



Enhancing Customer Satisfaction with MTMG's Managed Services

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Challenge Addressed:

A company faced persistently low customer satisfaction with its IT services. This led to dissatisfaction among stakeholders and hindered overall business productivity and efficiency.

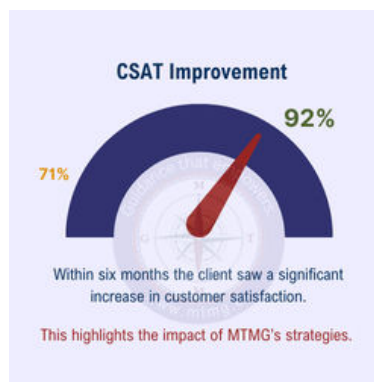
Solution/Approach Implemented:

We addressed the challenge with a multi-pronged approach:

- **Established a Robust CSAT Process:** We ensured prompt collection and analysis of customer feedback through a well-defined Customer Satisfaction (CSAT) process.
- **Enhanced Feedback Management:** We actively involved managers in following up on negative feedback, demonstrating a commitment to resolving issues quickly. Key Results/Outcomes Achieved: •
- **Structured Coaching Program:** We introduced a structured coaching program named "Opportunity for Improvement" to further improve service quality.
- **Data-Driven Monitoring:** A Power BI dashboard was deployed to streamline monitoring and analysis. The dashboard provided real-time data insights using the Net Promoter Score (NPS) methodology.

Key Results/Outcomes Achieved:

Within six months, the client saw a significant improvement in customer satisfaction. CSAT scores jumped from 71 to 92, highlighting the impact of the strategies. This turnaround restored customer confidence and contributed to improved operational efficiency and business performance.



Obstacles/Challenges Encountered:

We encountered challenges during implementation, including resistance to change, resource limitations, and initial technical hurdles with the Power BI dashboard. However, proactive communication, stakeholder engagement, and agile problem-solving helped overcome these obstacles.



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Lessons Learned:

The project reinforced the importance of:

- Proactive customer engagement
- Continuous improvement initiatives
- Data-driven decision-making
- A culture of collaboration and accountability across all levels for sustainable success.

Unique Strategies or Innovations Employed:

Two innovative approaches significantly contributed to the project's success:

- Real-time data analytics: Integration of Power BI provided valuable insights.
- Proactive manager engagement: Managers actively addressed customer feedback.

Alignment with Business Goals and Values:

This case study exemplifies MTMG's commitment to exceptional customer experiences. It aligns with our overall goal of fostering customer-centric and operational excellence. By prioritizing customer satisfaction, we enhance brand loyalty and drive sustainable business growth and profitability.

"The transformation in our IT services' customer satisfaction levels has been nothing short of remarkable."

-Senior Manager, IT Services