

Rackspace Uses Clicktools and NPS to Maintain Competitive Advantage



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Had you measured using NPS® before? If so how did you previously collect the data and why did you decide to change the way you previously did it?

We have used Clicktools almost from when we started in the UK, before NPS was created. Clicktools has been influential in shaping our feedback processes by helping us design and implement our feedback program. They have worked with us in mapping our customer journey and building feedback that informs us about it. NPS is part of that process. They have helped us continually as we have grown and developed.

In your opinion why is your NPS important to Rackspace or indeed any other organization?

We describe the customer experience we deliver as Fanatical Support: we want customers that will continue to do business with us and recommend us to others because of the quality of both the product and service we provide. For us, the customer experience is the source of our advantage and at the heart of our culture. NPS helps us to keep that focus sharp at all levels of the organization.

Has Clicktools saved you money and if so how?

Feedback is not just about saving money — it's also about improving our ability to deliver Fanatical Support and hence our competitive advantage. Every time we respond to feedback in a way that retains a customer or engenders advocacy and loyalty has an effect on our

ABOUT RACKSPACE:

Since 2001 Rackspace has been hosting and supporting mission critical websites, internet applications, email servers, security and storage services for over 4,000 customers. Rackspace purchased Clicktools to measure customer satisfaction using Net Promoter Scores (NPS) as well as other customer feedback metrics.

bottom line. Clicktools is instrumental in this and makes a real difference to our business.

Has Clicktools improved internal processes and if so how?

We regularly review our feedback data to identify how we can improve and have made numerous changes as a result. Aggregate data is presented to the executives who examine the systemic issues it raises. It is by turning feedback into action that we get the return. We also exploit the knowledge and power of Clicktools' integration with Salesforce to automate the feedback deployment and reporting processes. This leaves us more time to focus on understanding the results and driving improvements. The integration means we can have one view of the customer, accessible across the company.

I understand that using Clicktools for NPS, communications and relationships with your clients have improved. How?

We act on the feedback. That is the best way to communicate to customers their views matter and are acted on. We also send a note to customers each summarizing the results of their feedback and the actions we have taken. In addition, we carry out a lead follow-up survey using Clicktools. Issued right at the beginning of the sales cycle, it allows us to ensure that we

give prospects the right experience, again with an alert system to ensure that leads aren't wasted.

Has it empowered employees and if so how?

Our account managers are the focal point of the contact with customers and the better informed they are the more effective they can be in delivering our Fanatical Support promise. Having Clicktools data integrated with our CRM system helps to maintain a single view of the customer. Any detractor score immediately generates an automated Clicktools alert to the responsible account manager who is required to contact the customer within 24 hours to address any issues. We do the same with feedback about different aspects of the customer journey with results and alerts provided to process owners. Information of this type is invaluable in connecting directly our employees to the voice of the customer.

Would you recommend Clicktools to your friends and colleagues?

I would have no hesitation in recommending Clicktools, have done so on numerous occasions and will doubtless do so again!

(Net Promoter is a registered trademark of Fred Reichheld, Bain & Co, and Satmetrix Systems)

FOR A FREE DEMO, CONTACT THE CLICKTOOLS TEAM

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