



# Netitude

GROWTH **THROUGH**  
TECHNOLOGY

# CUSTOMER SERVICE REPORT 2022

Key Finding & Results

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# INTRODUCTION



This report outlines how Netitude monitors feedback from key sources to ensure a positive customer experience for clients of our managed support services.

We detail results and key findings from our Annual Customer Satisfaction survey, the most recent NPS and total CSAT survey score for the year. All of which provided invaluable insights and enabled us to identify clear priorities for improvement over the next 12 months. Check out the “You said, we did” section on page 7.

# CUSTOMER SATISFACTION

## How we measure success

As a service company, our main objective is to ensure our clients are happy.

While we already capture client feedback throughout the year with ticket-based CSAT surveys, we need insights that drive deeper into all our service areas.

Alongside an annual Customer Satisfaction survey, we're introducing regular Temperature checks to ensure even greater insights into our client's relational experience and our Net Promoter Score (NPS) performance.

Together our Annual Survey, Temp checks, and CSAT feedback provide us with accurate data, which we use to support our ongoing feedback loop process to ensure the service we offer our clients continues to develop and improve based on their needs.



## Annual survey

Our annual Customer Satisfaction Survey takes place every summer and gives our managed support clients a chance to assess our overall partnership, including service levels and performance.

## Temperature checks

To ensure our performance and team are kept on target, we'll conduct temp checks throughout the year to better monitor the performance satisfaction levels and NPS so that the highest standards are maintained.



## Ticket surveys

Event-based Ticket or CSAT surveys capture feedback on a single event or interaction with our service desk team. This allows us to gather customer feedback daily and in real-time and ensures we're continually monitoring the quality of our service desk performance.

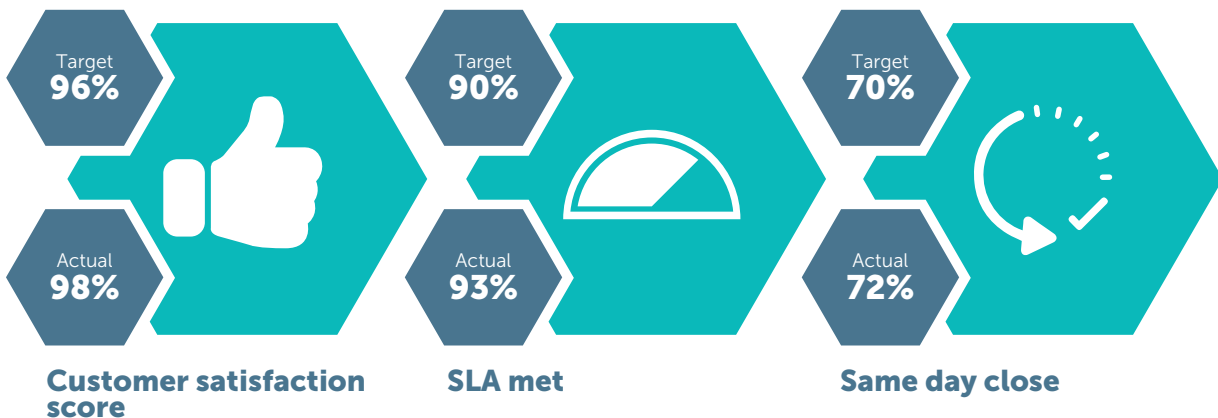
Issued on completion of support and project cases, users are asked to complete a short survey rating our service on a scale of **EXCELLENT, GOOD, JUST OK** or **POOR**.



Our CSAT score within this report is the average of all surveys received over the year and is one of our key performance indicators (KPIs) for service delivery.

## Service Desk performance

Key performance indicators our Service Desk in 2022.



# NPS RESULTS

## Users who took the survey

Key decision makers and end users of our managed support services were asked to participate, allowing us to assess how well we meet overall customer needs.

### 76% End Users



### 24% Decision Makers



Clients were asked, "How likely are you to recommend Netitude to someone like you?"

### NPS result

The number below shows the overall combined satisfaction measured as a Net Promoter Score.



