

**SuperOffice CASE STORY: Falck A/S**

# Falck A/S Improves Customer Satisfaction by Using SuperOffice CRM

**“By integrating loyalty assessments in our SuperOffice CRM system, we can, for example, concentrate sales efforts on those customer segments with the greatest potential for increasing satisfaction and hence sales.”**

Lars Henrik Jensen, Head of Marketing, Falck A/S

**At Falck, the Danish emergency services company, customer loyalty is a front-line concern. A unique CRM setup provides executive management and sales with precise knowledge of customer satisfaction, or the lack thereof.**

A targeted customer loyalty initiative has encouraged the Falck Erhverv company to take things even further. Can improved customer loyalty actually be seen on the bottom line? Six months ago, this question led to the development of some new management tools which are able to assess the commercial value of different customer-satisfaction segments.

"We compared our customer-satisfaction levels with the contribution margins of the individual customer segments. This showed that a "green" customer was worth four times more than customers in the "yellow" segment, i.e. customers who actually express reasonable satisfaction with us. And they were worth more to us than customers at the next level down", says Lars Henrik Jensen, Falck's Head of Marketing.

"Knowing this makes changing customers' attitudes and values a smart business move. Using appropriate tools and calculation models integrated into our CRM system, we can now prioritise where it makes most sense to allocate resources. As a simple illustration: if

it costs us DKK 1 to move a customer from the yellow satisfaction segment to the green one, our calculations show that we will, in all likelihood, get DKK 3 in return", says Jensen.

### Customer satisfaction rules

A SuperOffice CRM system plays a key role in the company's initiatives. The system has made it possible to integrate satisfaction and loyalty with ordinary customer information such as order history, supply agreements, next meeting, etc.

"What is unique in our system is that we have both an ongoing diagnosis of the state of customers generally and highly detailed knowledge of what "medicine" is needed to increase satisfaction, right down to individual customer level", Jensen explains.

"Now, we have the customer's satisfaction level colour-coded on the homepage. When sales or telephone staff bring up a customer's details, they can see straightaway if the customer is satisfied or displeased, and act accordingly."

Falck uses 5 satisfaction categories: at the top, a super-satisfied customer - "Ambassador" level - is shown in green, while, at the bottom, "the critical customer" is shown in red. Of course, the aim is to move as many customers as possible higher up the satisfaction hierarchy.

"By integrating loyalty assessments in our SuperOffice CRM system, we

### Customer Benefits

- Increased customer satisfaction levels
- Improved customer focus and segmentation
- Integrates easily with third party products
- Improved allocation of internal resources to focus on what matters most

can, for example, concentrate sales efforts on those customer segments with the greatest potential for increasing satisfaction and hence sales", says Falck Erhverv's Head of Marketing, Lars Henrik Jensen. Jabberwocky.

### On standby for firefighting

15,000 large and medium-sized business customers – out of a total of some 105,000 companies which Falck Erhverv provides services to - are taking part in the satisfaction survey. They are continuously asked for their assessment of what in the partnership is going well, and what is going wrong. The questionnaire-based survey, following the EPSI standard for this area, is carried out electronically to make it as easy as



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possible for everyone involved.

"Each week we receive the latest incoming customer responses from an external partner who is responsible for processing the completed questionnaires. It all arrives as a PDF file which can be read directly into our CRM system", says Lars Henrik Jensen.

"If the survey reveals a critical "red" customer, a firefighting operation gets underway immediately. The CRM system automatically ensures that the department which books meetings receives a request to set up a meeting with the critical customer. In our own terminology, we set out with our blue lights flashing when a customer gives our performance such a poor rating. This is a sign that we are taking the survey seriously and are prepared to learn from our mistakes. We find that people are really surprised when we propose a meeting with them at which their criticisms are on the agenda. The response is positive.

## Ready for roasting

Both the satisfaction assessment and access to the customer's own responses are important ingredients in the salespeople's preparation work.

"A quick glance in the electronic customer records where we keep this information shows where the shoe is pinching. For example, is the customer dissatisfied because we are taking too long to get underway? Or are we not answering the phone quickly enough? The salesperson can be better prepared and have the right solutions in his toolbox", concludes Jensen. For example, is the customer dissatisfied because we are taking too long to get underway? Or are we not answering the phone quickly enough? The salesperson can be better prepared and have the right solutions in his toolbox, concludes Jensen.

## Amazingly user friendly and flexible

There are two reasons why Falck Erhverv chose SuperOffice for its CRM solution back in 2000.

"The system's user-friendliness is amazing and the same is true for flexibility, for example, in terms of third-party products. SuperOffice invites the integration of new functionality, without making it troublesome and expensive", says Lars Henrik Jensen, Head of Marketing at Falck Erhverv. More than 11,000 companies are currently using SuperOffice CRM as a business-critical tool to support their commercial strategies, boost their internal processes and equip management and staff with powerful customer-related tools.



**SuperOffice®**

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