GLOBAL 500 COMPANY REDUCES COST PER SURVEY BY 98% BY SWITCHING FROM CATI TO SMS

CASE STUDY: SMS DATA COLLECTION

CHALLENGE
This brand wanted to gain a holistic picture of its customer experience across all channels – retail, contact centre, field operations, and web.

Unfortunately, their costly CATI surveying technique restricted survey volume, and limited the amount of customer feedback being collected, creating a high cost per survey.

CATI is a lengthy and more intrusive means to surveying as it requires speaking to a customer on the phone at times that may or may not be convenient to them. They needed a method that would scale as their business operations were growing, reducing their costs while increasing responses.

SOLUTION
The company decided to switch to SMS surveys across its channels because SMS surveys are shorter, allow for greater personalisation, and are a more convenient touchpoint for customers to provide feedback.

As a telco, the company already had access to customer mobile numbers and the infrastructure to deploy SMS surveys, making the decision to switch from CATI to SMS even more practical.

Given the control over SMS deployment, inconvenient times such as holiday or the middle of the night can be avoided. Survey invitations are automated, SMS surveys are sent out within 24 hours following a transaction.

The timeliness of this yields higher value feedback as the transaction is still recent in a customer’s mind as opposed to calling them to request feedback weeks after a transaction.

RESULTS
As a result of switching from CATI to SMS surveys, the company is seeing higher response rates and faster response times enabling them to action feedback they collect faster with 96% of all responses being received within 24 hours.

With CATI surveys, the company was spending €8 per survey, and now with SMS are spending €0.20 per survey – a reduction of 98%!

This will continue to decrease further as they survey more and more customers.

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