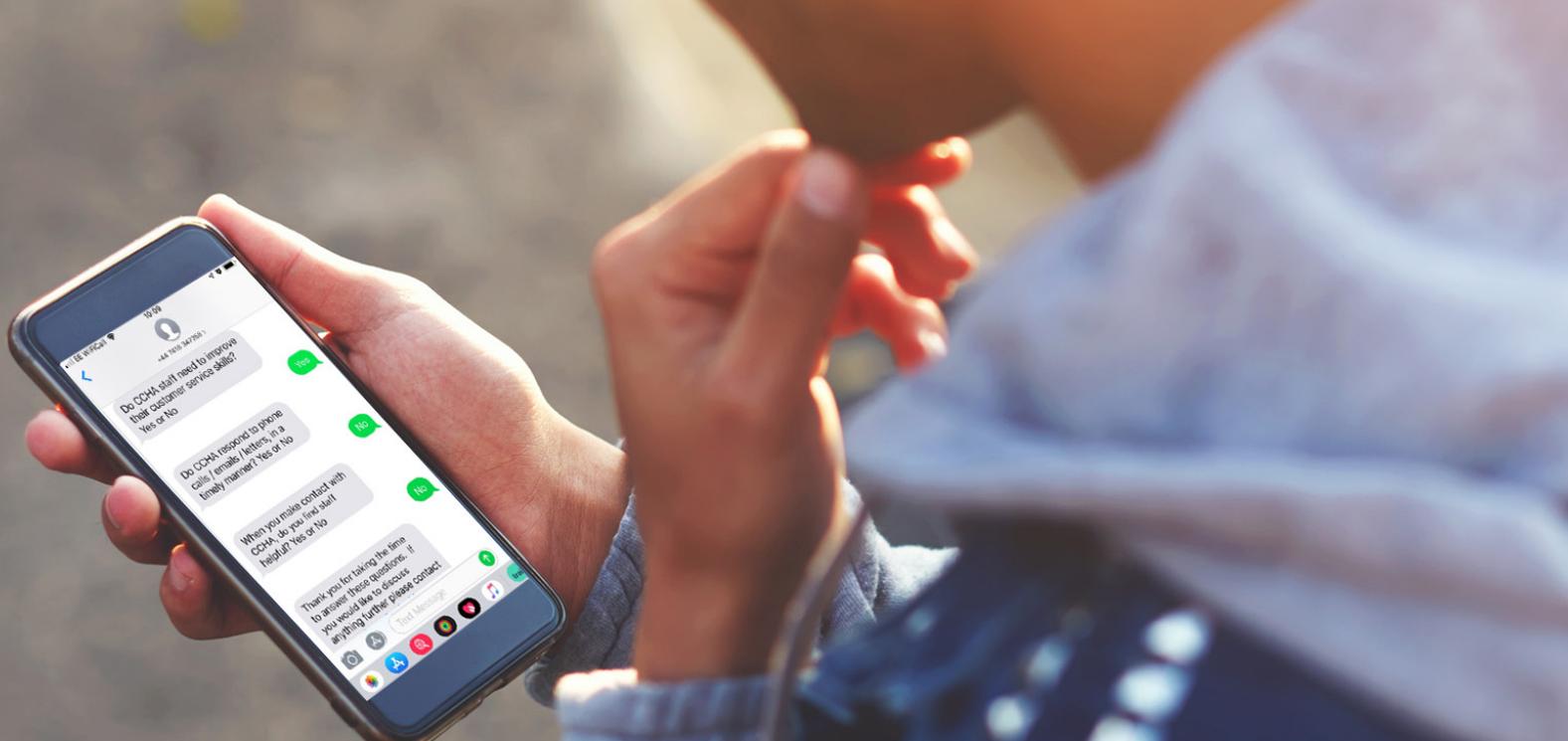CASE STUDY

CCHA

Improving service delivery with mobile messaging

Working to improve customer services with mobile surveys

REGION:
UK

SECTOR:
Public services

PRODUCT/SOLUTION:
SMS and IMIconnect

Customer expectations are higher than ever and ensuring your business is meeting the ever-rising bar is crucial. When it comes to customer services, consumers are simply unwilling to accept un-necessary delays, expecting a fast and convenient resolution. Research shows that 69% of customers said they were on hold for too long when seeking help from a company. (Salesforce)

Customer feedback offers real insight into the success and value of the services any business offers. Our client, CCHA, was looking to engage with residents who had recently used their services through a convenient and easy to complete feedback survey.

