

# MY UNIPARK: THE SUPPORT COMMUNITY

Customers help Customers

CASE STUDY UNIPARK

# MORE CUSTOMERS = MORE REQUESTS



## THE SITUATION

### The challenge

Find a solution that satisfies a maximum number of Unipark customers within the context of the limited resources available.

- › Ensure high-quality customer support.
- › Improve the customer experience.

In 2013/14, Unipark was struggling to meet the demands of a growing user base with limited resources. The result was a drop in customer satisfaction, as support requests could not be answered within a reasonable timeframe. To keep up with the increasing volume of support requests, Questback customer support had to be utilized, pushing up Questback's support costs by almost 20%.

Overall, the customer experience for Unipark users deteriorated along the customer journey.

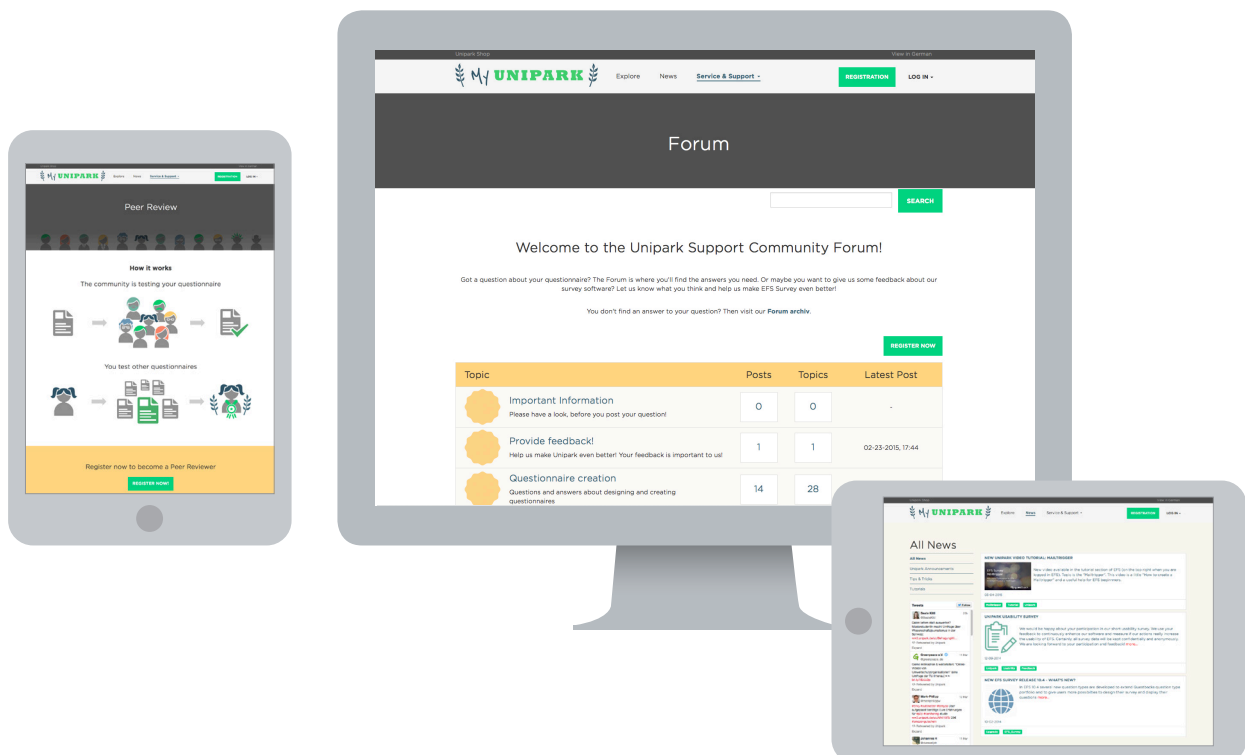


## THE SOLUTION

Help customers help themselves – by establishing a Customer Support Community that provides “do it yourself” support services.

In addition, knowledge sharing is promoted through a forum where community members can discuss issues directly with each other and rate posts from other community members.

