



Success story

The digital world of a traditional media company



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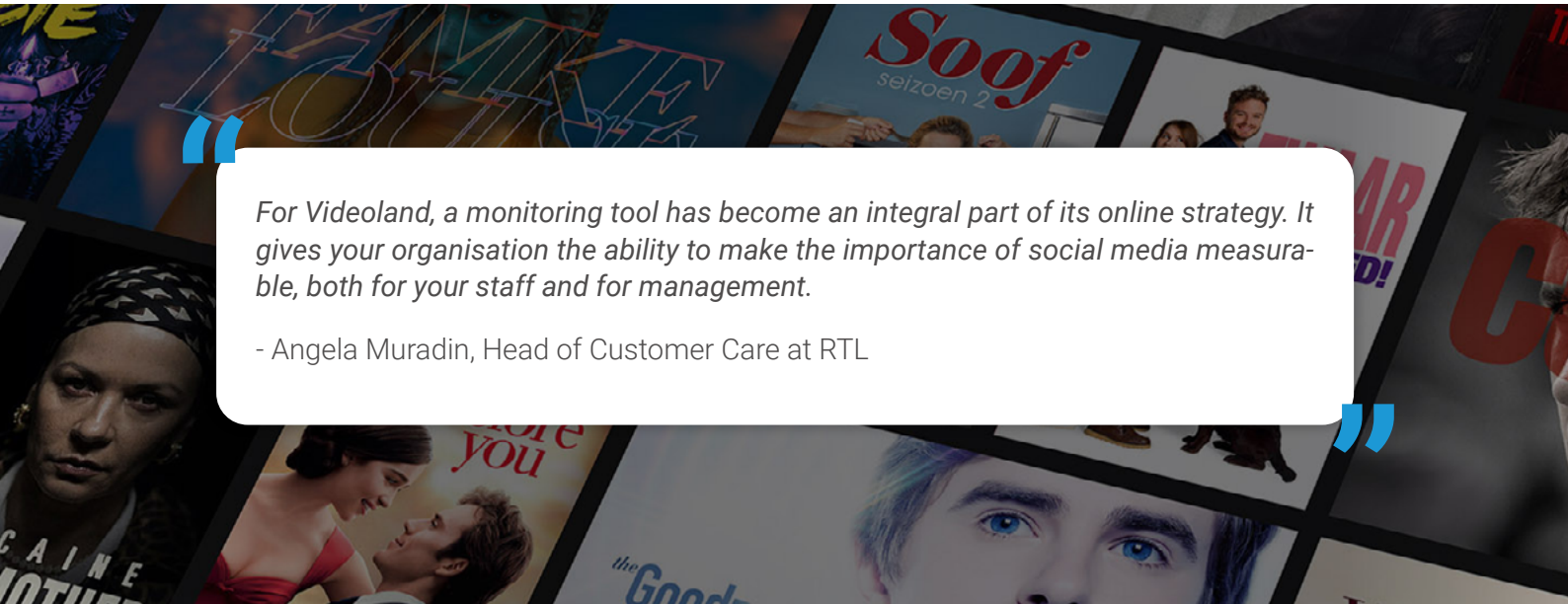
The digital world of a traditional media company

RTL is going through a digital transformation. In addition to its activities on TV, the company is also investing heavily in its online platforms such as Videoland. RTL has charted a clear course: make a difference with stories that touch the hearts and minds of the people in the Netherlands. Listening to consumers is a crucial aspect of this.

Customer contact and webcare are important aspects of the organisation and the feedback it receives via various (online) channels forms a key component of the company's fan-centric strategy. It is about listening to your customers and having them play a central role in your organisation. We spoke to Angela Muradin, Head of Customer Care at RTL/Videoland, about the latest developments and insights with regard to webcare and customer satisfaction surveys.

The role of media monitoring and webcare

Social media are becoming increasingly interwoven in television formats. Furthermore, digitisation also affects the offer. Careful monitoring of online communication is becoming increasingly important. In 2015, RTL began using the monitoring and webcare services of OBI4wan. Whereas media monitoring for corporate communication grants insight into the effects of press releases, sentiment and important topics pertaining to the channels, webcare is used to take the next step in open and transparent service provision via social media and messaging channels. Once RTL got the hang of how to make the most of webcare, it also wanted to start measuring the quality of this channel. How satisfied are customers who receive assistance via social channels?



