

Liquid Friday Uses Clicktools to Improve Customer Satisfaction & Process Efficiencies



liquid friday

One of the fastest growing umbrella companies in the UK, Liquid Friday employs and contracts skilled workers to third-parties on temporary work assignments. Each week, the company sends a customer satisfaction survey to its clients (i.e. their contractors), asking for an overall service score on a scale of 1 to 10. Before implementing Clicktools, this involved an array of time-consuming tasks, including interacting with hybrid systems and manually entering data into Salesforce®, the company's CRM system.

Fully aware that their processes weren't as efficient as they could be, the company began looking at alternative solutions to deliver satisfaction surveys that integrated with CRM. They also considered building a proprietary tool to connect surveys to CRM, but as Richard Pomeroy, Project Manager, Liquid Friday, commented, "We could have developed our own solution, but when we discovered Clicktools, we realized that would be reinventing the wheel."

Liquid Friday chose to get started with Clicktools rather than undertaking custom solution development or selecting a competitive product. Pomeroy continued, "After experimenting with Clicktools a bit in the early stages, we learned that we could easily configure it to do exactly what we needed. Their competitors' offerings were not that flexible."

ABOUT LIQUID FRIDAY:

UK-based Liquid Friday employs and contracts workers with a wide range of specialist skills and experience for use by third-parties on temporary assignments and projects. The company's aim is to be a responsible, flexible employer and a first-choice partner to provide services, skills, and expertise in a variety of industries including construction, engineering, education, IT, health and social care.

CHALLENGES:

- Assess customer satisfaction on a regular basis without interrupting the flow of everyday business.
- Pass information from satisfaction surveys into Salesforce without manual intervention.
- Exchange data from one company to another securely, meeting privacy protection requirements at all times.
- Allow users to work within the familiar Salesforce environment, rather than adding yet another system in which to perform day-to-day functions.
- Eliminate hybrid systems that were slowing productivity and preventing the ability to scale the business.

SOLUTION:

- Successfully streamlined customer satisfaction processes to automatically survey customers at two week intervals and periodically as needed.
- Integrated Clicktools surveys and forms with Salesforce, eliminating all manual processes associated with gathering customer feedback.
- Launched a fully branded registration form to capture new customer info, populate new lead records, and update internal systems instantaneously - all while meeting rigorous security standards.
- Enabled everyone in the organization to use Clicktools from within Salesforce, providing a single button to pass data from one CRM object to another.
- Increased efficiencies, productivity, and customer loyalty by integrating customer feedback directly with Salesforce and triggering CRM workflows based on responses.

Streamlining the Flow of Surveys to CRM

Once Liquid Friday launched their Clicktools initiative, they eliminated former manual steps in collecting and centralizing customer satisfaction data in Salesforce. They also overhauled their new client and project registration process altogether, integrating Clicktools and Salesforce to send information from Clicktools' form fields into CRM and even from one CRM object to another. Now, a new client can be signed up and ready to go instantly – a process that once required numerous manual tasks and interaction with multiple systems.

Because of their initial success revamping existing survey processes, they also created a new market research survey to be used periodically for analysis of potential new projects.

“Clicktools is easy to set up,” said Pomeroy. “There’s no need to worry about managing multiple systems. The key for Salesforce administrators is that Clicktools permits data to be mapped from one area to another automatically, so it doesn’t create

extra work to continually incorporate customer feedback into CRM records.”

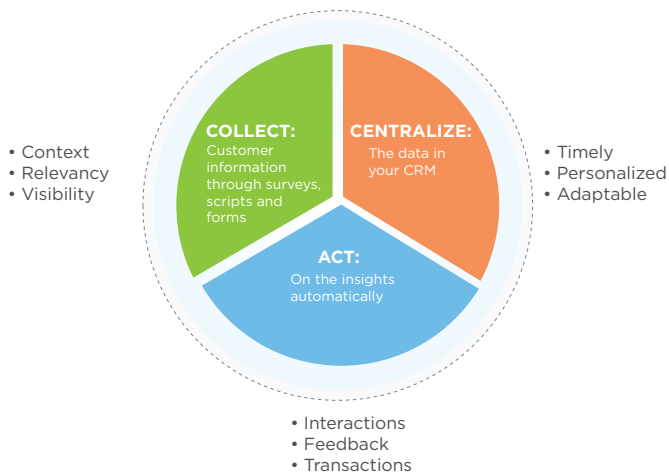
Seeing Results & Return on Investment

The company notes that in terms of cost versus value, Clicktools’ return on investment is practically immeasurable. The solution has dramatically streamlined several critical internal processes and perhaps more importantly, has also improved customer loyalty and satisfaction.

“Our customer satisfaction survey is incredibly important to us as we regularly use it to identify any issues our contractors may be experiencing, so that we can resolve them as quickly as possible,” said Phillip Venn, Managing Director, Liquid Friday. “We always look for ways to improve our offering, as first-class customer service is at the heart of our business. We do everything we can to retain our customers more effectively.”

Notably, the company recently received its highest average customer satisfaction score in its history – receiving a stellar 9.5 out of 10.

CUSTOMER EXPERIENCE FLOW



What’s more, the CRM-integrated solution continues to support new needs as they arise. Now, when the staff at Liquid Friday considers moving data from one place in Salesforce to another, they often look to the versatility and agility of Clicktools as the chosen method to flow data through the organization. Though they initially perceived Clicktools purely as survey software, they now realize that it offers much more than surveys. Liquid Friday is happily taking full advantage of those capabilities.

FOR A FREE DEMO, CONTACT THE CLICKTOOLS TEAM

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