



Success story

# The power of feedback



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# The power of feedback

How ABS continues to improve its services!

How can you make customer feedback a core aspect of a major organisation? How can you maintain an overview of all this data? How can you optimise your services with the help of customer feedback and how can you make sure you always let customers know how their feedback is being used?

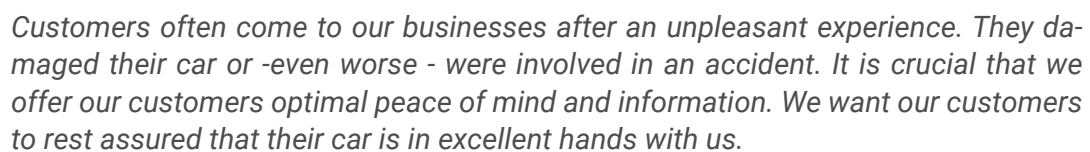
ABS Autoherstel closes the loop with its customers by always responding to the feedback they receive. Every negative review represents an opportunity to improve. That is the power of complaints.

## About ABS

With a total of 79 affiliated businesses, ABS Autoherstel is one of the largest automotive damage repair chains in the Netherlands. As a result, ABS has to deal with 79 different entrepreneurs, each of whom is running their own business. It is therefore not always easy to stay up to date on every piece of customer feedback that each business receives.

ABS uses Insocial's software to send out surveys, analyse customer feedback and receive online reviews and publish them on its website. Every affiliated business has its own Insocial account, which employees can use to easily review the customer feedback and scores they received. The Service Center in Bodegraven can also access the scores of ABS Autoherstel as a whole, giving it clear insight into the organisation's performance.

Many customers are also customers of ABS's own clients, such as insurance and leasing companies. In ABS's Service Center, the staff ensures these clients are kept well informed about feedback as well.



*Customers often come to our businesses after an unpleasant experience. They damaged their car or -even worse - were involved in an accident. It is crucial that we offer our customers optimal peace of mind and information. We want our customers to rest assured that their car is in excellent hands with us.*

- Ineke van Klei, Marketing & Communication consultant at ABS Autoherstel

# It is all about trust

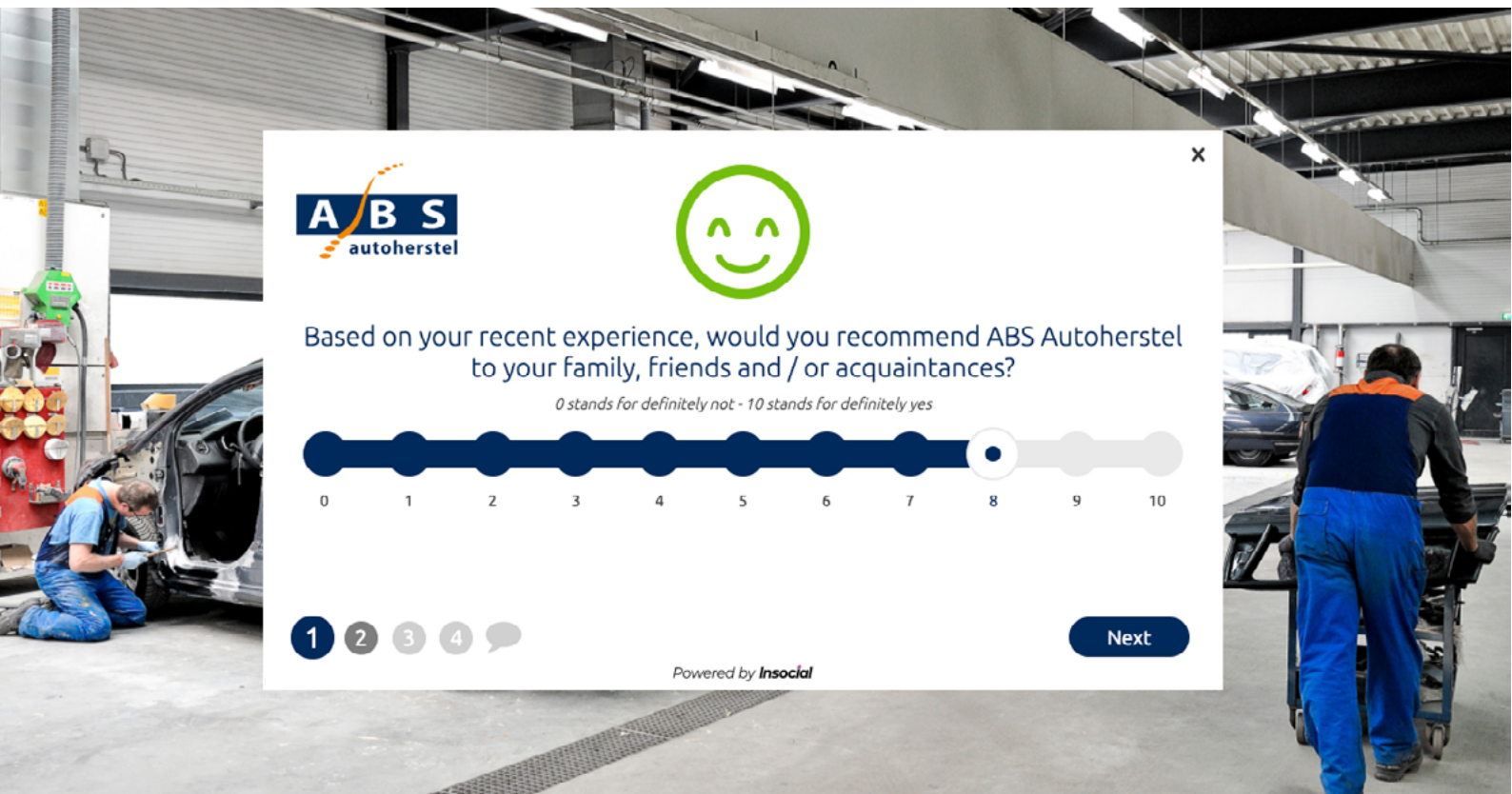
ABS fosters this trust not only with its excellent services, but also by posting online reviews on its website. By doing so, the organisation gives customers transparent insight into other customers' experiences.

