



Success story

The ultimate B2B Customer Experience

Insocial
FEEDBACK SOLUTIONS



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The ultimate B2B Customer Experience

Pimm Solutions helps businesses with the smart purchasing of business courtesies, gifts and other items. The company's ultimate goal is to make sure that giving a gift is always fun (and easy). When you order via Pimm Solutions' platform, you do not have to waste any time or money on searching for, ordering and paying for the perfect gift for your business relations. Pimm's platform makes this process fun, easy and quick!

Pimm and customer experience

Pimm Solutions' goal with regard to its customer experience is to elevate the quality of its services to the highest possible level. To do so, it is important to know whether their customers are satisfied. This goes beyond simply measuring customers' satisfaction with Pimm's support department, which has the most interaction with customers. Pimm Solutions also takes customers' satisfaction with its gift shop and product range into consideration. This allows the company to continuously optimise its services in several ways at once.

Different target groups

Pimm Solutions' main challenge with regard to customer satisfaction is that it wants to ask for feedback from two different target groups within the same customer accounts. Firstly, there are those who manage the contracts, such as the purchasing manager or staff in the finance or HR department. Secondly, there are the people who actually place the orders in the gift shop. A separate customer journey has been developed for both target groups. With the help of these journeys, the most valuable moments to measure customer satisfaction for and receive feedback on were selected.

Using Insocial's feedback platform, Pimm Solutions now conducts measurements at the following moments: immediately after the implementation has been completed and the gift shop has gone live, a few months after this moment and after customers have contacted Pimm's support department. For each moment, a unique survey that best suits that particular moment has been drawn up. The questions also differ per target group. The questions we ask purchasers differ from those we ask the people who place the orders. This gives us more detailed insight into their specific experiences and needs.

Once it became clear that Insocial was the best tool for us to measure our customer satisfaction, we developed customer journeys for each of the two target groups. With the help of these customer journeys, we were able to determine the key moments at which we should measure our customer satisfaction, what questions we want to ask and with what frequency we should do so.

- Myrthe de Maar, Customer Success Manager at Pimm Solutions

Pimm's knowledge is its power!

Pimm Solutions uses Insocial's software to gain insight into their customers' satisfaction. It is used for both customers in general and for specific insight into the satisfaction of the different target groups that make up each customer account. Among other things, they measure the Customer Satisfaction Score of the gift shop, the product range and the quality of service and how Pimm Solutions scores with regard to its brand promises. Ultimately, the most valuable information and the most concrete points of improvement are derived from the answers to open questions.

With the help of Insocial's dashboards, Pimm Solutions can easily distribute this information within its own organisation, thereby allowing each department to do its part to boost the customer satisfaction. This makes improving the customer experience a real team effort.

Below is an example of a question from one of the surveys. With this question, we can uncover the reasons behind a given score. In this case, it is about the satisfaction of a purchaser. The Customer Success Manager, Pimm's ability to unburden customers and the satisfaction of the people who place the orders are all taken into consideration.

The image displays two overlapping survey windows. The top window, titled 'How satisfied are you with Pimm?', features the Pimm logo and a smiley face icon. It includes a horizontal scale with five points: 'Very dissatisfied', 'Dissatisfied', 'Neutral', 'Satisfied', and 'Very satisfied'. The 'Satisfied' point is selected. The bottom window, titled 'You said you were satisfied. What is your answer most based on?', offers four options: 'My customer success manager', 'Unburdening', 'Satisfaction buyers', and 'Other'. The 'Unburdening' option is selected. A 'Next' button is located at the bottom right of the second window. The interface is powered by Insocial.

Pimm closes the feedback loop

What is Closed Loop Feedback?


To really get the job done with regard to your Customer Experience, you must be able to close the “loop” with your customers. Closed Loop Feedback is about letting the customers who gave you feedback know what you did with their feedback. By utilising this principle, customers feel heard and filling out your survey becomes more valuable to them.

How does Pimm Solutions go about this?

Via its newsletter, Pimm Solutions informs its customers and network about the improvements that were implemented based on the feedback that the organisation received. In doing so, Pimm lets its customers know that they were heard and that giving feedback actually contributes to a higher quality of service. Furthermore, Pimm often responds directly to customers whose valuable feedback helped the organisation.

What are the results?

Since Pimm Solutions knows the exact points of improvement suggested by its customers, they are able to optimise their services in a customer-oriented manner. The company always implements and responds to feedback and views this as a team effort. In this way, Pimm Solutions is able to close the feedback loop, boost the satisfaction of its customers (and therefore their loyalty) and improve its quality of service in a more efficient manner.



The result is that we have even more and better insight into the things we have to change to further increase our customer satisfaction. Because the results are actively shared within our organisation and the different departments all do their part to put the feedback to good use, the issue of customer experience is at the top of everyone's mind at Pimm Solutions.

- Myrthe de Maar, Manager Customer Success Manager at Pimm Solutions

Dos & Don'ts of customer feedback

What did we learn?

