



Best Practices in Customer Feedback Management (CFM)

MSU Study Results

Study Research 2006 / 2007

Background

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- **Most companies understood** that placing the customer in the center of all major decisions is the main key factor for success: “**Customer Centricity**”
- **Prerequisite** for this customer centric approach is a **360 degree view on the customer** and its interaction with the company
- **Succeeding companies have learned** that **customer feedback** (via call center, online, mail, etc) is **one of the most effective source of gaining these customer insights.**
- About **50 to 150 million inbound contacts** per year and company *) bears an **enormous potential** to create products the customer will ask for.
- **But: Listening to and evaluating millions of contacts** every year means to have a strong **requirement for a professional CFM**

This benchmark - study is about key factors for successful management of customer feedback

* ca. range of number of contacts from surveyed companies

CFM-Benchmarking is based on a broad basis of interviews with top companies

Interviews with 25 experts from 13 leading companies



Interviews

Time: May - October 2006

Method: Expert interviews (structured interview guideline)

Contact person: 90% leading Managers (e.g. Head of Customer Services)
10% operational staff

Duration: 2 hour interviews (average)

Interview structure:

1. Organization CFM process
2. Methods/tools/experiences in
 - a.) collection
 - b.) analysis
 - c.) acting upon CF
3. Visions: "CFM 2015"

Additionally, secondary sources as well as MSU's deep project experiences were integrated into this report

Study results and further information at:

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