## Draw up points of improvement based on customers' reviews

Before ABS Autoherstel began sending out surveys, the company mainly received feedback from customers who were either entirely satisfied or entirely dissatisfied with their services. These types of customers believe it is worthwhile to give feedback because they have such strong positive or negative feelings. Using NPS terminology, they are promoters (who will recommend your services to others) and detractors (who will not recommend your services).

However, there is a third group of customers in between the positive and the negative reviews: the so-called passives. Overall, these customers had a satisfactory experience, although they also tend to have one or two small points of criticism. Yet, they do not think it is worthwhile to actually let you know their feedback.

By proactively asking for feedback, ABS can now also gain insight into the opinions of this third group of customers. By improving the aspects that these customers were dissatisfied with, their score of a 6 or a 7 can be raised to an 8, 9 or even a 10 in the future! In this manner, ABS can continuously improve its quality of service and keep all customers satisfied.

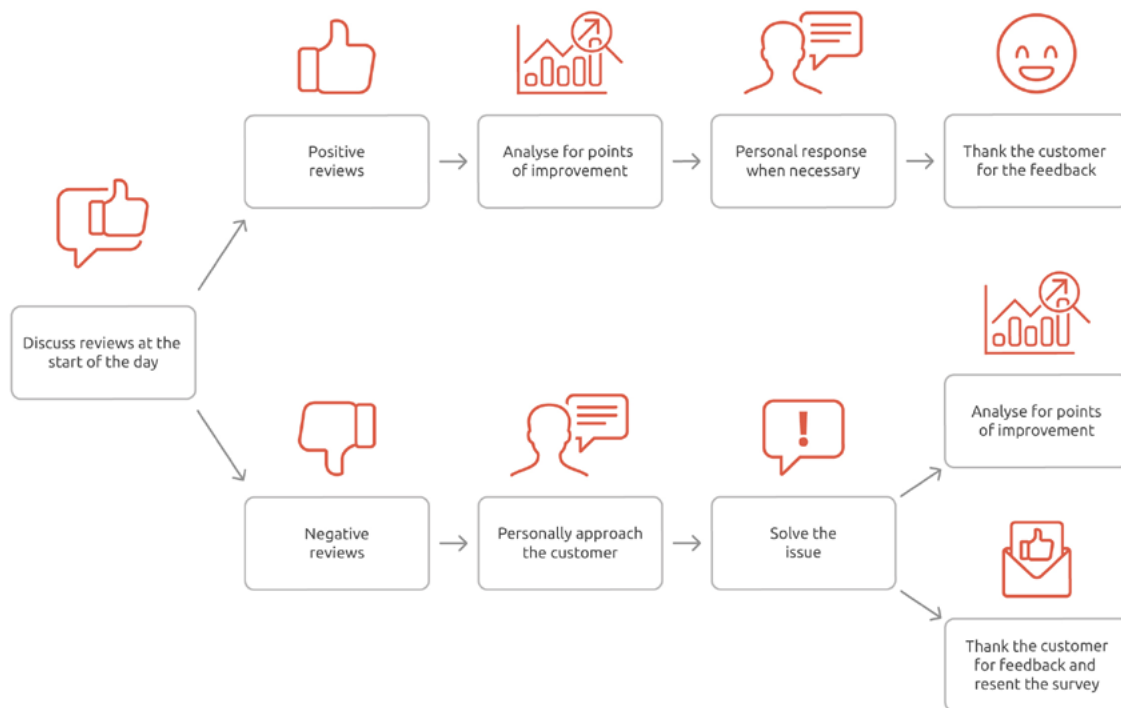


# A look behind the scenes in the ABS workshop

To learn more about how ABS uses Insocial's software, we will take a closer look at one of ABS's affiliates: Splinter in Amsterdam. ABS Splinter receives a ton of positive reviews and has an average score of 8.9! In other words: they are doing very well. How did they pull this off? How do they maintain their high score?

In addition to the many positive reviews, ABS Splinter also receives negative reviews from time to time. However, the staff at ABS Splinter view every negative review as an opportunity to improve their quality of service. That is the power of complaints!

ABS Splinter accomplishes the implementation of improvements based on feedback by making sure employees are involved in the customer feedback process. At the start of every day, the team looks at the new reviews that have come in and the issues that customers have brought up. In doing so, discussing customer feedback has become a standard part of the working day. It ensures all employees are aware of what customers think of their services and lets them take action quickly when there is an issue that needs to be resolved.



If a customer has a complaint, the team starts by determining the right employee to handle the issue. The employee in question takes the time to approach the customer personally.

Once an ABS Splinter employee has spoken to the customer about their feedback and resolved their complaint, they may send the survey a second time (with the customer's consent). It gives customers the opportunity to revise their initial assessment. This is an ideal solution in the event of a misunderstanding or an unjustified complaint.

