

ETAS Support scores top results

Customer satisfaction continues to increase

The ETAS Support pursues the ambitious goal of providing consistently high levels of support to meet customer requirements. Top results in the latest customer survey confirm that the ETAS Support continues to meet this target.

First-ever global customer survey

The annual customer satisfaction survey has always formed a key part of ETAS' support activities over the years and 2017 was no exception. At the end of 2017, ETAS Support customers were once again invited to participate in an anonymous survey. Unlike in previous years, however, the 2017 survey was sent out to customers all over the world and provided in five different languages: German, English, French, Chinese, and Japanese. The next survey will be available in Korean, too.

Around 600 of the customers invited to take part seized the opportunity to share their feedback on their experiences with the ETAS Support. Key criteria such as "availability", "promptness of solution", "clarity", and "quality of responses" were evaluated using a points system, while comment fields gave customers the chance to provide more information on their general satisfaction, the strengths and weaknesses of the ETAS Support, and suggested improvements. In a third category, the survey asked customers how they rated the ETAS Support in comparison with other support providers.

The feedback from the survey gives the ETAS Support Team an in-depth understanding of how customers perceive the support services the company offers. Customer satisfaction levels remained high for the sixth consecutive year, and even surpassed previous years' results in certain categories including "quality of responses", as Figure 1 shows. This ongoing improvement is something the members of the ETAS Support Team can be proud of and is an incentive for them to keep up their good work.

Focus on personal contact

In intensive lessons learned sessions, the ETAS Support Team used the results of the survey as a basis to analyze customers' pain points, what customers value about the ETAS service in particular, and which additional services they would like ETAS to offer. The team then used their findings to develop and implement specific measures aimed at continuously improving the quality of support.

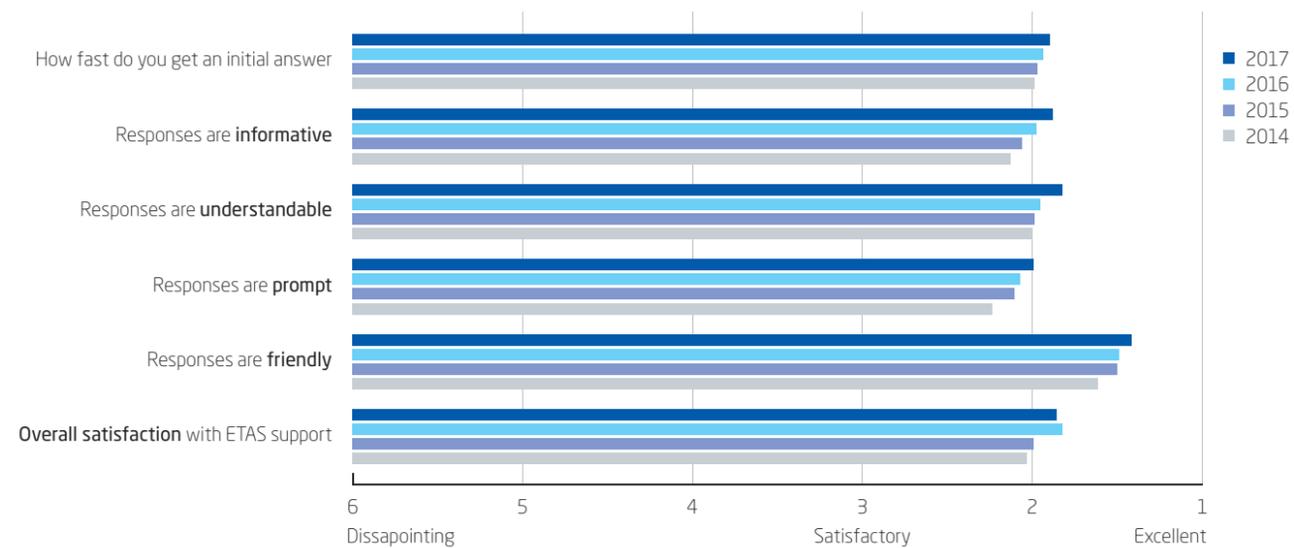


Figure 1: Quality of responses (2014 to 2017, average numbers)

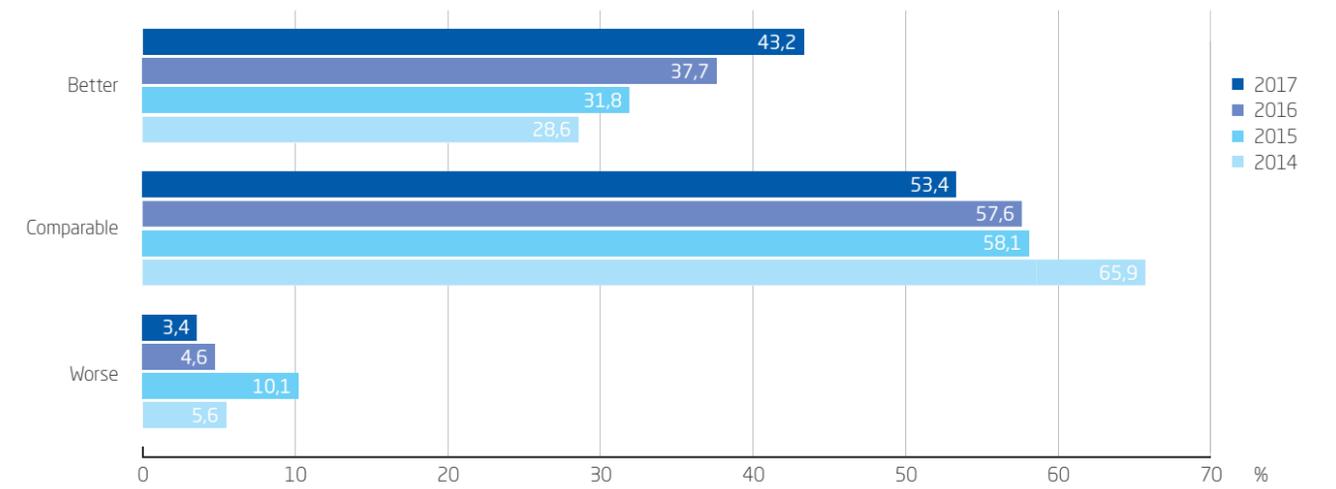


Figure 2: Availability compared to other service providers (2014 to 2017)

// Almost perfect, friendly, competent, and easy-to-reach support service!

In the majority of cases, customers said they favored personal assistance from a member of the ETAS Support Team, despite the general trend toward self-service platforms and impersonal contact forms. This gives the members of the Support Team a sense of personal responsibility when it comes to solving customers' problems, and direct contact to specific customers also helps them tackle inquiries more efficiently and reduce the number of steps in the process. Personal contact also helps the team gain a greater understanding of each user's situation, which ultimately makes customer ties even stronger.

Sometimes numbers speak louder than words

Figure 2 highlights another notable achievement by the ETAS Support Team: respondents rated the ETAS Support Center's availability considerably better than other service providers in the market. The ongoing improvement in availability over the years is especially satisfying and the following comment from a customer sums up the result nicely: "Almost perfect, friendly, competent, and easy-to-reach support service!"

Open for criticism

This year's more than respectable survey results are certainly reason to be pleased, but the ETAS Support also responds to constructive criticism from customers. This kind of feedback offers valuable insights that can pave the way for targeted improvements.

Day in, day out, the whole Support Team works on maintaining the positive trend with the next survey in mind. Comments such as "Perfect support! We're extremely satisfied" certainly keep them motivated.

Author

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