

Case Study

AVENANCE CATERING

Overview

Avenance is an on-site catering company who provide a range of refreshment solutions to over 600 locations across the UK. They work hard at delivering qualitative and commercial value for clients as well as creating a pleasurable dining experience for customers.

Problem

Avenance were using comment cards to generate feedback from restaurant customers and report satisfaction levels to their clients. There was not an adequate volume of feedback to provide meaningful data, despite restaurant staff working hard to encourage responses.

Solution – OPINIONMETER

Specific Benefits

- Hassle free – meaning simplicity and ease of use
- Automatically generates 15-30% responses on site
- Enables quick and effective reporting back to their clients

And at the management level

- Opinionmeter provides fast and effective benchmarking
- Provides an overview of the operation and offerings with statistical backups at a level of detail not previously available.

Feedback

“Not only has Opinionmeter helped us to understand the different wants, needs and desires of our existing user segments, it has also identified user segments that we never knew existed. Consequently we are able to target and position our food offers with more confidence and give more of our customers what they want, when they want it. Opinionmeter is therefore a key tool to drive sales and engage out customers towards retention. ”

Howard Allen, Avenance Operations Director

“It is an excellent tool for seeing where you need to focus. All clients have been very impressed with it and the amount of information it has provided. ”

Susan Rose, Avenance Operations Manager



Avenance Catering

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Case Study

WEST LOTHIAN HEALTHCARE

Overview

West Lothian Healthcare NHS Trust is an integrated Trust providing primary (GP and Community) and secondary (hospital) care for the population of West Lothian and part of West Edinburgh. They also provide specialist services for the South-east of Scotland.

Problem

West Lothian were using hard copy questionnaires either within the clinic settings or posted to in-patients following their discharge from hospital.

Solution – OPINIONMETER

One Doctor was not convinced that patients would complete the Opinionmeter survey. He insisted that hard copies of the Questionnaire were also available, as he did not believe Opinionmeter would be well used. In the event only one hard copy of the questionnaire was completed whilst Opinionmeter was well utilised and provided comprehensive reports.

Specific Benefits

- No long-winded data entry of paper survey forms
- Fast, effective & automatic survey reporting
- Quicker results analysis
- Accurate statistical facts

Feedback

“They’re brilliant, it’s amazing how simple life can be made with one piece of software... they save an enormous amount of time... data entry is cut down to almost nothing... and it saves trees! ”

Julie Cassidy

“The accuracy of interpreting information is just great... visually they’re very good and very uniform... they’re efficient and accurate... we can produce a report very quickly... they’re very visual and very user friendly. Opinionmeter’s meet our requirement to produce patient focus and public involvement information. ”

Diane Loughlin



West Lothian Healthcare NHS Trust
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Case Study

SERCO

Overview

Serco is one of the world's leading service companies. By successfully managing organisational design and change, they help national and local governments around the world to improve services across all aspects of their activities. Where appropriate they apply this capability to help commercial clients to achieve their strategic goals.

Problem

Serco Leisure had no co-ordinated way of gathering data. It was the responsibility of each individual site to produce customer feedback. Some sites tried comment cards, but without success, as the poor response levels had to be supplemented by paid interviewers in order to obtain a satisfactory number of responses.

Solution – OPINIONMETER

Benefits

- Data feedback relating to specific potential problems, e.g. cleanliness.
- Opinionmeter is now generating on average 300 responses a fortnight.
- Because of its child safety nature, the Opinionmeter could be left unattended around children with no safety fears or risk of data being corrupted.

Feedback

“We have found Opinionmeter to be extremely useful in supporting us in our client presentations. The client's perception of the system has been very positive. Opinionmeter provides us with the precise customer information we need in a short space of time. The fact that we can display this customer feedback in easy to understand graphs – adds real value. The information allows us to use this in best value reports, both to our clients and operations managers, to provide up-to-date information on how the business is performing and to manage customer expectation.”

Roger Grocock, Group ICT Manager, Serco Leisure

serco

Serco Leisure

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Case Study

SOUTHAMPTON CITY COUNCIL

Overview

Southampton's Leisure Services department provide a diverse range of services including Museums, Art Galleries, Libraries, Tourism, Sports and Recreation. They pride themselves on customer service and are always keen to hear visitor feedback.

Problem

Southampton City Council was looking for new ways to increase customer feedback. Their comment cards and web site were providing limited responses, which were difficult to quantify.

Solution – OPINIONMETER

Benefits

- Simple to use device placed at 'point of service' obtaining customers opinion while it is still clear in their mind
- Increased volume and quality of visitor responses
- Automated web based report creation saves staff time
- Portable – can easily be moved from Art Gallery to Museum to Information Centres etc to collect visitor information

Feedback

“Allocating staff time to conduct surveys has always been a costly solution for us. With Opinionmeter, the device can be left unattended to gather information for as long a period as you wish. Analysing is a snap, either uploading to the Survey Manager or directly inside Excel. Survey Manager is particularly good with instant graphical representation of data on line. I rather like the 'winning survey' feature, which we are using to recruit customers who fit the profile for Customer Focus Groups. Opinionmeter has proved a worthwhile addition to our toolbox on measuring customer feedback.”

Keith Woodhouse, Special Projects Manager, Southampton City Council



Southampton City Council
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