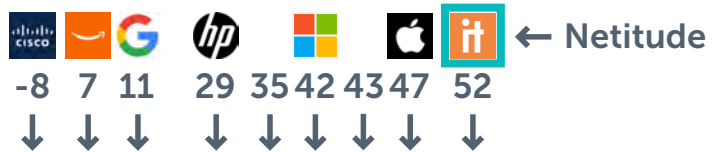
### Industry averages

- Technology companies: +35
- Professional services: +43
- Consumer goods & services: +43

## 'Excellent'

## NPS +52

(Combined Net Promoter Score)



NPS source: <https://customer.guru/net-promoter-score/fortune-500> as of 30/01/2023

Technology Companies NPS industry average source: <https://www.surveymonkey.co.uk/curiosity/what-is-a-good-net-promoter-score/>

# YOU SAID, WE DID

Our June survey provided a range of constructive responses. These were individually read and analysed by our department heads and senior management team to identify the recurring themes. As a result of this client feedback, we implemented the following priorities for improvement.

## 1. Reduce call-waiting times

### You said

"Improve call wait times. Your engineers are great but getting through can be tricky."

### We did

We reviewed our call queue system and introduced a three-ring policy, which passes the call to the next available engineer, helping avoid long waits. We also raised awareness of call wait-time targets across the company and will continue to monitor and take measures to drive it down.

**Since June, our call wait time has decreased by 56%.**

The survey highlighted that end users preferred picking up the phone over using our IT Support Panel app because they believed it was faster. While you do get to speak to an engineer straight away, the IT Support Panel app offers many time-saving features our engineers can use to identify issues quicker. Therefore, we needed to raise awareness of these features to drive use.

We launched an email campaign to re-introduce the app, detailing how and when to use it and important features for solving common IT issues faster. Our Support app also includes a Knowledge Base for self-help guides which we continue to expand. These guides help users fix common IT issues for themselves and learn about different programs.

**As a result, the number of tickets logged through the IT Support Panel has doubled. We've also seen an increase in end users using self-help guides.**

## 2. Better communication and visibility

### You said

"Provide more detail about project timelines and updates on progress."

### We did

We reviewed and redesigned our ticketing communications to ensure greater clarity and better management of expectations for clients. In addition, we included a project timeline and more touchpoints for updates.

We're also working on a Satisfaction Survey to capture real-time feedback on closed Projects, allowing us to continually monitor the quality of our Project team performance.

## 3. Demonstrate value

### You said

"While we wouldn't want to lose them, we don't always see the value in IT Audits and Quarterly Strategy Reviews."

### We did

Based on the results we received, it's clear that we're not adequately displaying the value or purpose of our Quarterly IT audits and Strategy Review meetings.

Our Technical Alignment Managers (TAMs) reviewed the feedback and concluded that more communication was needed before the audit. As a result, they now have meetings with Decision Makers to ensure the process is discussed and formally documented in the ticket for greater visibility and understanding. While they regularly update their Audit checklist in line with best practice, they plan to review the report's content to ensure it adds maximum value.

Clients felt their Quarterly Review Meetings were too technical and needed clearer timescales or deadlines. In line with feedback, our Virtual IT Directors (vITDs) will ensure these meetings are more goal focused, with clear delivery targets and who is responsible for delivering them. To help with this, we've restructured our Solutions department and will introduce a Sales Administrator to reduce the turnaround time for proposals. We'll also ensure meetings are always followed up with action points, owners and likely timescales.



# CUSTOMER FEEDBACK

We're grateful for everyone who took the time to complete our survey's. Whilst we can't share all the feedback, we recieved a wide range of positive responses about their experience of working with Netitude.

Netitude always answer every query promptly and each call I've ever made has been made as painless as possible!

Once again the level of service received Netitude has been outstanding.

Extremely fast response times and quick solutions to any techy problems I have had. Really friendly and polite staff who are always professional.

Ever since we made the daunting prospect of changing our managed IT services, Netitude has delivered on every aspect of the project. Very professional, knowledgeable and the support received has been first class.

I have always found your service fast and efficient and have recommended you to one of my contacts who has had IT

Great on-boarding, very proactive management of our I.T services and related operations.

You put up with so much and still manage to be friendly and helpful. Tech is a huge black hole for a lot of people (me), and it's a real help to know there's someone on the other end of the phone who will help you through any struggles and be patient and supportive. Thanks for looking after us!

You're always so calm (and efficient) with my technophobe colleagues, and when I have issues they're always resolved quickly.

Very pleased with Help Desk quick respond, patience and supportive response when responding to our queries.

Quick response and simple explanations to solve problems, and knowledgable engineers at hand!

# WE'RE ALL ABOUT GROWTH

WE HARNESS THE OPPORTUNITIES TECHNOLOGY OFFERS TO GROW & HELP OTHERS DO THE SAME.

Good or bad, we're always keen to hear your feedback to continually improve and meet your needs. Please keep an eye out for our **Temp checks** coming soon, and let us know how you think we're doing!