For Videoland, a monitoring tool has become an integral part of its online strategy. It gives your organisation the ability to make the importance of social media measurable, both for your staff and for management.

- Angela Muradin, Head of Customer Care at RTL

Transparency as an important driver for webcare

Viewers of Videoland also use social media to contact the organisation. For many of them, social media channels are the perfect medium via which to ask questions. The online customer service department stands by to answer questions 365 days a year from 10 AM until 10 PM. In various ways, customers are referred to RTL's social media channels for their service-related questions. When they use these online channels, viewers can count on a response time of less than one hour. These days, RTL has circa 6,000 interactions with viewers via social media and messaging channels every month.

With transparency being one of the key drivers, webcare offers a highly visible form of service provision. On all channels, RTL strives to optimise its quality of service and to communicate with viewers as openly as possible.

The ROI of webcare, measurable with the transactional NPS

In order to measure the results of its investments in webcare and increase consumers' satisfaction, Videoland determines how satisfied customers are with the services it provides via social media. To do so, Videoland submits an NPS survey to customers immediately after the end of a contact moment. This is made possible by the integration between OBI4wan and Insocial.

Videoland measures customers' satisfaction regarding its webcare by asking about the transactional Net Promoter Score (NPS). The focus is on whether customers would recommend your organisation to others based on a specific moment or a specific experience (such as having a question answered via social media) and why they would do so. The goal is to measure customers' satisfaction in a very specific manner, which gives you detailed insight into what the customer thinks about their interaction with your organisation. As an added benefit, you will receive concrete feedback about e.g. the employee, the process, the location or other variables.

The transactional NPS:

"How likely are you to recommend us to a friend or family member based on [contact moment X]?"

The transactional NPS is measured as soon as possible after a specific moment, such as an interaction with the customer service department or the purchase of a product. The focus is therefore on a specific experience of the customer.

The relational NPS:

"How likely are you to recommend us to a friend or family member?"

The relational NPS is measured at a random moment and for a random target group. The goal is to measure how likely customers are to recommend your organisation to others, regardless of any recent experiences they may have had.



Videoland measures its customers' satisfaction in a number of ways. Above all, it wants to find out about the stories behind the ratings it receives. Videoland therefore not only measures the NPS but also asks about the reason for a given rating and ends its surveys with an open question (to acquire testimonials). What is important to customers? What are their stories? Videoland can then use this input to improve its services in a customer-oriented manner!

videoland.

How satisfied are you with the last contact moment with us on social media?

Very dissatisfied Dissatisfied Neutral Satisfied Very satisfied

1 2 3 4

What is the main reason for this?

Professional Unburden Personal

My expectation Other

1 2 3 4

Next

Powered by **Insocial**



Optimise the omnichannel feedback loop

By now, thanks to Insocial, Videoland measures many other moments in addition to interactions via social media, namely contact moments via email and telephone. Furthermore, it tracks its relational NPS (which involves asking customers whether they would recommend your organisation, regardless of their recent experiences. This can be seen as an overall assessment of the relationship between an organisation and its customers).

A distinction is made between different groups of customers, such as those who recently signed up, those who have been with the company for three months and those who signed up a year ago. This tells Videoland exactly how satisfied its customers are at various stages of their customer journey.

