

# CUSTOMER FEEDBACK AT THE MOMENT OF TRUTH

Questback Enterprise Feedback Platform  
brings Hilti closer to its customers.

CASE STUDY Hilti

# INCREASED CUSTOMER SATISFACTION AND GREATER LOYALTY

Hilti AG provides leading-edge technology to construction professionals around the world. The company sees customer satisfaction and loyalty as central to its success, and since 2010 has collected immediate feedback from every single customer that makes contact with Hilti. This enables the company to capture customer needs more accurately, and to improve how it operates, based on this feedback.



## SITUATION

### Customer service as the top priority

#### Objectives

- › Measure customer satisfaction at the moment of truth
- › Optimize the experience across all customer facing touch points

Only satisfied customers remain loyal, yet many companies don't prioritise service or ignore customer feedback, leading them to move to competitors. It is therefore vital that companies take their customers' feedback seriously and ensure that all their customers have positive experiences. Hilti, a leading supplier of premium products, systems, and services for the construction industry, has chosen to prioritise customer service and feedback. This is reflected in the company's mission statement: "We inspire our customers and build a better future."

### Key success indicators

Hilti has been measuring customer satisfaction since 1994, making the company a pioneer amongst organisations within the construction industry. "At Hilti, overall customer satisfaction and loyalty are key success indicators. They also affect the pay of many of our employees, up to the management level," says Steffen Mueller, Vice President Corporate Market Research at Hilti. The company measures satisfaction and loyalty through a regular telephone survey focused primarily on long-term customer relationships.

### Moment of truth

But that is not all. "What was still missing was customer feedback obtained directly after a customer has been in contact with Hilti," says Steffen Mueller. "This contact could be a meeting with the account manager, attending a sales talk at one of our Hilti centres, placing an online order, making a complaint via our hotline, or having a drill repaired by one of our technicians." By this definition, Hilti currently has about 200,000 customer contacts per day. In order to assess customer satisfaction at the "moment of truth," in other words directly after each individual transaction, Hilti decided to add an online survey to its existing telephone survey in 2010.



## SOLUTION

### Integrating with SAP

Questback's Enterprise Feedback Suite (EFS) provides the technology platform for the online survey. "Since Questback interfaces directly with our SAP system we can automatically import our customer contact data and use this to power the online survey. That saves us a lot of time. In addition, we can use each customer's past purchase history for analysis purposes," points out Steffen Mueller.



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**STEFFEN MUELLER,**  
Vice President Corporate  
Market Research

Questback software is fully cloud-based, meaning surveys can be completed using any standard browser without requiring any additional software installations. The survey is user-friendly, allowing questions to be answered via a range of devices such as a PC/laptop, tablet or smartphone.

#### Minimising administration

Questback offers a range of design templates for its online questionnaires, which can be customized to match a company's corporate brand guidelines. "Administration by Hilti is minimised. Questback takes care of data hosting, software updates and further software development, maintenance, and technical support," says Steffen Mueller.

#### Two-minute survey

Hilti uses the online survey across 15 markets that make up more than 80% of its sales. The company sends an email to every customer that has dealt with an account manager, a Hilti centre, placed an online order, called the hotline, or the repair service inviting them to participate in the online survey. Completing the survey takes about two minutes, and is focused on the customer's specific contact with Hilti. That means a customer who has just met with an account manager, for instance, will be specifically asked about that particular experience.



## RESULT

#### Impressing customers

Customers who make complaints through the online survey are contacted by the relevant team within two business days in order to resolve their issues. "Most customers are impressed when they receive a telephone call so soon after participating in the online survey. We find that we can solve almost 80% of all problems after making the first call," says Steffen Mueller. "That leads many of customers to say 'Wow, Hilti takes care of things.' Questback's ability to analyse the online survey enables us to promote customer loyalty."

#### Customer satisfaction levels have risen significantly

Positive feedback is also registered and transmitted to the SAP system. Weekly cockpit charts show customer satisfaction levels across each type of contact. The results are impressive. According to Steffen Mueller, figures for overall customer satisfaction and loyalty have risen significantly compared with major competitors since the launch of the online survey, while the insights gained are being used to improve Hilti's business processes.

#### Result

- › Increased customer satisfaction and loyalty
- › Improved customer service processes
- › Precise KPIs for customer satisfaction and loyalty

#### Feedback from more than 18,000 customers

"Online surveys based on the Questback system are a success in every respect," says Steffen Mueller. They allow us to offer our customers an additional feedback channel that has been very well received. In 2011 we obtained feedback from more than 18,000 customers and achieved a response rate of 10 to 15% on our survey invitations."

## About Hilti AG

### Company

Hilti AG

### Industry

Products, systems and services for the construction industry

### Area of use

- › Customer loyalty and satisfaction

Hilti AG provides leading-edge technology to construction professionals around the world. Hilti products, systems and services offer innovative solutions to customers in the construction and building maintenance industries. The headquarters of the Hilti Group are in Schaan in the Principality of Liechtenstein. Two thirds of its approximately 22,000 employees worldwide work in sales or provide technical services and have direct customer contact. Customer satisfaction is thus very important for Hilti. The company slogan is: "We passionately create enthusiastic customers."



Questback is Europe's leading Enterprise Feedback Management Software provider, with more than a billion completed surveys. Over 4,000 customers across every industry use software solutions from Questback to run complex employee surveys, customer surveys and market research like Lufthansa, Deutsche Telekom, Payback, Hilti, Daimler, and Coca-Cola.

Questback covers the entire feedback process, from data collection to processing and visualisation. The data value chain doesn't simply end in static reporting, because Questback connects customer opinions with employee feedback and corporate KPIs. Dynamic evaluation tools deliver real-time insights for authoritative decision-making. Questback hosts all its data in German ISO- and BSI-certified data centers. The company currently has subsidiaries in 19 countries and employees more than 300 people. Questback is headquartered in Oslo, Norway. You can learn more about Questback and feedback at [www.questback.com](http://www.questback.com).