The priority was to explore how a logic-based survey could be delivered and managed across mobile devices without excluding those with usability issues, whether that be type of device or access to an app.

Our solution:
Building a logic-based survey delivered through SMS to gather resident feedback in real-time

A flexible, modular and scalable AI and Bot platform

Using our cloud communications and automation platform, IMIconnect, the managed services team were able to build a logic-based survey workflow for CCHA.

The IMIconnect platform enables users to build and deploy communications across multiple mobile channels, in this case, CCHA opted for SMS to remove accessibility issues. The SMS questions were built into a workflow within the platform by the Textlocal team to automate the correct response. Responses needed to be triggered based on the previous answer to ensure all questions were relevant to the user journey.
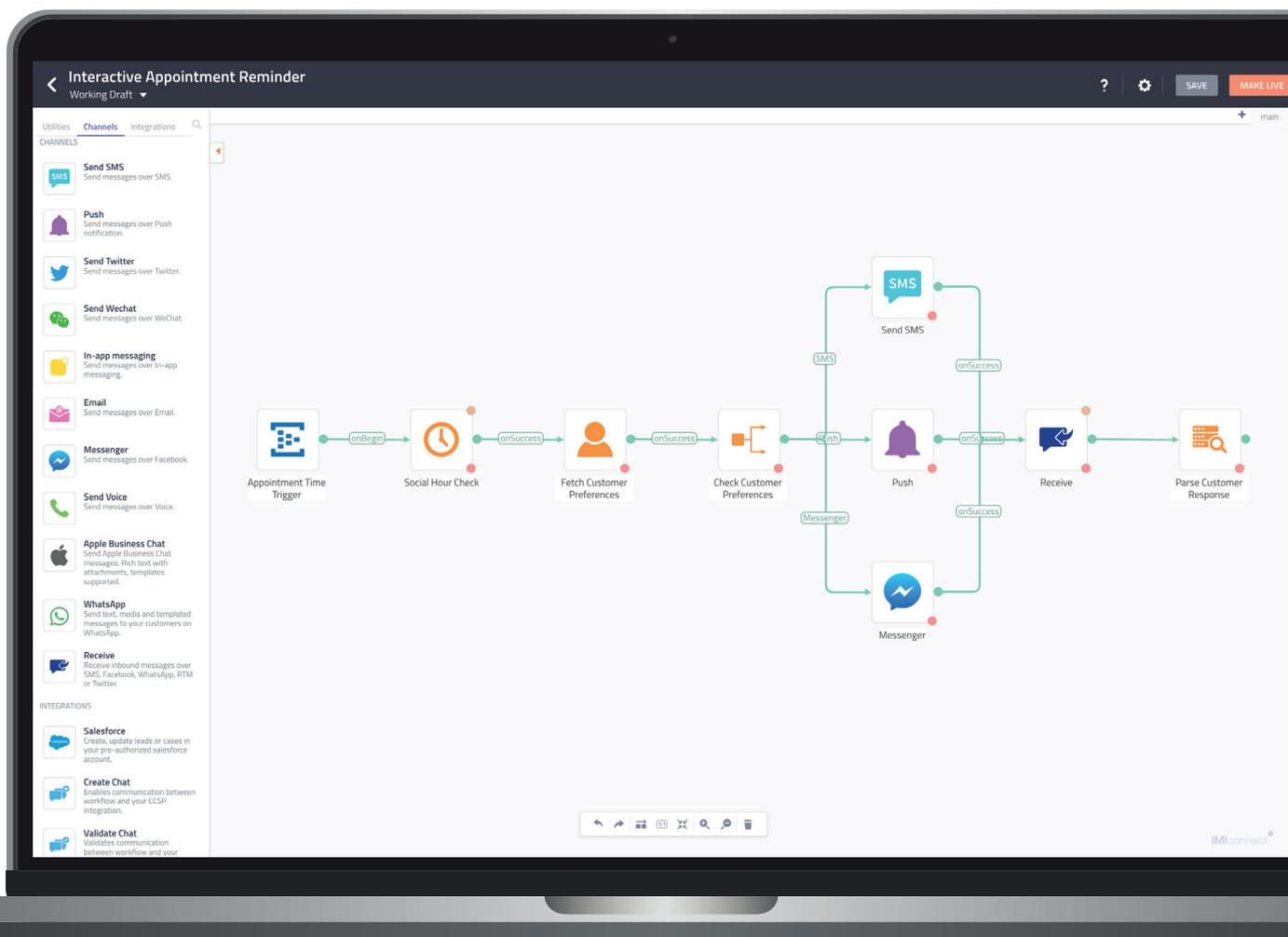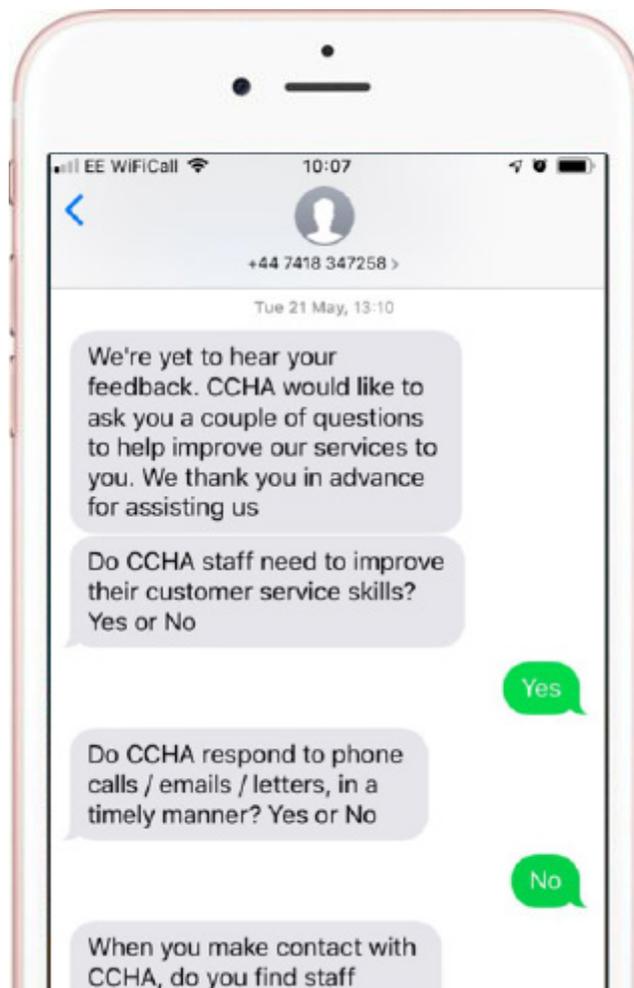
Business impact

Each of the three surveys received a much higher than average response rate

Total response rates:

- Survey 1 – 16.83%

- Survey 2 – 19.09%

- Survey 3 – 26.69%

Given the success of the survey, CCHA is planning to launch further feedback campaigns across SMS to gain a better understanding of their residents.

Get in touch

For more information email us at:
info@textlocal.com

www.textlocal.com

About Textlocal

Since 2005, Textlocal has been helping businesses address their communication challenges, using its market-leading business mobile messaging SaaS platform - Messenger. The platform has been built on the principles of efficiency, integration and ease of use, along with some really useful services including forms, attachments, vouchers and campaign management tools to measure effectiveness. In October 2014, Textlocal was acquired by IMImobile, a global mobile technology company. This has enabled us to build out our international footprint, leveraging IMImobile's integration with mobile operators across 60 countries.