

### Challenge

A retailer wanted to develop a system to ensure rapid follow-up of customer issues and complaints identified in their customer satisfaction survey. The process should enhance the retailer's customer satisfaction program by:

- Identifying situations that require immediate attention
- Stimulating ongoing service improvements
- Maximizing retail outlet accountability
- Improving customer satisfaction and loyalty
- Providing opportunities to surprise and delight customers

### Solution

Morpace implemented an automated online Hot Alert system that informs the retailer of issues requiring attention within minutes after a survey is completed.

Key survey questions were identified to act as triggers for a Hot Alert. To provide for immediate customer follow-up, at Morpace's recommendation a question was added to the survey asking if the customer would like to be contacted by the retailer.

### Outcome

The Hot Alert program, and particularly the ability to contact customers and resolve their problems immediately, has allowed the retailer to improve customer satisfaction and retail outlet accountability. In addition, they are able to identify and resolve the root causes of customer issues more quickly and effectively than had been possible without Hot Alerts.

*"We were able to follow up with a customer within minutes of her completing the survey. She was extremely happy with our response and even more surprised at the fact that someone actually called."*

*Office Supply Company*



- Satisfaction survey
- Hot Alerts
- Problem resolution
- Satisfied customer

For more information contact:

Kirk Baetens  
Vice President  
248.539.5253  
kbaetens@morpace.com