

Case Study

Telecommunications

Dedicated to customer satisfaction, mobile operator DiGi has integrated ViewsCast across the company's call centre operations.



The Challenge

A leading Malaysian mobile communications company, DiGi is passionate about customer satisfaction. It is embodied in the company's vision and values and is a primary measure of their success. As DiGi puts it, "Customer needs are at the centre of everything we do."

The company's call centre, established in 1995, is at the frontline when it comes to building and maintaining their customer relationships. With more than 250 call centre staff, DiGi needed a way to track call centre performance that was fast, cost effective and able to support a large sample size.

Critically, the system had to enable management to identify mistakes quickly and make immediate improvements.

Seeking to enhance the customer experience at all interaction points and improve the DiGi customer satisfaction index, DiGi contacted Synovate for help with a comprehensive performance tracking project.

The Solution

DiGi implemented Synovate ViewsCast Customer Satisfaction Measurement (CSM) technology, which lets customers respond to recorded voice-prompted questions by simply pushing a button on their telephone keypad.

At the end of their interaction with the DiGi call centre, customers are invited to participate in an automated Synovate ViewsCast survey. The survey gathers customer feedback on call centre performance, friendliness, knowledge, ability to resolve issues and overall satisfaction. It also lets customers provide voice comments.

Synovate ViewsCast collates this feedback accurately and quickly and the results are analysed automatically and made available instantly via a dedicated Internet site. This enables DiGi's call centre managers to evaluate overall service performance, call centre functions and individual staff every day.

The economies of Synovate ViewsCast have made continuous, real-time tracking of operational performance for DiGi a practical reality, enabling DiGi to constantly monitor and improve their service.

The Result

Synovate ViewsCast has provided DiGi with the tools to listen and learn from their customers, and the results speak for themselves.

Overall customer experience has improved at all Customer Service interaction points tracked using Synovate ViewsCast, while the instant observations afforded by Synovate ViewsCast have been fully embraced within the organisation's processes.

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This has resulted in faster identification of areas that require improvement and stimulated healthy competition among the internal teams involved to get the best results.

Pn. Halimah Binti Abdullah, Senior Manager, Quality & People Development, Customer Service, Marketing Division of DiGi explains: "When we started using Synovate ViewsCast, we realised the results could be even more powerful if they were integrated into the way we report to management and create key performance indicators for our staff.

"The employee incentive scheme is now based on the results and a monthly reward programme has been introduced for staff. Reward is now directly linked to customer satisfaction and employee performance and our performance continues to improve as a result."



With Synovate ViewsCast you can see customer satisfaction levels at a glance, and get a clear idea if improvements are making a difference over time

The Future

DiGi has used Synovate ViewsCast in its call centres since early 2004 and remains committed to this way of managing customer satisfaction. As the company strives to continually improve customer service, it is now working with Synovate ViewsCast on extended applications.

DiGi's values, including its commitment to customer satisfaction, make it one of Malaysia's best respected companies and a place where people want to work.

About DiGi

DiGi is a leading Malaysian mobile communications company providing a comprehensive range of affordable, convenient and easy to use wireless services to simplify and enrich the lives of its customers.

DiGi has an established presence as a leader in voice and data prepaid services with a number of firsts that have set industry benchmarks for creativity and innovation. DiGi's postpaid service delivers high quality voice as well as value-added mobile content and data services to both individual and corporate customers.

From a company
driven by curiosity



Synovate is a global market intelligence and research company full of curious people who continuously stretch the definitions of conventional research. The company operates across 6 continents, in 46 countries and 24 time-zones.

For more information about Synovate ViewsCast, please call the nearest Synovate office (check out the web at www.synovate.com) or contact:

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