



A **Mindshare Technologies** case study

Improving Customer Retention and Value Perception using customer feedback from automated surveys

Case Study #12 – Home Services (Pest Control)

The Challenge:

Improving value perception and keeping 'price' from being the customer's primary purchase motivator.

The Client:

Pest Control Business with nine offices across the Southwestern United States.

Situation:

Our client wanted to improve customer retention and better understand the customer's experience when their technicians visited a customer's home. They were concerned that they only heard from really upset customers, and that most of the feedback they received was filtered through the technicians themselves. They also wanted to improve the customer's value perception of their pest control service, and differentiate themselves from their competition. They wanted to de-emphasize price as a factor in the customer's choice process.

Action:

Mindshare was installed to allow our client to get immediate daily results from their customers. The invoices and orders for each day's service are preprinted and divided among the technicians. An offer to call a toll-free number or visit a website (and receive an incentive) is preprinted at the bottom of the invoice. The customer calls the number, answers a few questions via the telephone keypad, and receives a redemption code good for their next service.

Results:

In the client's own words, "We've received an overwhelming response from customers willing to give us both positive and negative feedback. My favorite aspect to the system is that I can listen to messages directly from customers." Contrary to pre-conceived notions, the client discovered, among other things, that there is an obvious correlation between time spent at the customer's home and intrinsic value to the customer. Their pest control customers, in effect, did not want the technicians to show up, do their work, and quickly leave -- they wanted them to stay and spend more personal time with them. "With this daily customer feedback, we are now able to perform services that are earning praise from our customers."

About Mindshare Technologies:

Mindshare's business monitoring tools help companies improve operational excellence and minimize customer attrition through personal customer involvement. Shortly after their service experience, customers respond to a brief survey using their touch-tone telephone or web interface. Mindshare's proprietary survey technology captures the voice of the customer in real-time and immediately transforms it into actionable intelligence through powerful and incisive enterprise reporting. Reports are updated immediately so that client management can incorporate customer insights directly into their operations. Mindshare serves clients in more than 25 industries, and collects surveys in 67 countries and in 14 languages for companies of all sizes. For more information visit www.mshare.net or contact us:

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