Do's

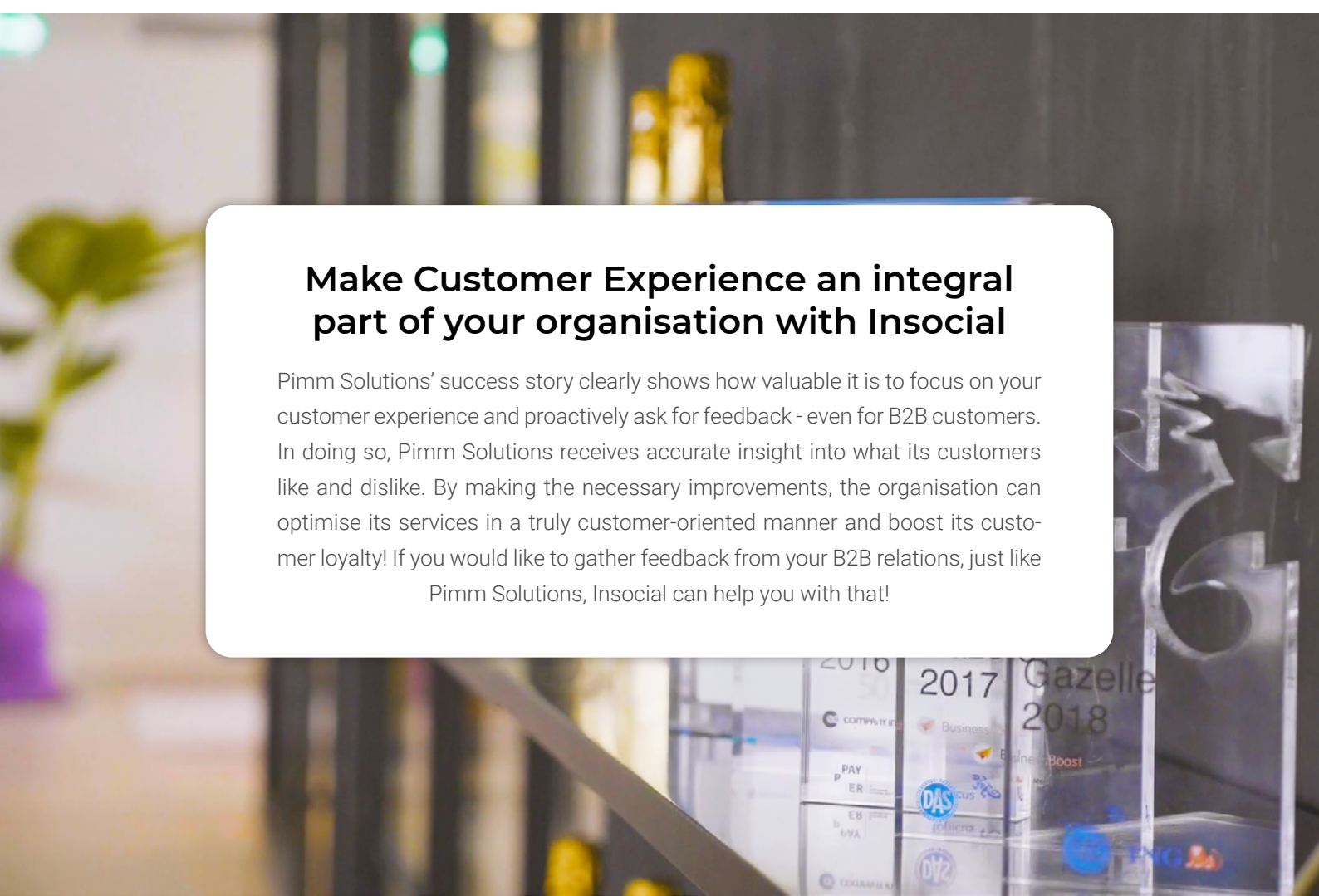
- 1 B2B is not quite the same as B2C. Keep the different types of customers you have in mind and tailor the questions you want to ask.
- 2 Ask for feedback at those moments in the customer journey that are most relevant to your organisation and to the customers themselves. For B2B customers, these moments include: after an implementation, after an order or after the first three months of use.
- 3 Show customers that you are actually listening to their feedback and let them know how it is being used. In other words: Closed Loop Feedback.

Don'ts:

- 1 Asking for feedback and then doing nothing or not enough with it.
- 2 Not viewing Customer Experience as a recurring or important aspect within your organisation.
- 3 Focusing solely on the numbers and figures. The most interesting ideas can actually be found in the answers to open questions.

Make Customer Experience an integral part of your organisation with Insocial

Pimm Solutions' success story clearly shows how valuable it is to focus on your customer experience and proactively ask for feedback - even for B2B customers. In doing so, Pimm Solutions receives accurate insight into what its customers like and dislike. By making the necessary improvements, the organisation can optimise its services in a truly customer-oriented manner and boost its customer loyalty! If you would like to gather feedback from your B2B relations, just like Pimm Solutions, Insocial can help you with that!





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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