

Challenge: Increase Customer Survey Response Rates to Ensure Customer Satisfaction and Develop Next-Generation Products



Industry: Consumer Retail Electronic Products

Products and Services: PCs, Notebooks, Tablets, Storage Devices

Customers: Worldwide

Employees: 100,000

Challenge: Increase the number of product registrations to gain upsell and cross-sell opportunities, while adding information to the customer profile



Company Profile

This company is a premier provider of high-performance computers and accessories, with millions of customer worldwide. It sells through both direct and indirect channels, and its customer base spans from consumers to Fortune™ 100 companies. Key to its sustained growth is an unwavering commitment to customer satisfaction, as well as the ability to understand and act upon customers' needs.

Aviata's embedded survey product, PowerSURVEY, provides a global customer survey solution directly on the device – bypassing email.

The Challenge

Obtaining relevant, timely, direct, global customer feedback via surveys on topics such as out-of-box-experience, overall product and customer satisfaction – at predetermined lifecycle intervals – is business-critical for this company. Maximizing survey engagement rates, while being mindful of not overburdening customers, is key to getting the information the company desires. For future product development, they wanted to segment and target surveys to specific groups in their customer database to gather quick snapshots of customer perceptions and device metrics at key points in a product's lifecycle.

Aviata increased this clients survey engagement rates from the single digits to almost 70%.

PowerSURVEY is a cloud-enabled application that is embedded into the factory software stack of smart, connected devices. It intelligently presents short, tactical customer survey content from Aviata's cloud-based servers and appends device serial number, operating system, and peripheral information to the responses. Survey content, timing of presentation, and A/B testing capabilities are controlled through the cloud, maximizing flexibility. Additional features include direct capture and publishing of product reviews and lifecycle-timed up-sale offers. Survey engagement rates of 50 to 70 percent are common.

PowerSURVEY automates the capture of device serial number, OS and peripherals – appending it to customers' survey responses.

Address customer concerns before they spillout into social media.

This client is looking to expand the functionality of PowerSURVEY with additional in-application communication capabilities.

The Solution

Aviata's embedded survey product, PowerSURVEY, provides a global turnkey solution to capture customer data from surveys directly on the device, bypassing email. Auto-detection capabilities in PowerSURVEY capture product serial number, operating system, and peripheral information; then appends these data to customer survey answers. PowerSURVEY's intelligent deployment offers companies exceptionally high survey engagement rates due to its ability to ensure the survey is presented at the right time, with only the necessary and relevant questions. PowerSURVEY can time surveys presented to customers based on where they are in their product lifecycle, or other factors such as system usage, activity, and type. Highly relevant customer interactions in survey delivery contributes to unprecedented survey engagement rates.

With Aviata PowerREPORTS, this client now views customer survey data trends over time, by model, geo-location, and customer segment, allowing them to start, stop, and adjust their marketing and product development initiatives to maximize results and minimize costs. Aviata also provided PowerINSIGHT Professional Services to help the customer engage in best practices to deliver customized reporting and ad hoc surveys for specific follow-up points. The client has been able to take important actions on survey feedback, including identifying and engaging directly with unsatisfied customers to solve problems before they spill out into the social media channels; improve product designs; and modify marketing messages and timing to better address customer perceptions.

Due to their newfound ability to trend survey response data from one survey to the next, they are now evaluating – and reacting to – the success of individual customer relationships over time.

Building On Success

With baseline customer survey data collection practices now optimized, this client is looking to expand the functionality of Aviata PowerSURVEY with additional in-application communication capabilities to automate the collection and publishing of product reviews and present strategically-timed extended warranty offers on-device and outside of email.