

VOICE OF THE
CUSTOMER

MEARS

You
and
Mears



What is Voice Of the Customer?

At Mears, we have always prided ourselves on putting customers at the heart of our business - **Customer Engagement is part of our DNA.**

We work hard to ensure our customers' feedback is heard to continually develop our service; therefore, it is essential we have a robust, consistent and forward-thinking approach to collecting customer insight across the Group - Voice of the Customer. Voice of the Customer is the process of collecting, analysing and sharing feedback to help drive action and advance service standards for our customers whoever they are, wherever they live and whatever their circumstances.





Our Voice of the Customer solution

Automated feedback system that will
collect and **analyse** customer feedback
within **minutes** of any **interaction** with

Mears

Why is it Important?

Every customer has a story to tell and we want to hear it.

Our Voice of the Customer program will allow us to listen to many more customers, every day and create a truly exceptional customer experience based on what they tell us.

ADD VALUE TO SERVICE OFFER



Voice of Customer will be an added value offering to our clients from point of mobilisation

AN IMPROVED SERVICE



Giving your customers a bigger voice will enable us to help you to develop your service based on insight

CREATE CONFIDENCE IN DATA



An independently collected data-set will mean clients can have more faith in satisfaction scores and service being delivered

IMPROVE CONSISTENCY IN APPROACH



A standard approach across the group will stand up to audit checks

PROVIDE SERVICE EFFICIENCIES



An automated system will save time and cost when it comes to collection of customer feedback

TARGET PROCESS IMPROVEMENTS



Focus more on areas where customers tell us need attention

IMPROVE CUSTOMER EXPERIENCE



Provides real-time insights into how our customers feel at every stage in the journey

BENCHMARK VS OTHERS



An industry best practice approach will allow us to benchmark vs others in sector and beyond

PROVIDE AN INDEPENDENT VOICE



Allow customers to tell us, in their own words what they think about the services we provide, without feeling pressured

REWARD & RECOGNISE



Celebrate great service with colleagues

BETTER BUSINESS



Enable Mears and our partners to become better, more successful businesses by developing services based on meaningful insight

PREVENT COMPLAINTS



Instant action taken on negative feedback

PUT CUSTOMERS AT THE HEART



More informed customer led initiatives demonstrates we listen and shape our business around what's truly important to our clients and customers

How it Will Work...



Customer
Contacts Mears



Case
Created



Customer
Interaction



Action Taken
on Insight



Data Presented
(Online Portal or back
into central system)





4

Customer
Interaction Complete



5

Handover to Voice
Of Customer Program



6

Automatic Request
for Feedback Triggered



9

Rescue Protocol Initiated
(where required)



8

Customer Provides
Feedback



7

Email or SMS sent to
Customer

Creating Confidence

To make sure we get it right, we have partnered with an external provider that has a proven track record in delivering successful Voice of the Customer programs

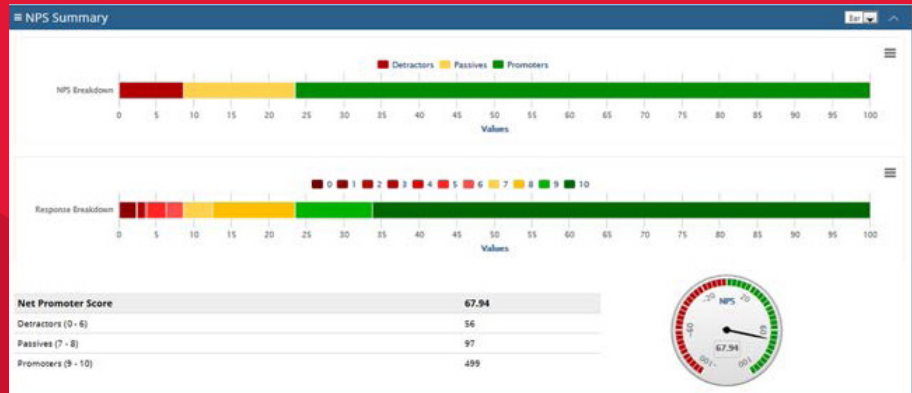
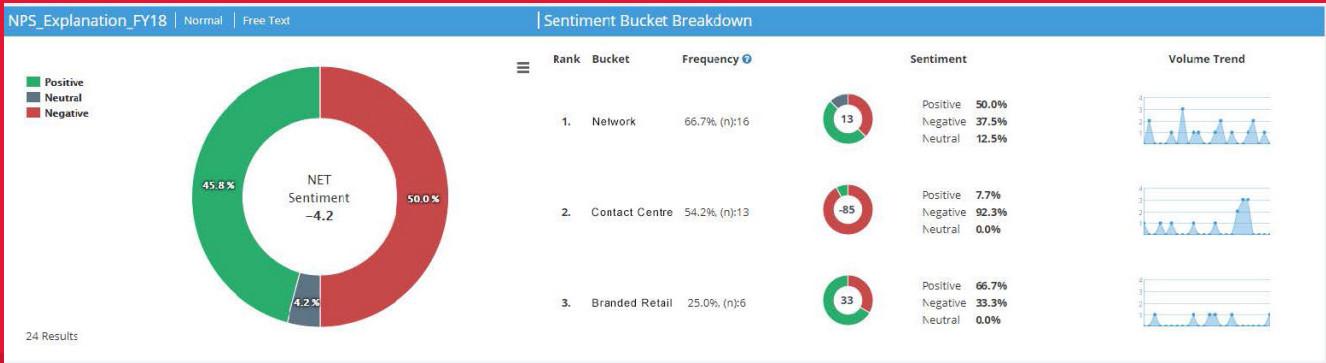
Smoke Customer Intelligence...

