



# **Executive Customer Feedback B2B Solutions for Global Markets**

June 2017

# Our company



# The 3 pillars of our services - Customer feedback in action

## Consulting

- Identification of the critical points on the Customer Journey
- Building "business mechanics" from a customer perspective
- Definition of a customer-based quality system and KPIs
- Data models and feedback integration
- Analysis of the business impact from the customer perspective
- "Closing the loop"
- Definition of work flow and role models

## Interviewing

- Top executive interviews (f2f and telephone)
- B2B online surveys
- B2C consumer surveys
- Employee surveys (online)
- Data coding and integration
- Reports and to-do lists
- Multilingual, over 20 different languages
- Experience in 110 countries

## Tools & Apps

- Platforms for data collection, data analysis, and data logistics
- Text analysis, classification, and key messages
- Monitoring processes, ticketing, alarms, and triggers
- METRIVOX Broadcasting, dashboards
- Process support via automation and performance monitoring

# Metrinomics, a telco and B2B specialist

- We are telecoms technology and customer experience specialists with a focus on business models
- We understand CEM end to end in the telecommunications sector: supplier-operator-customer-society
- We are expert for executive interviewing. We conduct top-level personal interviewing among upper management (with a focus on C-levels) as well as regular feedback surveys at operational levels
- We carry out representative consumer surveys with the 12 biggest mobile telecommunications markets globally
- We provide expert analysis and modeling of market success mechanics
- We generate unique indices for individual needs
- Metrinomics is client team focused. The success of the client team is our success.

The special challenges of B2B markets with a technology focus:

- Small number of decision makers (buying centre)
- Many interaction links – complex customer organizations
- High impact of technological changes

# A glance at Metrinomics

- International team of 30 project managers and IT developers from France and Russia, Ireland and Italy, Chile and China, New Zealand and Spain, Poland and UK.
- Network of 40 consultants between Japan and Brazil.
- Highly efficient in day-to-day tasks. In working with Metrinomics, you manage to drive daily operations and make sure you reach your goals.
- With our seasoned expertise, with our inspirational spirit, with our technology leadership, we act as your gate keeper for the future, to make sure you are on the right track today.

# Interviewing capabilities

- **Specialist for cultural adaptation:**  
Strong multi-cultural background, specialist for international comparative research. For each culture we tailor the approach - including interviewing method to guarantee a comparative result.
- **Seniority and competence:**  
Our interviewers have strong communication skills and many years of experience with complex business processes as well as with industrial equipment.
- **Teaming up and know-how transfer:**  
We ensure that a project is continuously managed by a fixed team. We are familiar with efficiently transferring know-how from project to customer teams.
- **“Interviewee Experience” is “Customer Experience”:**  
Metrinomics thoroughly designs the interviewing process in order to create the best possible experience for the respondent.
- **Quality approach ‘know the team’:**  
We work with a central team of experienced interviewers. This is crucial in international projects.



# Scope of work in the customer and partner experience area

Customer  
experience surveys

Operational  
feedback surveys

Supplier and  
partner experience  
surveys

Business needs  
(demand) studies

Win/Loss  
analysis

Brand & image  
studies

Interacting  
departments and  
user of survey  
inputs

- Customer Experience
- Quality
- Services Operations
- Procurement
- Portfolio Management
- Product Lines
- Project Offices
- Marketing & Communication
- Sales Operations
- Business Intelligence

## What we do:

Survey design, metrics development, qualitative executive interviews (F2F & phone), web surveys, workshops, implementation of tools and platforms for analysis, reporting and action management

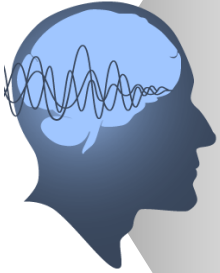
# The interview process





# Rules to get to actionable insight

How do interviewees behave during an interview?



1

Narrative thinking



Starting points are problems and expectations. From there, answers tend to be story-based

2

Dynamic view



In industrial markets people have learned to think in trends. In contrast, they have difficulties to clearly separate the stages in time

3

Types of challenges not clearly compartmented



A single problem can have different facets (i.e. technology, processes, cost, staffing)

# Our tool landscape



# Metrinomics end-to-end platform

Collect customer feedback, manage actions and monitor fulfillment



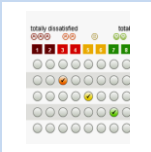
## Management dashboard

Guiding the user step by step



## To-do-lists

Team support across all the organization: priority lists according to business potential



## Online survey management

Survey progress in real-time, alarms, and reminders



## KPI dashboard

Real-time results, KPIs, SWOT, to-do's, customizable for different users



## Survey monitor

Everything at a glance: surveys, status updates and results



## Systemic issues

Major strengths and weaknesses from the customer's point of view

# Statement Analysis Tool

Track topics throughout customer segments, deep dive in statements anytime

The screenshot shows the Statement Analysis Tool interface. On the left, there is a sidebar with various filter categories, each with a dropdown arrow. A callout box labeled "Filters" points to this sidebar. The main content area displays a customer statement under the heading "Strategic fit with xxx". A callout box labeled "Customer statement" points to this text. At the top right, there is a "Sort comments by" dropdown menu set to "Date (descending)". A callout box labeled "Sorting functionality" points to this menu. On the right side, there is a "Segmentation" section with a list of categories and their corresponding counts, each with a horizontal bar chart. A callout box labeled "Segmentation" points to this section. At the bottom left, there is a "Word cloud" section with a list of terms and their frequencies. A callout box labeled "Word cloud" points to this section.

