. Many people within Atos have access to the dashboards - the whole idea is to make customer feedback and real-time response part of the organisation's culture, whatever department people work in.

The system has done more than simply flag up factors important to customers - it also acts as quality assurance to Atos' customers. Major brands want a track record and solid evidence of capability; Rant & Rave's fast feedback solution provides it in spades, from the mouths of people who matter most - customers themselves. Results have been so positive the project owner is rolling it out across Europe.



RESPONSE RATES
rose to
35%



COSTS PER SURVEY
cut from
£50 TO 10p



Point-of-contact
RESPONSE RATE HITS
90%

Who we are

Rant & Rave provides customer engagement solutions with a difference.

Created with the belief that fundamentally brands and consumers want the same thing – to deliver and receive great service – half of the FTSE rely on the Rant & Rave platform to proactively communicate with and gather fast feedback from their customers.

By reducing customer effort and taking real-time inspired action, brands are able to transform Ranters into Ravers and happy customers into engaged Ravers – lifelong advocates.

For more information visit, www.rantandrave.com

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