Passionately helping our clients deliver exceptional customer experiences



Awards





MEARS

VOICE OF CUSTOMER ALERT – PLEASE ACTION

Hi,

A score of 6 or under has been received from a customer rating their customer satisfaction within the Voice of Customer Programme.

Please see the details of this response below.

Survey Details

CONTRACT NUMBER: 1001234

JOB NUMBER: 9874560

CUSTOMER NAME: Mrs Jill Smith

JOB DESCRIPTION: Plaster interior wall

OPERATIVE NAME: John Grayson

Survey Results

SATISFACTION WITH SERVICE: 1

LIKELIHOOD TO RECOMMEND MEARS: 2

CUSTOMER COMMENTS: When he left, your operative left a load of mess which I now have to tidy up myself. Not good enough

This now needs actioning and recording on OneTouch as any other complaint would be.

Many Thanks

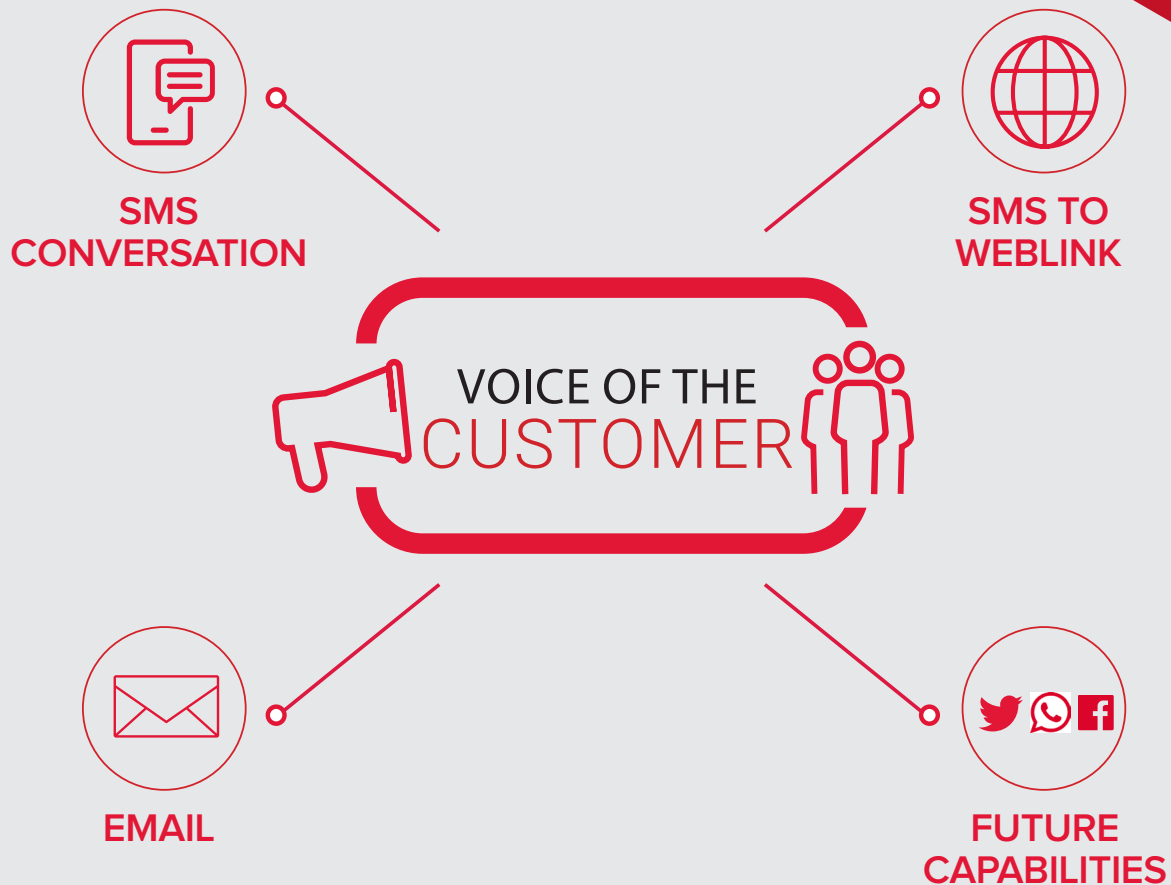
Voice of Customer Program

How We Will Report...

Scheduled and online reports will be available for all stakeholders at all levels.

It will include key question scores, trends, root cause and comment sentiment analysis.

How we will Contact the Customer



FAQ's

Q) Who will we be asking for feedback?

We will be targeting a response from 10% of all jobs complete to ensure we have statistically robust data

Q) What questions will we be asking customers?

Based on industry evidence, we will be asking 3 simple questions, plus a comment box to begin with

1. Overall Satisfaction
2. Ease of Doing Business
3. Likely to Recommend

We will also have the ability to add any additional questions once solution has been launched which will potentially be subject to additional charges. Surveys can also be branded with your logo should the need arise

Q) Will I have to pay extra for this service?

No this is a value add service that our clients get as part of their continued partnership with Mears.

Q) How will GDPR be affected?

As service providers, we hold and process customer data as per standard agreements built into our contracts with our clients. As we are

asking questions about our service is part of BAU, we will not require any further permissions from the customers

Q) What happens if a customer gives us negative feedback?

As soon as the response is processed (within minutes) if a customer scores less than 6 on any question, it will trigger a rescue email/SMS to an individual or group to then contact that customer with a view to resolve their issue real time. This will also be managed in our contact management system (OneTouch) as per any normal customer contact

Q) How will the customer feedback be reported?

We will be able to provide pre-agreed reports on a regular (weekly/monthly/quarterly) basis as per your requirements. These can also be automated to be sent out to any individual or group as per project scoping agreement

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