



Success Story:

How SurveySensum Helped Improve Customer Engagement, Identify Network Issues, and Address Customer Feedback?



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"SurveySensum has done an excellent job of providing the necessary survey tools. The email channel is particularly useful because of the reminder function. The ease of use of the platform and the dashboard is also very convenient. You guys have provided excellent customer support. We can share any request we have regarding the platform, and you cover all of them, including timeline requests, etc."

– Mufthy Rosdja, Head Of Service Assurance Monitoring



**Real-time
feedback gathered**



**24 hours per month
saved on analysis**



**35% boost in
customer satisfaction**

USE CASE 1:

How SurveySensum Helped Link Net Improve Customer Engagement with Real-Time NPS Analysis?

The Objective:

Link Net conducts an annual NPS survey via email for each of its customers. The company's CX team has a KPI of 24 hours to follow up with the customers who responded to the survey. The objective was to improve customer engagement by analyzing the NPS survey results in real-time and offering tailored solutions to customers who gave negative feedback.

The Challenge:

- Link Net's CX team struggled to analyze the NPS survey data and provide real-time insights to the stakeholders, making it challenging to follow up with the customers and take corrective actions promptly.
- The team also faced difficulties in segmenting the survey responses based on customer demographics, which made it harder to understand the customer's feedback and take appropriate actions.



The Solution:

SurveySensum's dashboard enabled LinkNet to drag and drop the details they wanted to see. It offered them real-time customer feedback allowing them to immediately analyze the survey results and take action in time.

Additionally, the dashboard allowed the team to share the NPS score with all the stakeholders who needed to see it.

For negative responses:

- LinkNet's customer engagement team offers tailored solutions to address each negative response, asking customers what went wrong and what challenges they faced.
- The team strives to fix the customer's problem if possible, providing prompt and effective resolution to improve customer satisfaction.

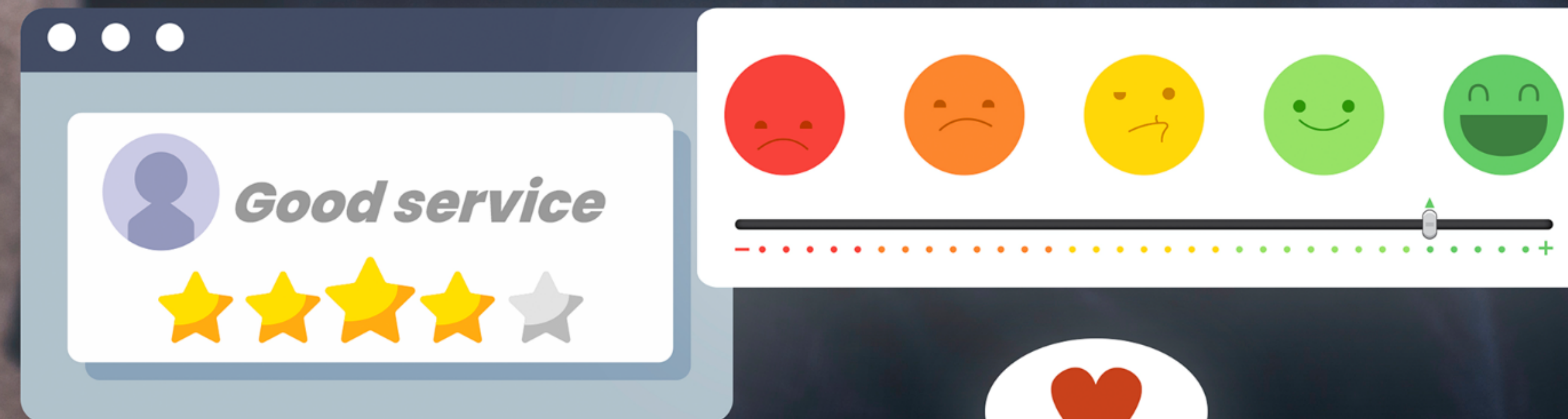
For positive responses:

- LinkNet's customer engagement team promotes the 'Member Get Member' program to customers who gave positive feedback, encouraging them to refer someone to the service.
- If a customer refers someone to LinkNet, they get one month of free service as a thank you.
- The team also asks for ratings on social media, leveraging positive feedback to attract new customers and improve the company's reputation online.

