

## Case Study

The technical support team of a credit card company took help of MintStat to conduct customer satisfaction survey every month to deliver best quality service

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# MintStat

### Overview

The financial institution offers credit cards and related IT solutions to its retail and corporate customers. It makes sure that the services offered by its technical support team are of highest quality.

## Business Situation

The financial institution offers credit cards and related IT solutions to its retail and corporate customers. As part of customer retention, the company offers technical support to its corporate customers for automated data exchange. It aims to bring more corporate customers to its fold by offering them various in-house IT solutions along with 24 x 7 technical support.

## Business Challenge

Creating technical solution is easy but making sure your customer understand it and use it is challenging. In this case, it was initially observed that customers were unhappy with the support provided them. Escalations were a routine thing and it was impacting internal as well as external stakeholders. The management wanted to know:

1. Why internal as well as external customers were unhappy with the support?
2. What should be done to improve the situation?
3. How can it make continuous improvement?

## MintStat Solution

MintStat proposed to launch online survey amongst the corporate customers of technical support team. After each request is processed, the team was asked to provide customer contacts to MintStat. MintStat would then send Customer Satisfaction Survey to customer and provide feedback to Support team management. The survey was short and asked very relevant questions such as quality of solution, overall speed of solution, responsiveness of team and other behavioral aspects. Customers were readily providing feedback as it took less than 3 minutes to fill. This provided real time appraisal of technical support team and helped them fix any issues and improve quality of service. Positive feedback was acting as motivation for employees to work hard.

## Benefits

1. The technical support team was selected as best service provider.
2. The flaws in service were readily identifiable and corresponding action was being taken.
3. Customers felt empowered and were seeing marked difference in service provided.
4. The credit card company was seeing increase in automation and addition of new customers.

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MintStat

[www.MintStat.com](http://www.MintStat.com)