



Engine Helps National Health Company Improve Customer Experience, Maximize Business Value With Dapresy “Closed Loop” Feedback Reporting

“Dapresy has enabled us to solidify our relationship with a national health company by enabling faster insights, resulting in an improved customer experience.”

Christian Super
Vice President, Technology Solutions, Engine Insights

ABOUT ENGINE INSIGHTS

Engine Insights marries traditional market research with cutting-edge products to deliver clients a 360-degree view of their customers, employees and markets. Its extended suite of solutions and products are designed to support business growth: from helping clients understand and outperform the competition to operationalizing both survey and behavioral data to identify, attract, engage and retain their audiences.

THE CHALLENGE

A Fortune 100 health company client with a pharmacy business came to Engine seeking to dramatically improve the experience of its pharmacy customers. Engine Insights, a division of Engine, is adept at consulting with companies around their [customer experience](#) (CX) maturity, determining the level their clients are listening and then taking action. In this case, the big challenge was incorporating sophisticated [closed-loop feedback](#). While some companies offer CX software with that functionality, they tend to

be very pricey and lacking in other areas. And the health company wanted an integrated system where [dashboards](#) and other visualizations reside alongside the closed loop system.

Engine Insights concluded that achieving its goals required a dashboard solution with the flexibility for role-based reporting and dashboarding along with the close loop functionality. The solution would need to pull in data from multiple sources, including information about transactions (such as dates, order numbers, etc.) from the client's enterprise system as well as various data obtained from its partners' call centers -- and then bring it all together in a single dashboard.

“After meeting with Dapresy,” Super said, “We realized that it could provide us with a flexible, more visual solution that could meet our needs at a much lower price than competitive solutions.”



THE SOLUTION

Dapresy's dashboards, written and maintained by Engine Insights, convey the results of the health company's CX programs to different stakeholders in different ways. With the innovative closed-loop management module, Engine Insights can turn customer feedback data into clear, results-driven action. The system is set up to trigger follow-up actions based on pre-determined criteria and it notifies staff about needed actions. The close loop functionality – and everything else in the portal – is customized to the clients' workflow and vocabulary which makes it easier for Engine Insights' client to use it and complete key business actions.

The dashboard's flexibility enables Engine Insights to set up multiple dashboards and reports for different users and workflows. Providing filters for locations and business units allows the client to understand broader trends in their business and take preventative action to reduce future client issues.

"It didn't take us long to realize that Dapresy was a great fit for this engagement and others," said Super. *"Its closed-loop tool is very strong and competes favorably with tools that cost tens of thousands more dollars. Using it we've created a crossed loop process and screens to mirror its own work processes. And the reporting is very flexible."*

Dapresy's dashboard allows the health company to update what has happened with each identified issue, such as when a customer service representative speaks to a customer, notes about communication with the customer, and any action taken, such as gifting coupons. Combining information from the surveys, the customers' call center experience and transaction information from the client's enterprise system provides extensive context and detail required for further action. The actions provide an understanding

of service trends and drive both remedial training and actions as well as items to be included as best practice.

For example, to identify important trends, the health company can now look at specific channels and identified issues in areas such as billing, shipping or fulfilment by timeframes. *"Being able to identify specific issues in specific business areas over specific timeframes (e.g. customer wait times for a given call center in Q4 vs. Q3) has helped our client get in front of issues before they become real problems,"* Super said.

Super also noted the value of linking behavioral data with belief data. In this case, Engine Insights imports factual behavioral data from their client's call centers such as the length of hold times, number of transfers to get a problem resolved, etc. That data is married to consumer belief data from surveys. For example, the behavioral data identifies actual customer call wait times and that is compared to how long customers thought they had waited, and their overall satisfaction with the call. Based upon this analysis, the client has been able to adjust staffing levels to achieve the right balance of customer service and staffing costs.

To date, Engine Insights has reported on more than 250,000 customers of the health company, who now reliably receive timely follow ups when dissatisfied and have their health and satisfaction prioritized by the client. This has led to faster insights, resulting in better customer satisfaction for health organization.

"By utilizing online reporting comprised of dashboards, closed loop alerts, cross tables and comments we help our client use customer feedback to make process changes that improve service," Super said. *"And an improved customer experience drives business value for our clients."*

FUTURE PLANS

Currently, the dashboard is being used by regional response centers across the U.S. that provide coverage for all support locations. The information is updated daily 365 days a year. Later this year, Engine Insights and its health client plan to increase the frequency of updates to every 15 minutes, seven days a week, so that the health company can reduce the time between a report of a service concern and closing the loop with that customer. CX research shows a correlation between shorter response times and high customer satisfaction so, again, Engine Insights will help its client achieve better business results supported by the Dapresy platform.

OUTCOMES ACHIEVED BY DAPRESY

- Engine Insights is using customer feedback to improve the customer experience of its client, driving action and maximizing business value.
- Dapresy's flexibility enables Engine Insights to provide the right information to the right client user, so information is both appropriate and useful to them.
- Customization of pages and wording make the platform intuitive to use and easy to drive action by the health company's users.
- Engine Insights was able to deploy Dapresy for tens of thousands of dollars less than some competitive solutions.

ABOUT DAPRESY

Dapresy, a Conformat company, is a global provider of data analysis and visualization software for market research and customer experience management. Its SaaS solution offers users flexibility and choice in delivery from standard cross tables, PowerPoint and PDF downloads, to highly visual and interactive dashboards. Market research agency and enterprise professionals in more than 30 countries utilize the Dapresy platform to clearly communicate complex data from markets, users, and customers. Founded in 1999, Dapresy's global headquarters is in Sweden with North American headquarters in Portsmouth, NH. In addition, it has client service offices in Germany, United Kingdom, Bosnia and Herzegovina, and Australia.