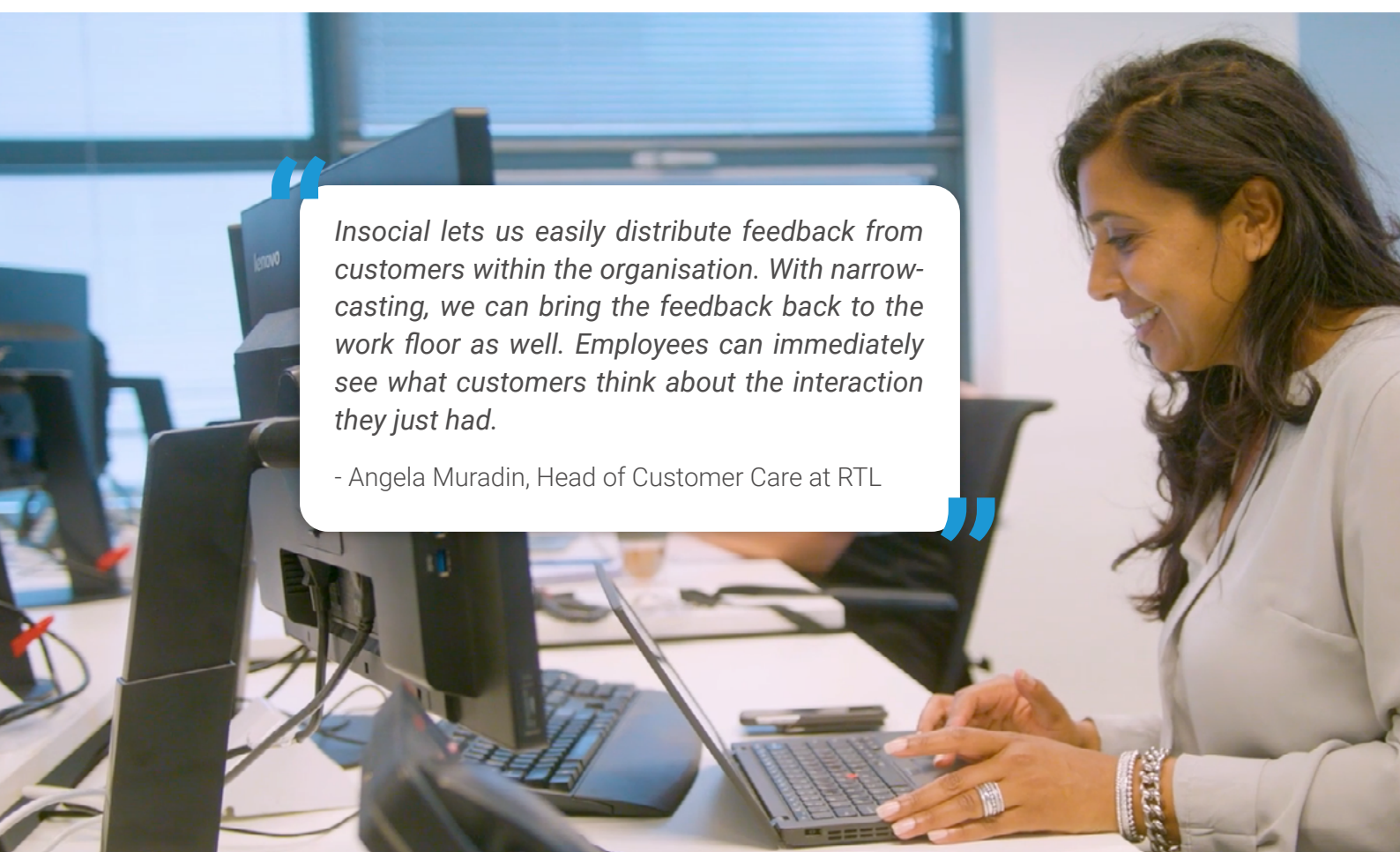
Customers who decide to terminate their contract are also asked to give feedback. This is known as an exit survey. The results let Videoland know why customers decided to leave. The company can then use this information to further improve its platform.



Close the loop; bringing feedback back to the work floor

A common question from organisations with regard to customer feedback is this: what should you do with feedback and who should be responsible? The answer: always make sure that the right information ends up with the right people in the organisation. At RTL, the answers given by respondents are shared on a daily basis with the (multidisciplinary) teams, so they can see if there are any complaints they can resolve or improvements they can make. Furthermore, alerts are sent whenever a customer submits negative feedback to ensure it does not go unnoticed.

With narrowcasting displays, RTL directly brings the results back to the work floor. For employees, it is immediately clear what the online conversation is about and how customers feel about the service they receive. As a result, employees are more involved and customer experience is always at the top of everyone's mind!