Overall, LinkNet's CX strategy aims to improve customer satisfaction by addressing negative feedback promptly and leveraging positive feedback to attract new customers and improve the company's reputation.

The Result:

- **Real-time Feedback:** SurveySensum enabled real-time analysis of NPS survey results for Link Net's CX team.
- **In-time Follow-up:** The team was able to track changes in the NPS score and follow up with customers promptly, offering tailored solutions to address specific issues.
- **Boosting Customer Referrals and Social Media Ratings:** Link Net was able to promote its 'Member Get Member' program to customers who gave positive feedback and ask for ratings on social media.
- **Boosted Customer Satisfaction:** The use of SurveySensum helped improve customer engagement and boosted satisfaction by 35%.





USE CASE 2:

How Link Net identified Network issues in Fiber Nodes in no time?

The Objective:

Link Net wanted to improve its network quality by identifying and resolving network issues quickly.

The Challenge:

They faced the challenge of identifying the number of customers impacted by network issues in a particular area, which was difficult to determine based on customer ratings alone.

If only two or three customers gave a bad rating, they couldn't assume that the whole area is affected.

They needed a solution that would allow them to group customers by fiber node and provide insights into how many customers were affected by network issues.

The Solution:

Using SurveySensum, they were able to upload and analyze their internal network data. And add additional data to complement their existing data and provide more insights into customer behavior & network performance.

They grouped customers by fiber node and identified how many customers were connected to a particular node. This allowed them to determine the number of customers impacted by network issues in a particular area.

Overall, the telecom company's use of data analytics and SurveySensum helped them improve their network quality & customer satisfaction, by allowing them to identify and resolve network issues quickly and more efficiently.

The Result:

- **Real-time Feedback:** They were able to use the insights from their data analysis to identify and resolve network issues quickly, resulting in more reliable and consistent network performance.
- **Boosted Customer Satisfaction:** They were also able to improve their customer satisfaction by 35%, addressing network issues in a timely manner.
- **Powerful Dashboard:** SurveySensum's dashboard enables them to drag and drop the details they want to see.
- **Reporting:** They were able to quickly share the NPS score and reports with all the shareholders who need to see it.
- **Instant Alerts:** Whenever they received negative responses, they could share them with the contact center agents and technicians right away.



USE CASE 3:

