



Volvo Chassis - SNV16 - 036 Customer Experience Management - New Customer Satisfaction Program (Medallia)



> Internal Content

For more information refer to SNV16 - 036 Customer Experience Management - New Customer Satisfaction Program found in the Trucks Dealer Portal (TDP) under the Uptime tab - Service - Service News or click [here](#).



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Bulletin: SNV16-036
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From: Guilherme Blaschke – VP, Customer Experience

Subject: Customer Experience Management – New Customer Satisfaction Program

New Customer Satisfaction - Service Program for North America

Volvo and Mack Trucks are currently in the process of designing a new Customer Experience Management (CEM) service survey program to replace the previous CSi program for all US and Canadian based service locations. This new program will utilize software designed by CEM experts, [Medallia](#). The Medallia application will help to enhance the overall service experience at your dealership by collecting ‘real time’ customer feedback and help you systematically drive actions to improve our customers’ service experience.

Improving the customer experience has a dramatic effect on revenue growth. Direct business impact from understanding and adopting a customer centric strategy can result in higher service and parts sales, lower customer acquisition costs, and increased market share.

Who is Medallia and how can their system help me?

[Medallia](#), launched in Silicon Valley in 2001, has quickly become the industry leader in Customer Experience Management. The new survey process created by Medallia will capture feedback regarding a customer’s most recent service experience at a Volvo or Mack dealer by sending out a 2 minute online survey within a few days of the event. The survey data is then processed and available for dealer personnel in real-time via an online portal. Medallia’s state of the art software will enable dealers to identify and act on drivers of loyalty, resolve customer concerns, as well as recognize areas of improvement to further enhance the customer experience.

Key benefits include:

- **Real-time Data:** Customer feedback is immediate and alert notifications are created to ensure dealer personnel are made aware of any potential customer issues or dissatisfaction.
- **Engage Everyone:** Highly visual, role-specific reports focus your people on the right feedback to improve performance.
- **Drive Action:** Workflows make it simple to identify individual customer issues and take immediate action. The platform provides an opportunity to “close the loop” to resolve customer issues and utilize full case management functionality.



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- **Text Analytics:** Insight into customer comments to understand impact to overall score and identify specific trends that may add or detract from the customer experience.
- **Drill-in:** Detail is always one click away, so you can filter results and uncover root causes to improve performance.

Some of Medallia's key clients include:



What is the measurement used?

This new CEM service survey program will utilize the [Net Promoter Score](#) as a key indicator; replacing overall satisfaction. This simple, yet highly effective metric system, measures the likelihood of a customer to recommend your product or service to a friend or colleague by asking the question:

“On a scale of 0 to 10, how likely are you to recommend this company's product or service to a friend or a colleague?”

High scores on this question can correlate strongly with repurchasing behavior and customer loyalty, referrals and other actions that contribute to a company's growth. Both overall satisfaction and NPS scores can be used to assess the customer experience; however, NPS is a more predictive measurement of customer behavior.

Net Promoter Score

The customer grades the experience on a scale range from 0-10, with an overall NPS index measured across the customer base of -100 to 100. Customers in this metric system are categorized as:

Detractors (0-6) – Customers that are not satisfied by the product or service, and are likely to detract to another brand, and potentially harm company image through negative word of mouth.

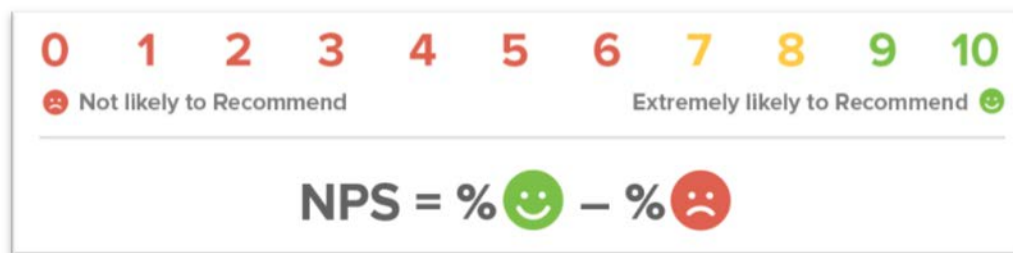
Passives (7-8) – Customers are borderline satisfied and may consider alternative options if given the opportunity.

Promoters (9-10) – Customers that are completely satisfied with the product or level of service received. These individuals are repeat customers, brand loyal, and are strong recommenders to other potential customers.



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Net Promoter Score = % of Promoters - % of Detractors

CEM Service Survey Content

The 2 minute online CEM service survey will be triggered by ASIST cases and can be completed via a computer or mobile device and are offered in multiple languages (English, French, and Spanish). Customers will receive an email invitation to complete the survey within a couple days of a completed service event, and will have questions focused on multiple aspects of their experience and the Certified Uptime Center process (if applicable).

Review the survey by clicking on either link below:

<http://survey.medallia.com/volvotrucks-Mack-m>

<http://survey.medallia.com/volvotrucks-Volvo-m>

When will dealers receive access to this system?

We anticipate a phased rollout with select dealers in Q4 2016, and a full rollout to the entire dealer network in January 2017. Additional training and educational resources will be provided to encourage adoption and better understanding of the new platform and associated customer centric behaviors. In addition, a dedicated section on Customer Experience Management is being designed on Truck Dealer Portal (TDP) to house a number of different materials to support this new program.

Will this be included in DOS?

Not at this time. We understand that fully engaging the Medallia tool and more customer centric behaviors will require a change in the way some do business. Instead of targeting an overall NPS



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score to achieve, the goal will focus on fully implementing the program, encouraging adoption, and ensuring dealerships receive the help needed to make this program successful.

More information regarding the rollout and associated dealer training will be forthcoming as the program progresses. For further questions on Customer Experience Management, please contact: Mikal Reagan (Manager, Customer Experience – Uptime) at Mikal.Reagan@Volvo.com or Jasmine Mavoungou (Customer Experience Support Manager – Uptime) at Jasmine.Mavoungou@Volvo.com.