

*Case Study*

**Swisscom**



**Survey Analytics**

Enterprise Research Platform

## Swisscom:

### *Empowering Employees*

Swisscom is Switzerland's leading telecom provider boasting nearly 6 million mobile customers and almost 1.6 million broadband connections. Swisscom offers a wide range of products and services for mobile, landline, and IP-based voice and data communication. And, at a company where progress and improvement are a constant necessity, staying at the cutting edge of innovation requires a lot of customer insight and research. To keep in touch with their clients, Swisscom's customer experience development team reaches out through the Survey Analytics platform.

As a customer-centric organization, Swisscom's customer experience designers work to test and optimize every step of the entire customer lifecycle from research and purchase to installation and product usage. And because Swisscom is constantly developing new products for testing and feedback, their team releases surveys to small, targeted groups of people on a regular basis whenever a new product is introduced to the market. Since utilizing Survey Analytics, Swisscom has

- launched more than 120 unique surveys. Each survey was created and distributed by the Swisscom employees who were seeking swift, impactful feedback on new products and their features through several different phases.
- received feedback on nearly 30 products including in-home customer equipment, network communication devices, powerline devices, wireless routers, and much more throughout each product's development.
- questioned over 10,000 people. Because of Survey Analytics accessible, easy-to-use system, employees were able to target and gather responses on both small and large scales.
- tracked numerous types of information, including technology-adopter-type, home environment information, customer experience data, product feedback and much more.

Because Swisscom employees can now reach out and access rich stores of customer feedback easily, Swisscom has seen improvements to their product launch process, including

- the acceleration of the product launch cycle resulting in faster time-to-market. Now that the process is systematized and the gap between customer feedback and development is smaller, it is that much easier to introduce products to a wide audience.
- lowered survey costs. Because of the ease of use of Survey Analytics the employees are able to deploy complex surveys for each phase of development by themselves, thus lowering the cost. Swisscom saves money in the collection of their frequent user feedback.
- empowered product teams. Because the same people who are working on the products can create and access surveys with information that is specifically relevant to them, they have a better understanding of what customers think, the product pain points, and how to make changes to the product that really matter to the end user.

"Survey Analytics has proven to be a comprehensible and comprehensive solution for our team," said Andreas Martschitsch, Head of Digital Home at Swisscom. "As a result of the surveys that we've put out into the field, our team is much closer to our customers and has a better understanding of their needs. And because we can adapt the surveys and features to our needs by ourselves, we have become empowered to seek out more customer information at every stage of development. That type of ability is indispensable to a customer-centric company like Swisscom."

For more information contact our sales team at +1 (800) 326-5570

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Plans to utilize Survey Analytics in future Swisscom product launch cycles continue and Survey Analytics looks forward to the ongoing partnership.

## **Targeted Feedback**

Insight into the customer experience is one of the best ways to ensure that the product a company is introducing meets customer needs. According to a paper released by Betasphere, “feedback from customers in your target market is the number one factor leading to a successful product launch.”<sup>1</sup>

With Survey Analytics, companies can select who to distribute surveys to in their target market and create and deploy those surveys themselves, ensuring that those who need the information most can access that data in real-time.

<sup>1</sup> Davis, Phillip and Michael Shoppel. “The Five Secrets Of A Successful Launch” Betasphere. 5 February 2011. Retrieved from [http://i.nl02.net/beta0006/data/beta\\_white\\_sosl.pdf](http://i.nl02.net/beta0006/data/beta_white_sosl.pdf)

# Enterprise Research Platform

Why more organizations choose [SurveyAnalytics.com](http://SurveyAnalytics.com)

## Superior Technology

The system has been designed from the ground up to accommodate the needs of anyone conducting online research. Our simple interface, cutting edge features, and competitive price have landed us in the top tier of web based survey software providers. We truly believe that you will not find a better value on the web today.

## Reliability and Commitment

Our absolute commitment is to the success of our clients. We recognize what our clients need to make their online research a success and we're 100% focused on creating solutions that meet and exceed these requirements.

## Proven Track Record

Thousands of clients worldwide have chosen our system to conduct their online research. Companies, both large and small have chosen us as their trusted partner for conducting online research.

## Security

Our system adheres to the highest level of security standards on the internet. Data security and privacy are addressed at all levels starting with survey delivery all the way through protecting your survey results.

## Support

Our customers have access to an expert team of developers who are responsible for ensuring 100% client success.



## SURVEY ANALYTICS

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