About Quickline

Swiss telecommunications company

You can find more information here.

Overview

We had the opportunity to speak with Stefan Waldmeier, Market Manager at Quickline AG, about his responsibilities and collaboration with QuestionPro. His responsibilities include conducting agile market research projects and customer satisfaction surveys at various touchpoints.

Goal

The goal is to be able to respond at short notice to inquiries from the respective specialist departments and to carry out market research projects correspondingly quickly. In addition, the company aims to increase customer satisfaction through regular surveys at various touchpoints.

Challenge

One challenge for Quickline is to continuously increase customer satisfaction while responding agilely to requests from business departments. To achieve this goal, it is important that Quickline has a high level of automation and that QuestionPro is integrated with other solutions such as CRM or PowerBI.

QuestionPro

Implementation

Thanks to the ease of use of QuestionPro's market research tools, Quickline can quickly and flexibly conduct market research projects and customer satisfaction measurements in-house and effectively use its own resources. Quickline has implemented a number of automation processes, including:

- Sending invitations directly from the CRM system.
- Sending invitations via SMS
- Displaying results and reporting in a dedicated BI tool
- Notifications to the support team in case of negative customer experiences
- Incentivizing survey participants
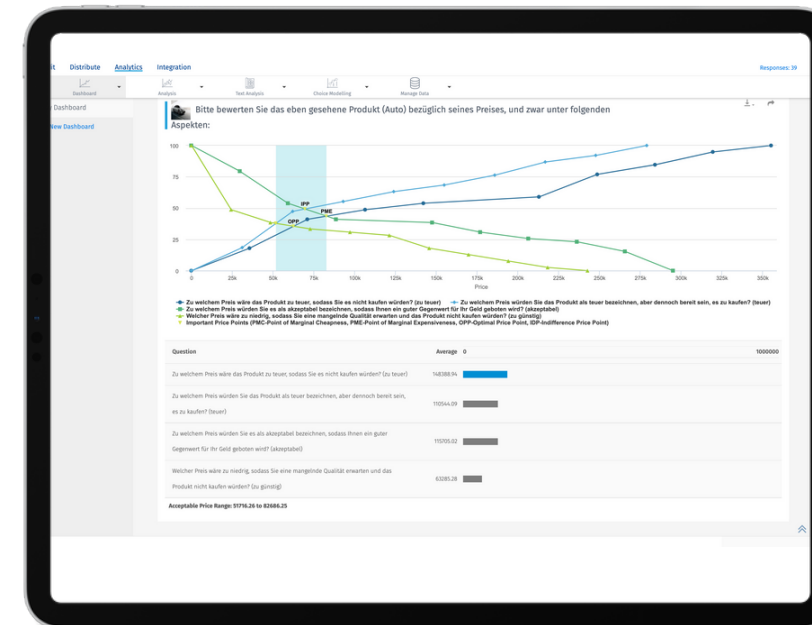- Electronic diary for product testing

Due to the high level of automation and integration of the various tools, Quickline is able to measure customer satisfaction at many different touchpoints with high effectiveness. By quickly implementing the results, Quickline has been able to significantly increase its NPS. This has led to the company being able to carry out many online studies internally, thus achieving significant cost and time savings.

"QuestionPro helps us to understand our customers even better and to quickly adapt our products and processes to customer needs. The tool is easy and flexible to use for both ad hoc studies and continuous surveys. We particularly appreciate the various technical connection options."

Stefan Waldmeier

Market Manager Data Analytics & Market Research

QuestionPro

Overview of QuestionPro solutions

- Market Research Solution
- Online Community
- Consulting
- Full Service
- Worldwide Panel (22 Mio)
- Customer Experience Solution
- Employee Experience Solution
- AI Sentiment Analysis

About QuestionPro

QuestionPro is an enterprise feedback management platform that has been continuously and closely developed for two decades to meet the needs and desires of our customers in the fields of experience management, market research and scientific research. With more than 4 million customers in over 100 countries, QuestionPro is one of the most widely used and popular survey and analytics solutions in the world. Our main business areas are Market Research, Customer Experience and Employee Experience.

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