How a company on a mission put a human face on customer service

Televerde, a global demand generation company, revamped the customer experience by giving their staff of teleservice agents— about 350 of which are women in corrections—actionable customer feedback integrated with operational data, companywide.

Televerde
Generating Demand. Accelerating Sales.

Placing customer happiness front and center

When Michelle Cirocco took over as Televerde's Head of Global Marketing, she and CEO James Hooker agreed to change the approach on how they support customers.

Taking a customer-centric view meant two things to Michelle. First, they needed to keep tabs on Televerde's Net Promoter Score® (NPS)®, an indicator of customer sentiment. Second, they needed to integrate information gathered from customers into their Salesforce® instance to make it actionable.

Televerde wanted to make sure that survey data was visible to people across the company and integrated within other systems. Their existing survey tool lacked effective integration with Salesforce and declining technical support chipped away at the functionality. Customer feedback data wasn't being used effectively.

Michelle Cirocco
Head Of Global Marketing
Televerde

Integrate, automate, and make it easy to take action

Michelle had a personal SurveyMonkey account, which she used for a variety of programs—from getting employee feedback to tracking customer response. "I always used SurveyMonkey on the side," she said.

To take advantage of the Salesforce integration capabilities, Televerde upgraded to SurveyMonkey Enterprise. "Being able to integrate SurveyMonkey in Salesforce made it much easier to trigger surveys automatically," said Michelle.

Televerde integrated surveys in a programmatic way, launching regular surveys and reporting their overall NPS and CSAT score, on a quarterly basis. The company has implemented a system to immediately address issues with clients.

"If anyone scores us 5 or 6 on NPS, it's immediately escalated to our client success manager, so they can find out what's wrong," says Michelle. "Scores of less than 5 are escalated to the VP of our client success team."

Televerde doesn't only use surveys in their contact center. The company also does surveys at different points in time to collect anecdotal information. Televerde hosted a TEDx event—the first to be held inside an Arizona prison—inspired by Michelle and designed to reveal the potential of incarcerated women.

After the event, Michelle used SurveyMonkey to trigger a survey to all attendees and see how the message was received. She received a 60% response rate within the week, and a near perfect overall NPS score of 96. "To get that feedback so quickly is incredibly helpful for us," says Michelle.

THE TAKEAWAY

Accessibility and accountability, companywide

Televerde makes sure that survey data is available across the company and integrated within other platforms. "Surveys are visible in our Salesforce system. All the information is right there and readily available," says Michelle. "It makes it much easier to see the history of the relationship."

This year, the SurveyMonkey Enterprise Salesforce integration allowed Televerde to break surveys out into customer lifecycle segments. Customers get a survey when they sign a contract, another after onboarding, and one more when they pass the 90-day mark.

This data is used to report up through the organization. Each department that is responsible for the different parts of the lifecycle can own their impact. "We can monitor and measure clients, even when they are in a passive state."

The result? "Integrating survey feedback within Salesforce really helps us keep a handle on the pulse of our clients, improve customer retention, and increase customer satisfaction."

"After you do this type of engagement and send out this type of survey, you can get real about customer satisfaction."

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