

Greater customer knowledge enables Leeds to gain top marks for service...



“ViewPoint has become an essential business tool”

RICHARD HANDSCOMBE | University of Leeds

The University of Leeds is an educational centre of excellence that supports a wide range of research, academic and professional disciplines.

It is home to more than 32,000 students and 11,000 members of staff. But it's not just its academic prowess that has put Leeds on the map – its wider conferencing and hospitality facilities are acknowledged as 'best in class' and are increasingly called upon by companies and organisations keen to host important residential conferences and a wide range of meetings and events.

The challenge

Gaining an intimate understanding of what customers think about its main restaurant, 14 coffee bars and other campus-based catering services and facilities is an important and time-consuming priority for the University's Commercial Services team.

Accurate, near real-time customer feedback was identified as something that would help Leeds deliver an evolving range of services that continue to meet the expectations of the growing number of people who rely on its catering facilities every day of the week.

Historically, Leeds used paper-based surveys for gathering customer insights.

But low return rates, and the significant amount of time required to manage the overall process, meant it needed to find a new approach to capturing service-user feedback.

The solution

After looking at a range of providers, Leeds chose CRT ViewPoint.

We have helped the University introduce a new, user-friendly survey management system, which is enabling its Commercial Services team to gain a greater insight into customer behaviour and perceptions than their original methodologies. As a result, near real-time customer feedback is now playing an important role in heightening the University's overall customer service proposition.

“ViewPoint has become an essential business tool for everyone in the team,” commented Head of Marketing, Richard Handscombe. “Everything we do is geared towards improving service – and ViewPoint really helps us take the customer service bar to new levels.

“We use the CRT kiosks at a variety of venues – including the University's nursery and swimming pool. They are easy to use and have delivered considerable benefits. We're big fans.”

UNIVERSITY OF LEEDS

The benefits...

- Feedback rates have grown by **50%+**
- Better data quality has led to **service improvements**
- **Improved customer satisfaction**
- Significant **financial** efficiencies achieved

To find out more about ViewPoint, please contact our sales team today on **024 7660 8832** or send an email to: info@crtviewpoint.com

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