Case Study

Optimus improve their decision-making with real time Voice of the Customer data

Company: Optimus

Optimus is a tech company based in the property services sector. We provide conveyancing and home surveys via a technology platform connected to a nationwide panel of conveyancers and surveyors.

Working alongside our panels, Optimus have a expert service team who ensure the performance of their panels and support the end-to-end home moving process to deliver a high level of service across the customer journey.

customer sure

Why were you looking for a Voice of the Customer platform?

Optimus wanted to work closer with customers to understand their pain points and things that could be improved throughout the process. Also ensuring that any changes being implemented with partners are really benefiting the customers.

Another requirement was having intelligent reporting, and multiple channels available with the ability to send surveys that integrate with numerous processes throughout the business.

The previous feedback tool had limitations and was not adaptible enough for our business needs.

customer sure | **optimus**

How did the implementation go?

It was quick to get CustomerSure up and running. A very supportive team at CustomerSure worked closely with us to develop the platform to meet our needs.

> 66 I would describe CustomerSure as friendly, responsive, and supportive. 99

After going live, we were looking forward to clearer communication being shared to all parties, **and this objective was definitely fulfilled.**

customer sure | optimus

What results have you achieved?

We have now got enhanced data transparency with introducers, and we can utilise the feedback to help navigate decisions around service offerings.

Delighted to say due to [CustomerSure's partnership approach](#) and sharing best practice, response rates and feedback quality have both increased as time has gone on.

What advice would you give to others considering a VoC project?

The more you know about your customer journeys and key points in these journeys the better. Time invested in mapping these journeys and understanding the wants and needs of different customer groups across the journeys is time well spent.

66 We are glad that we met the team at CustomerSure and are looking forward to developing our relationship in the coming years. 99

Other Case Studies

Covéa Insurance

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Using the CustomerSure platform and working with their great team, we have been able to enhance our Voice of Customer programme substantially

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Polypipe Building Products

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The end result has been happier customers. By dealing with the issues raised in feedback we've seen measurable improvements in customer satisfaction

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Philips

❝

It's great to have a software partner that can help us scale our customer experience efforts to such a level, whilst maintaining that personable level of service.
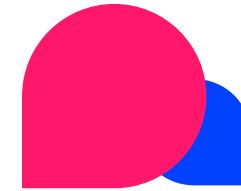
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❝ Customer feedback should make a direct impact on the business. ❞

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Ready to elevate your VoC programme with the 3 key foundations?

Get Your Free Guide

These foundations make giving feedback a great customer experience.

Great customer experience is great for business.

If you're keen to find out more, and start looking at the details of how to improve your next VoC project...

Book a chat with an expert

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