# What are the results?

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By constantly conducting measurements and analysing the results, ABS knows exactly what factors it should improve. These are the factors that customers value the most and therefore mention most frequently in their feedback.

Most of ABS's customers cite 'the work that was done' and 'the employees' as the main reasons behind their score. With regard to the former, it is mainly about expertise and whether the car was cleaned before being returned to the customer. With regard to the latter, it is about the staff's customer-friendly attitude and the clarity of the communication during the process. These are the factors that have the biggest impact on the scores ABS receives. By constantly improving these factors, the company is able to maintain its excellent ratings!

When ABS first started measuring its customer satisfaction, the company already achieved a score of 8.6. Over time, it has managed to improve this rating, resulting in an average score of 8.9!



## What does the future hold?

*"When it comes to the future, the most important thing is that this direct line to our customers lets us detect deviations in our process and possible complaints as early as possible, so we can then make the necessary adjustments. After all, we all benefit from having an efficient damage-repair process and satisfied customers. That goes for us, but certainly also for our clients."*

- Ineke van Klei, Marketing & Communication consultant at ABS Autoherstel

# Dos & Don'ts of customer feedback

What did we learn?

## Do's

- 1 Keep in mind that the fact that your product is linked to an unpleasant experience (e.g. a damaged car) may affect your customer satisfaction score.
- 2 Give every location insight into the feedback of its own customers. This ensures the organisation is able to quickly resolve any issues or complaints.
- 3 At your head office, maintain a clear overview of all locations' scores and feedback and take action when necessary, e.g. when a specific location or employee consistently scores lower than others. This indicates that there are improvements to be made!

## Don'ts:

- 1 Asking your client for feedback and then not doing anything with it.
- 2 Not informing your customer when you have improved a process based on the feedback they gave you.
- 3 Asking far too many questions in your survey. Keep it short and concise and make sure to include an open question as well. Open questions are a great way to gather valuable feedback.





With Insocial, you can measure every interaction between your organisation and your (potential) customers, acquire actionable insights that you can use to make real improvements and make Customer Experience a core aspect of your organisation.



## Would you like to know more?

In our free demo, we explain exactly how our feedback solutions work and how you can implement them in your own organisation! The demo is entirely free of any further obligation, so there are no strings attached!

[Request a demo](#)



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