FusionStorm Uses Clicktools to Launch its First Customer Satisfaction Survey Program

FUSIONSTORM™

FusionStorm has extensive expertise in the design and implementation of web-scale data center environments, and the logistics capabilities for large-scale, multi-site technology rollouts. With locations worldwide and expertise in complex international transactions, FusionStorm has the ability to deliver enterprise-class solutions and services across the globe.

The company realized that as sophisticated and successful as they were, they didn't have conclusive information about what their 1200 customers really thought and felt about them. Would they be advocates? Were clients impressed with their service engagement and willing to do business again, and if not, why? As these questions arose, they began to search for a survey solution that would allow them to collect feedback and measure customer satisfaction.

After comparing enterprise survey solutions, the company chose Clicktools for its simple, but powerful integration with Salesforce and its sophisticated surveying capabilities, such as question branching and logic. They also wanted to be able to manage Clicktools easily without day-to-day help from IT.

In two weeks, they had Clicktools integrated with Salesforce and were ready to launch their first survey.

"The selection process took longer than the implementation process. We were up and running with Clicktools in two weeks," said Doug Adams, Senior Vice President, Engineering, FusionStorm. "Yes, we worked with IT to ensure proper integration and mapping with Salesforce, but that was done in a matter of hours. Now, my team can do everything on their own without technical help, which was exactly the self-sufficiency we were after."

ABOUT FUSIONSTORM:

FusionStorm, a nationally-recognized, award-winning IT solutions provider, combines leading technology with comprehensive professional, managed and cloud services to help businesses increase agility, drive innovation and enable growth. With national coverage and global distribution, FusionStorm delivers advanced data center, network, collaboration and cloud solutions along with full lifecycle services and support to clients from mid-market to enterprise, including many of the world's leading brands.

CHALLENGES:

- Replace guesswork around customer satisfaction levels with real data.

- Launch a customer satisfaction program integrated with Salesforce and the company's professional services automation system.

- Better understand customer issues to drive corrective actions and quality improvements.

- Gather insights from staff to improve internal processes and increase loyalty.

SOLUTION:

- Implement Clicktools to formalize the collection of customer feedback.

- Identify the most satisfied customers to be featured in success stories.

- Use Clicktools reporting to identify areas of improvement in service engagements.

- Leverage data from staff surveys to continually drive process improvements.

A Focus on Customer Feedback

Formalizing the collection of customer feedback was one of FusionStorm's three key initiatives for 2015. This would allow them to realize a second goal of systematically mining success stories from their customer base. The third objective was to really understand what their issues were on a monthly and quarterly basis, in order to drive corrective actions and quality improvements. This last goal was absolutely critical for FusionStorm to

and supported. The custom branding capabilities in Clicktools easily allowed them to meet this goal.

They now respond personally to every client who gives them a less than satisfactory score(s). In a customer-driven economy, this alone gives FusionStorm a major competitive advantage. They can identify and resolve issues on a one-to-one basis, doing whatever it takes to maintain the relationship. They also developed a survey for the internal sales representative assigned to the account. Measuring staff satisfaction became

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stay competitive and change anything that wasn't embraced by their customers. As Adams put it, "How can you improve something that you don't inspect?"

Listening to Customers & Staff

FusionStorm created their first customer satisfaction survey to be sent at the end of every service engagement. With the touch of a button within their professional services automation application, project managers deliver the survey to the client with results flowing directly into Salesforce. They can see satisfaction levels and how their team performed within the customer record as well as at a collective level in Clicktools.

It was critical that the surveys exactly supported their brand look and feel to make customers feel comfortable

as important as client satisfaction as they examined the health of the account. "We realized the value of gathering feedback on both sides of project," said Adams. "The salesperson may have an even better idea than the client on how to close process gaps or streamline the customer experience."

The company set a goal to receive a 100 percent response rate on internal surveys. It's become a high priority for management to keep a pulse on staff satisfaction, engagement, and insight.

Going forward, FusionStorm plans to evolve with Clicktools, expanding their customer feedback efforts beyond the professional services realm. Marketing is the next department likely to take advantage of Clicktools to develop a set of surveys to ensure client loyalty and engagement.

Contact us today for a FREE demo.

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