Addressing Customer Feedback and Finding New Solutions

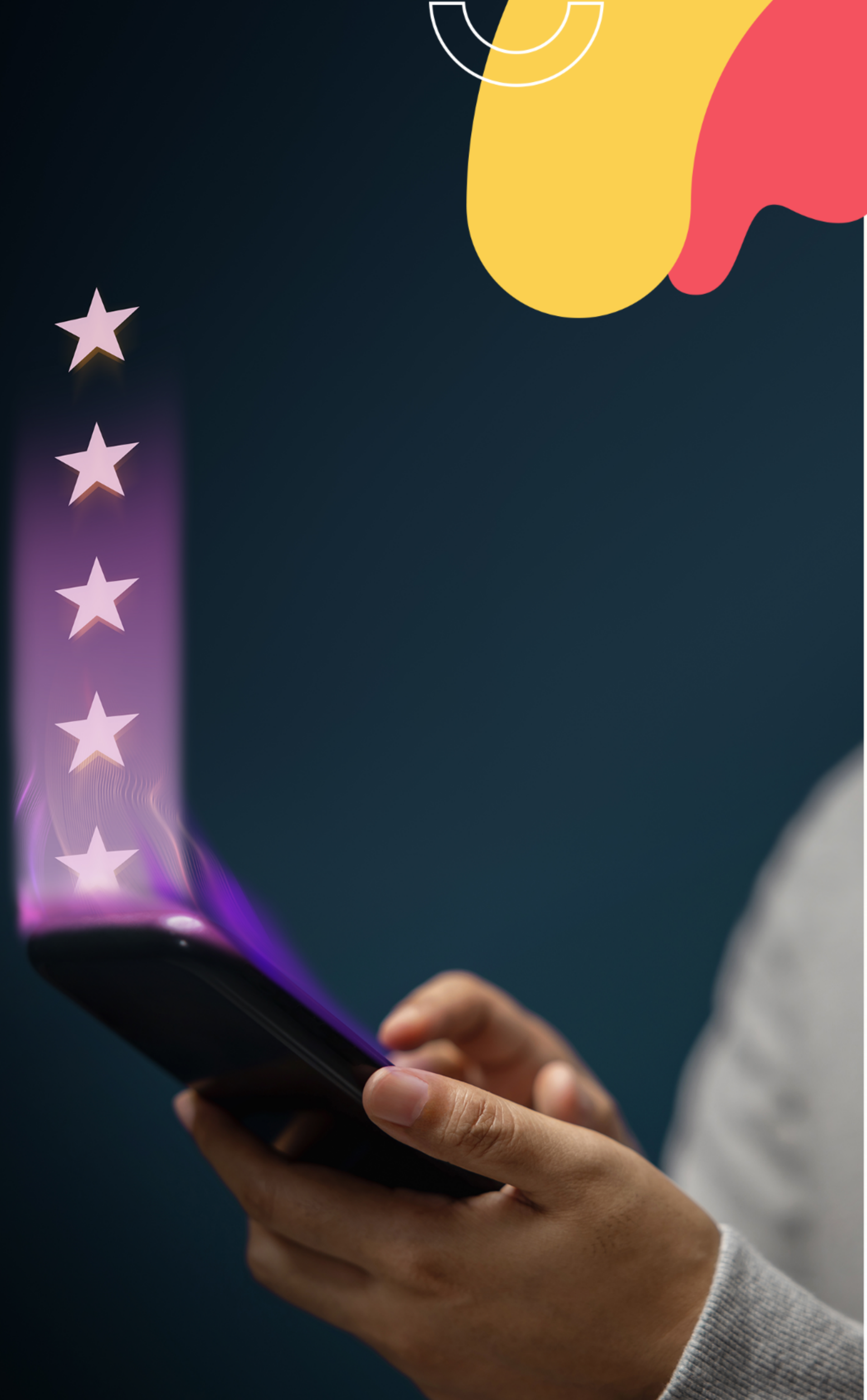
The Objective:

Link Net offers both internet and TV cable services in a combo package. However, many customers only use the internet and not TV cable, leading to confusion as to why they should pay for both services. The company wants to improve its services by addressing customer feedback and finding new solutions.

The Challenge:

The main challenge for the company is to address customer feedback and find new solutions for the following year. They need to understand the reasons behind customers' preference for internet-only services and find ways to meet their needs while also maintaining profitability.





The Solution:

The CX team escalates the issue to the marketing team, who work on finding new solutions for the following year. They conduct surveys of the same customers and tell them that they have heard their thoughts and have some solutions for them. The company compiles all the data and discusses it with customers on a monthly basis.

Using SurveySensum's feedback analysis tool, the company is able to share negative responses with the contact center agents and technicians right away. This enables the team to make small changes that impact the whole team, ensuring that issues do not occur again in the future.

For example, if there is a complaint about the installation cable being untidy or incorrect, the team can identify the issue and take corrective action to ensure that it does not happen again.

The Result:

- **Improved Customer Satisfaction:** The company's efforts to understand customer needs and preferences resulted in improved services and increased customer satisfaction.
- **Boosted Customer Loyalty:** By addressing customer feedback and finding new solutions, the company was able to increase customer loyalty.



PT Link Net Tbk, which operates under the First Media and First Media Business brands, is a major provider of high-speed next-generation broadband (NGBB) and cable TV services in Indonesia. The company serves both residential and enterprise markets in Greater Jakarta, Greater Surabaya, and Bandung, and has a dominant 98% share of Indonesia's NGBB market.

Link Net's strong growth is driven by its technologically superior network, innovative product offerings, and consistent expansion of homes passed, which reached 1.6 million in the first half of 2015. With a focus on Indonesia's rapidly expanding affluent middle class, Link Net's market-leading position positions it well to implement successful growth strategies.



Thanks for your time.
Happy to discuss and connect on your business issues / requirements.
Please share your views / observations on: tanuj.diwan@neurosensum.com