

Success Story: A Vehicle for Positive Change

When Robbie Gill was appointed as CEO, one of his first priorities was to find out where the organization stood in the eyes of its customers. The company served a relatively small population of 30,000 located on Maryland's Eastern Shore.

Previously, the staff had used in-house committees to survey customers. Armed with positive experiences from previously commissioning SeerAnalytics™ to complete customer satisfaction surveys, Gill wasted no time in contacting Seer. He ordered the first survey to see where his organization was at to establish a baseline for improvement.

Customer retention was low and Gill knew that the survey results would tell him why. The customer satisfaction survey validated Gill's thoughts and he used the results as a catalyst for change, but it also revealed a bevy of opportunities for improvement that he hadn't anticipated.

The results revealed low scores in staff friendliness, facility cleanliness and overall customer satisfaction. The open comments revealed that it wasn't so much that the staff was unfriendly as the outdated equipment, old carpeting and antiquated facilities that gave customers the unfriendly "feeling" that they were experiencing. Gill said, "Seeing what you need to do can be stressful, but it helps put the focus back on your purpose and mission. You can always do better than what you are."

During meetings with the volunteers and with the staff one-on-one, Gill let them know that the organization's culture needed to change and focus had to stay on the organization's mission statement. After creating an improvement plan, Gill and his staff spent the next year working toward the new goals.

A follow-up customer satisfaction survey the following year showed a significant improvement in nearly every area. That increase translated to 400 new customers and increased revenue of 25% or \$400,000.

The customer satisfaction survey became the vehicle for change. The results of the study enabled Gill to institute positive changes based on input from customers, which improved overall satisfaction, enabling the organization to increase revenue and operate in the black for the first time.