



## Increasing survey response rates from 3% to 27% for the UK's largest insurer

LV= Insurance is one of the UK's largest insurance companies, with over five million customers and six thousand employees.

As a firm that is rapidly becoming one of the most forward thinking and dynamic players in the industry. They provide a range of insurance, investments and retirement products. A bit like here at Esendex, they're a company who are passionate about what they do and are always looking to drive a positive customer experience.

### Quick read

Collecting customer research is a key business process that monitors experience and feeds into key business performance indicators.

The LV= research team were enduring low customer survey response rates, so began researching for an alternative, low cost solution that increased survey adoption rates and drove down costs associated with their current feedback tool.

### Cost benefit analysis

#### Before

 **40,000**  
Calls a month (average)

**3%**   
Customer survey response rate

#### Summary

IVR solution – expensive, ineffective, intrusive and no ROI.

#### Now

 **40,000**  
Calls a month (average)

**27%**   
Customer survey response rate

#### Summary

SMS Surveys – lower cost, higher value, high engagement.

## The problem

The research team at LV= were tasked with measuring the effectiveness of their inbound customer experience. Most recently LV= have relied upon the IVR method of collecting insight. This means a call operative would transfer the customer to a pre-recorded survey. Take up of this method was low, relied upon the call operative remembering to transfer the customer to the survey and generated low response rates of around 3%.

The challenge for the LV= research team was to find a mechanism for increasing the response rate and leveraging unbiased customer responses. This way inbound customer experience targets could be set, met and filtered.

“ It was really important for us to find a flexible, cost effective solution that engaged with our customers in a non-intrusive way. There were other SMS providers that were cheaper but they were not able to provide us with the assurances of reliability or the quality that came with choosing Esendex. ”

Head of Insight | Market research team Liverpool Victoria.

## The search

It was important to LV= to find a solution that;

-  Was cost effective.
-  Provided them with real-time data.
-  Was personable and engaging – this was key, the solution had to not be remotely obtrusive to LV= customers.
-  Provided flexibility so that as LV='s business needs changed, so too did the questions they asked of their customers – a more agile approach.
-  Was a fully managed solution with expert UK based phone support.
-  Was secure, so that customer data was always safe .

# The brief

## Why an alternative solution?

LV= is passionate about ensuring it's customer experience is the best it can be. As a result any solution chosen had to meet the needs of the brief and had to demonstrate value for money, reliability and quality.

## What does the solution do?

Esendex SMS surveys for LV=, monitor customer satisfaction to ensure that customer queries have been resolved and their experience of the call handler is recorded.

All of the information obtained in the surveys is then fed into HR performance reviews, which are used to improve the call centre's customer service, make improvements and optimise the way in which inbound calls are handled.

## The benefits of choosing Esendex SMS Surveys

The LV= call teams now benefit from a much less onerous customer feedback approach. This is much more convenient for the customer with real time responses for the business.

As a result of introducing Esendex SMS Surveys the LV= research team have been able to embed key changes to benefit the business and to:

- ▶ Set out their customer satisfaction targets for 2016.
- ▶ Deliver cost savings for stretched budgets.
- ▶ Track the original call and relate it directly to the customer feedback.



### LV= Red alert

LV= has introduced the added benefit of a red alert system whereby an unhappy customer is turned into a customer advocate. When a negative response is identified it triggers a process within the LV= call team where the red alert is flagged to a team leader who will look into the response and contact the customer directly. Red alert has also reduced call volumes into the call centre by introducing a more proactive approach to customer engagement.

## Specific outcomes

The LV= market research team use their research findings from SMS Surveys to feed directly into their business processes via a RAG status approach.

**Green:** Great feedback

**Orange:** Take action

**Red:** Complaint that needs resolution

“ Since using Esendex SMS Surveys we are now able to track the call in relation to the feedback they receive and align this to a RAG status. ”

LV= research team

As a result of using SMS Surveys:

- ▶ LV= have replaced their 0845 customer line with 0800 ahead of the legislative call changes.
- ▶ LV= have introduced a paperless retirement process.

# Features of Esendex SMS Surveys

- ▶ SMS Surveys allow you to capture exactly what your customers think about you and your products or services at a time most relevant to them.
- ▶ High response rate (20-50%)\* when compared to other survey methods.
- ▶ Target next question/message which can be sent within 3 seconds of receiving an answer to a previous question.
- ▶ Surveys can be completed in less than 10 seconds of receiving a first response.
- ▶ Customisable sender name meaning your customers continue to engage with your company brand (not ours!).
- ▶ Esendex SMS Surveys can be formulated using a 'linear' or 'branched' approach.
- ▶ Error messaging and free text responses ensure your data is accurate and your insight captures exactly what your customers want to say.
- ▶ We offer a fully managed service, making the setup process hassle free so we can have you up and running in no time.
- ▶ Worldwide reliability with network providers and direct connections across Europe, Australia and New Zealand.
- ▶ 24/7 support available with our in-house support experts in the UK.
- ▶ We are ISO27001 compliant and offer secure platforms.

## Knowledge hub

### Linear surveys

- ▶ Provide you with a focused set of data.

**Examples:** rating scales, net promoter scores, positive and negative ranges, cluster analysis of your customer types/personas.

### Branched surveys

- ▶ Facilitate a much broader type of feedback that allows for both qualitative and quantitative recipient responses.

**Examples:** customer experience, customer satisfaction and evaluation.

## Get in touch

If you want to find out more or are interested in the services provided by Esendex you can get in touch via telephone, email, or find us online.

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