Insocial lets us easily distribute feedback from customers within the organisation. With narrowcasting, we can bring the feedback back to the work floor as well. Employees can immediately see what customers think about the interaction they just had.

- Angela Muradin, Head of Customer Care at RTL

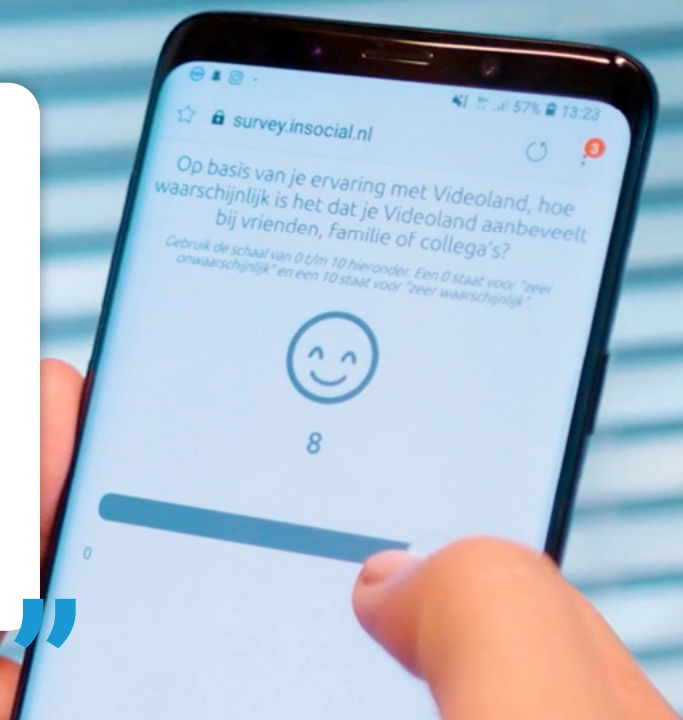
The future of service - Chatbots & AI

Technological developments occur at a rapid pace. RTL fully understands the importance of chatbots and artificial intelligence when it comes to improving its quality of service. The organisation uses chatbots to answer the most frequently asked questions, which account for 25% of all incoming messages. This has resulted in increased efficiency and ensures that simple questions are answered quickly, while employees can spend their time and attention on more complex issues.

The organisation's availability has been expanded with the help of chatbots. Even outside office hours, chatbots can answer questions that do not require any human involvement. Whereas the company's staff is available to answer customers' questions from 10 AM until 10 PM, the chatbots are also available between 10 PM and 10 AM to resolve viewers' issues or gather additional information so an employee can start working on the problem immediately when they come in the next day. Although chatbots are only used on a small scale at the moment, Videoland is already achieving great results with them.

We are a platform that is operational 24/7. Everyone uses our platform at different times, so questions can come in at any time. We find that using chatbots makes a big difference when it comes to our response time. Customers like having their issues resolved quickly and it allows us to be available to our viewers even outside office hours.

- Angela Muradin, Head of Customer Care at RTL



Dos & Don'ts of customer feedback

What did we learn?

Do's

- 1 Integrating a webcare tool with a feedback platform is efficient and grants you detailed insights.
- 2 Measure the transactional NPS to gain insight into your customer satisfaction across all moments and channels.
- 3 Make feedback visible on the work floor to ensure the topic of customer satisfaction is at the top of everyone's mind.

Don'ts:

- 1 Forgetting about the relational NPS. It is still very important!
- 2 Not sharing feedback with the different teams in a department. If you don't share feedback, it will not be put to good use either.
- 3 Measuring your channels in different ways. This makes it more difficult to draw up clear comparisons.

A little better every day!

With the tools provided by OBI4Wan and Insocial, Videoland is able to interact with customers via social media in an easy and accessible manner, while also gaining insight into its customer experience via this channel. These insights are shared with the teams, so employees can become a little bit better every day at servicing customers.

Would you like to use webcare and measure your customers' satisfaction regarding this channel, just like RTL? The integration between OBI4wan and Insocial makes this easy for you! Would you like to know more? Check out OBI4wan's [website](#) for more information!



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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