The dedicated statistics feature within Questback's community solution also provides deep insight into the members' activities. This insight can be used to create marketing campaigns targeting specific groups of customers.



## Service & Support



### PEER REVIEW

Community members can get their questionnaires tested by other Unipark users.



### DOWNLOADS

Resources include a user manual, survey guide and data security documents.



### FORUM

Community members can discuss issues directly with each other and share knowledge



### FAQ

A list of answers to common questions about how to use EFS Survey.



### VIDEO-TUTORIALS

A video library shows users how to get started in 8 easy steps.



### SURVEY GUIDE



### SAMPLE SURVEYS

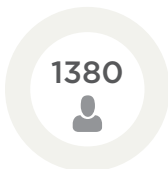
Questionnaire templates can be imported directly into EFS Survey accounts.

 members

 non-members



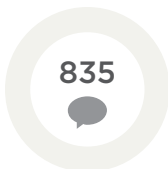
## THE RESULT



~ 1380 REGISTRATIONS  
IN 5 MONTHS.



~ 70 REGISTRATIONS  
PER WEEK.



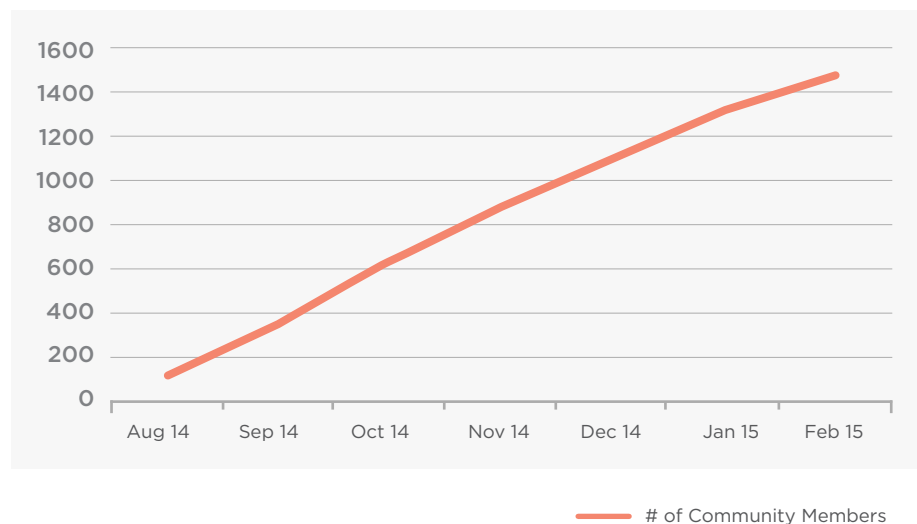
~ 835 DISCUSSED  
TOPICS.



AN AVERAGE OF  
2000 HITS ON EVERY  
NEWS ARTICLE.

The impact of the DIY platform on the customer experience was measurable shortly after launch. On average, 70 Unipark users per week signed up, which meant that after only 5 months, over 1,300 users had already registered. Statistics also showed, that the average number of registrations per week had increased over 42% in comparison to the old Unipark website. The high number of downloads, as well as active discussions in the forum and other qualitative feedback, also proved that the new solution had been well received by Unipark users.

All in all, a significant increase in the level of engagement and the quality of the customer experience has been achieved.





## ABOUT UNIPARK

Unipark is Questback's academic program.

The philosophy behind Unipark is to give universities and institutes access to EFS Survey, the world's leading online survey software. Since its foundation in 2004, Unipark has helped thousands of students and post-graduates from over 400 universities to conduct complex research projects. And with over 24,000 active users, Unipark keeps growing in popularity.



## ABOUT QUESTBACK

Questback is the European leader in enterprise feedback management software. We develop survey and dialog solutions for online market research, customer experience management, and HR feedback management.

Questback has grown continuously since it was founded in 2000. The company is headquartered in Oslo, Norway. Today, Questback has branch offices in 19 countries and more than 300 employees serving over 4,000 customers across all industries, including Volvo, Payback, Hilti, Daimler, Ikea, and Coca-Cola.

A selection of our customers

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