Reset all settings

Sort comments by Date (descending)

Interviews | Statements

Timeframe

2011 H1	9889
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Sales regions / CBTs

DTAG	1403
GCHN	1173
VOD	1023
Regions	3583
GCHN	1173
LAT	1161

Customers

Elisa	427
everything everywhere	370
Otel Group	271
Decision Maker	3822
Ultimate Decision Maker	1194

Timeframe (1/3)

Sales regions / CBTs (13/13)

Geographical regions (99)

Customers (55/55)

Powermap categories (4/4)

Business units (4/4)

Questions (1/21)

Discussions (1/1)

Strong aspects (1/1)

Aspects to improve (190/190)

Strong products (34/34)

Products to improve (37/37)

Strong competitors (15/15)

Weak competitors (12/12)

Word cloud

area better business challenge core cost customer data delivery equipment ericsson experience good

### Strategic fit with xxx

Strong aspects: Customer orientation & cooperation || Aspects to improve: Customer oriented product development

XXX particularly the local team, is very flexible and ready to be addressed about everything. But sometimes vendors should consider operator opinions more in terms of the development of their roadmap. The roadmap should be developed in a more collaborative manner with the operator so as to ensure it is not developed without taking into account the needs of the customer. And they should be more flexible in moving features forward on their roadmap.

[WSE | Influencer | #76875 | Aug 03, 2011]

### Customer statement

Aspects to improve: Company image

Products to improve: ERP

ERP, HR Management, and so on, is not XXX core business. I don't think they are perceived as a player in this area. XXX is perceived mainly as a network equipment supplier. Since there is lot of competition coming from the East, if I was in their position, I would concentrate on maintaining my global ranking in the telecoms suppliers list. There are a lot of threats. Expanding in areas that are not their core business, and particularly bearing in mind that in those areas there is a list of very well-known international suppliers that have a serious core business on this, I would not think it's a wise strategic decision to move into those areas.

[WSE | Influencer | #76875 | Aug 03, 2011]

### Value creation

Business units: Global Services

Aspects to improve: Improve solutions offering | More appropriate pricing struct. & levels

Well, the extra mile I would say could consist in a bit more proactivity as regards customer requirements. In other words, they should not only follow day-to-day business but propose more innovative things, think outside the box, because the times are very challenging. In these times, any innovative ideas, irrespective of how extreme they are, should be put on the table. This could be done once or twice a year in all fields, but in particular the services area, such as support and the implementation services. Thinking outside the box could entail more lower prices for performing the tasks and/or new pricing models that drive The new ideas can affect both OPEX and CAPEX.

[WSE | Influencer | #76875 | Aug 03, 2011]

# Integration of data and channels via METRIVOX Broadcasting


Social media	<p><b>Performance Index</b></p> <p><b>NPS</b> Promoters: 50% Detractors: 33% Score: 17%</p> <p><b>Alarime &amp; Triggers</b> Alarime: 12 Triggers: 4</p> <p>Collection stability: 32.7 Voice clarity: 28.4 Service Quality: 23.4 Tariff value: 13.1 Connection speed: 21.3</p> <p>Development</p>	<p><b>Customer Weather</b> Kundenwetter</p> <p>7,4 Stimmung</p> <p>Gesamtzufriedenheit: 9,2 Wertwahrnehmung: 7,1 Wiederkaufbereitschaft: 6,5</p>	Customer research
Touch point survey	<p><b>Moments of Truth</b></p> <p>Vertragsabschluss, Kundenservice, Engagement, Inbetriebnahme</p> <p><b>Customer Journey</b></p> <p>Reklamationen, Laufender Service</p>	<p><b>Voice of Customer</b></p> <p>Twitter, Facebook</p>	Website
Self-service communities	<p><b>TO-DOS</b></p> <p>Fachkompetenz: 65, Verbindlichkeit: 66, Call, der sich für den Kunden hat: 87, Kundenerwartungen: 81, Flexibilität: 64, Antwortzeit: 75, Engagement: 65, Kompetenz: 85, Engagement: 71</p>	<p><b>LIVE-Feedbacks</b></p> <p><b>Social Networks</b></p>	Complaints management
Hotlines			Contact Center

To the point, constantly updated, and integrated across every feedback channel

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