Voices.com Relies on Clicktools to Maintain a 95% Customer Satisfaction Rating

With a global network of more than 125,000 voice actors in over 100 languages and more than 125,000 online clients, Voices.com takes customer loyalty very seriously. They're literally in the business of forging relationships between creative talent and the companies that need them. As such, happy customers translate directly into referrals and new business.

In 2010, Voices.com collected customer feedback using survey software that did not integrate with their CRM solution – Salesforce®. The solution served a basic purpose but created inefficiencies around centralizing and acting on customer feedback because the data was inaccessible beyond the solution itself and manual exports. When they learned that the software developer was soon to discontinue the technology, urgency arose to replace the outmoded application with something more sophisticated that of course integrated with Salesforce.

Voices.com quickly turned to the AppExchange™ to research replacement solutions that would easily integrate with Salesforce and provide more sophisticated surveying capabilities. High ratings and customer reviews put Clicktools at the top of the list. David Ciccarelli, CEO, Voices.com, explained: "When we look at applications to improve our business, we start with the Salesforce platform and look for best-of-breed products that play well with it. Clicktools was the top-rated app on the AppExchange. The customer reviews along with the depth of the integration made Clicktools the natural choice for Voices.com."

Experiencing the Ease of Surveys-to-CRM

During a brief trial and implementation period, the company rebuilt its existing surveys in the Clicktools environment. They reached out for support and one-on-one training to configure their first survey and map Clicktools fields into a Salesforce custom object called "Report Cards," which was created specifically to house customer feedback.

ABOUT VOICES.COM:

Voices.com is the industry leading website that connects businesses with professional voice talents. Radio and television stations, advertising agencies and Fortune 500 companies rely upon the Voices.com marketplace to search for, audition and hire voice talents with the assistance of their innovative SurePay™ escrow service and award-winning Web application.

CHALLENGES:

- Replace existing survey tool with a more sophisticated solution that integrates with Salesforce.
- Begin to track customer satisfaction to continually adapt and improve customer experience.
- Implement an NPS™ survey to identify and work with promoters and detractors.
- Allow users to access customer feedback within the Salesforce environment.
- Meet a new goal of 80% customer satisfaction quarterly.

SOLUTION:

- Implemented Clicktools enterprise solution fully integrated with Salesforce for company-wide access to customer feedback data.
- Launched customer satisfaction and NPS programs as part of existing workflows, merging survey responses with case and account data.
- Leveraged Salesforce reporting engine and tied customer feedback into other key performance indicators.
- Gained ability to make strategic product adjustments based on real-time feedback.
- Reached an average, quarterly customer satisfaction score of 95%, outperforming initial target of 80%.

By all accounts, the operations staff at Voices.com found Clicktools amazing to work with. A one-on-one tour of the application helped with mapping their first survey. The Customer Success Manager assigned to Voices.com provided assistance when they experienced issues a couple months later. She took the time to investigate their problem and worked together on a solution.

Since then, the company has relied heavily on its Clicktools customer satisfaction surveys, which are automatically sent as follow-ups to support cases. The executive team regularly analyzes these results. These surveys are equally critical to the support team, whose individual employee performance metrics are affected by the scores.

"Clicktools is the best surveying app for companies using Salesforce."

— David Ciccarelli, CEO, Voices.com

Voices.com also established a NetPromoter™ survey (NPS), which enables them to gauge how they're perceived by customers and identify the likelihood of active customers becoming "promoters" or "detractors."

Additionally, Voices.com leverages Clicktools to run random user experience surveys for product development purposes and collects voluntary input from customers via a Send Feedback Tab embedded within their product.

Results that Impact Performance & Profits

Clicktools customer satisfaction surveys have allowed Voices.com to engage customers immediately after interactions with their service team. Managers can quickly identify areas in need of improvement, where they can adjust and enhance overall customer experience. The information obtained also presents ongoing training opportunities for individual team members and groups.

Knowing Promoters and Detractors via the NPS survey provides invaluable insight into what the organization does well and where it requires strengthening. This feedback is so important to the company that a dedicated support person makes contact with everyone who takes the time to complete this particular survey.

All of their Clicktools data is centralized in Salesforce, making customer feedback accessible companywide in the familiar CRM environment. This empowers support agents to provide effective, personalized service and the product team to continually evolve their offering based on real-world input. Managers can see results in Salesforce on both the contact and account levels, and build dashboards for a broad view of the program's results.

Notably, Voices.com set an initial target to reach an 80% customer satisfaction score. Far beyond their original expectations, they now maintain an average customer satisfaction score of 95% on a quarterly basis. Ciccarelli summarized the value of Clicktools to his organization: "Every morning we gather as a team and review our customer satisfaction scores. Because we have real-time data at our fingertips…we are agile enough to make changes that have a real impact on business performance and profits."

ABOUT CLICKTOOLS

Clicktools has developed cloud applications that integrate with CRM to help businesses better understand and serve their customers. Hundreds of companies rely on Clicktools' flagship offering, Clicktools, the premium survey software for business, to integrate customer feedback in CRM. Syncfrog, Clicktools' low-cost, intelligent data loader, empowers non-technical users to centralize data from multiple cloud applications. The company is headquartered in Poole, England, UK with US offices in Phoenix, Arizona. Clicktools is owned by Callidus Software Inc. (NASDAQ: CALD), which operates as CallidusCloud®, the leading provider of sales and marketing effectiveness software.

Contact us today for a FREE demo.

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