

Case Study WorldAPP Key Survey

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Rosie Routledge
Customer Engagement Manager

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The Main Challenges of E.ON

Gas and electricity supplier E.ON's Internal Support Services organisation provides human resources, banking, procurement and similar services for the 18,000 or so people who work there.

For several years, it has run a customer satisfaction survey using Survey Monkey to find out how well it is rated by its internal customers. However, when it introduced a Net Promoter Score programme, a loyalty metric that many companies use to measure customer experience, it realised the application wasn't up to the job.

Customer Engagement Manager Rosie Routledge, who runs the Customer Experience Team in Internal Support Services, explained the problem: "When we decided to move to Net Promoter Score, the number of surveys we wanted to get out and the need to see the data coming back in real time meant that we needed a new survey tool. What we had wasn't going to be able to do what we wanted."



About:

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Proposed Solution

A member of Rosie's team conducted an internet search to see what was available. E.ON had already taken the decision not to develop its own software internally due to the short timescales. The aim was to implement Net Promoter Score in 2009 and the issue with the existing survey tool came to light in January that year.

"We decided to find out what's out there, which would be a lot quicker than developing in-house," said Rosie. "It turned out to be a lot cheaper as well in the short-term, and since this was a pilot we didn't want to invest heavily upfront." The department identified possible suppliers and downloaded demonstration copies to evaluate. What really swung the deal for Key Survey, however, was the involvement of a WorldAPP director as well as an account manager from the early stages.

"I just found them completely different to any other software supplier that we had dealt with," commented Rosie. "What I really liked is that the account manager absolutely understands the technical functionality of the tool."

Who Uses Key Survey Within E.ON?

The commitment by WorldAPP staff was particularly impressive because, although E.ON is a large company, the initial potential spend was likely to be relatively small. The original contract was for support services only, with no guarantees that it would extend any further. Nevertheless, WorldAPP ran an effective demonstration and showed an impressive knowledge of the product.



This, according to Rosie, was in sharp contrast to some other suppliers: “The direct comparison with another company was that the account manager there went off to talk to a technician. It seemed to take a long time to set up a call and it was very clear that the account manager didn’t understand the technology he was trying to sell. For me, it’s WorldAPP’s relationship with the clients that is probably their biggest advantage. They do an extremely good job keeping close to their customers.”

What is E.ON Hoping to Achieve?

Since the Net Promoter Score was a new strategy for E.ON, the aim was to run it for a year and see the outcome. There was no guarantee that Key Survey would be needed beyond the first year. Consequently, according to Rosie, WorldAPP’s annual licence was a big advantage: “We paid a fee for, software as a service, with an annual fee, which massively reduced the risk and spend for us when we were just testing the waters with Net Promoter Score.

Does the Software Meet E.ON’s Challenges?

In January 2009, the aim was to get something implemented for the year and so it had to be accomplished within weeks. To achieve this, WorldAPP offered to help set up E.ON’s first survey. The level of free help was, says Rosie, really unexpected.

Due to the support provided and the relative simplicity of the application in use, the implementation went smoothly. “They have lived up to everything they’ve promised and the speed at which they’ve been able to implement a system was a big seller for us,” remarked Rosie.

Does E.ON Use All the Features?

Rosie admits that what her department requires from the product is possibly more basic than for other users: “We only really have the one type of survey but we wanted a tool that would deliver it. We’re not looking for lots of bells and whistles.”



She's aware that the flexibility is there if needed. Of equal importance is the product's reliability, which is often claimed in marketing literature but not always achieved in use. However, Key Survey has run so well that Rosie has never needed to enquire of actual performance statistics: "We probably have around 700 people who are using the system at any time. If it wasn't working, we'd get the feedback and we don't get anything to say there are issues."

Does E.ON Use Key Survey in Conjunction with other Applications?

E.ON uses an internally developed reporting tool to manipulate, analyse and present the survey data. The availability of a live data feed means it can make relevant data available to selected people. As a separate development, the retail side of the business is in the process of implementing Key Survey and has plans to integrate it with call centre systems.

Does E.ON Customise the Surveys?

Since Internal Support Services has basic survey needs, it hasn't had any need for customisation. However, it continues to look at ways of enhancing its use of the product and gets continual help from WorldAPP to achieve this.

"That's been really good as well," commented Rosie. "They've come in and taken a real interest in what we're doing and where we can do it more efficiently."

Key Survey Customer Support — Is E.ON Satisfied?

Rosie reckons that in the two years E.ON has used Key Survey, there have been only a couple of communication glitches. These have been dealt with honestly and resolved quickly, with little impact on the business. Experiences with Customer Support have been good, with a live chat facility meaning issues are dealt with immediately.



She has been very impressed with product training, which for many suppliers means the time and expense of classroom courses. In the case of Key Survey, it was handled over the telephone with a live demonstration and with no cost outlay. Although this is due partly to the basic needs of her department's survey, it also shows the intuitive nature of the application.

Future Directions and Long Term Focus

Internal Support Services intends to continue using Key Survey for Net Promoter Score. There will be some enhancements to automate processes but no major changes.

On a wider front, E.ON's UK retail business, which is the side of the company the public sees, is starting to use Key Survey for its own Net Promoter Score programme with customers. The retail side is by far the biggest, with thousands of agents.



Conclusion

Internal Support Services' annual contract is due for renewal in the new year and Rosie is so pleased with results that there is no question of not renewing for a third year: "We have no reason to look at any other supplier. We will continue the relationship, most definitely."

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Customer Engagement Manager