

# MAVEN TM

## LEADING MANUFACTURER OF MEDICAL DIAGNOSIS EQUIPMENT

Our client is a leading manufacturer of medical diagnostic systems for biomedical testing used in a variety of laboratories and physical office settings on a global scale.

### CLIENT BIO



California, United States



Leading Manufacturer of Medical Diagnosis Equipment



Long-term partnership with Maven TM having been a client of ours since **2013**.

## THE OPPORTUNITY

The client was looking for an agency who had experience in conducting client service surveys on their behalf, especially within the complex medical device industry. These surveys needed to be completed across a number of countries, languages and time zones.

## THE CUSTOMER SERVICE SURVEY CAMPAIGN

Maven TM conducts customer service surveys after field services, telephone support, device repairs, or remote assistance services have been completed by the client's engineers. The goal of this ongoing campaign is to gather as much information as possible about the services, engineer's capabilities, open question feedback, and customer satisfaction through a variety of structured CSAT, NPS, and feedback-based questions.



**CSAT**



**NPS**



**Feedback**

This data is reported on and sent back to the client for their customer service team to take action if necessary and make sure a high standard of customer service is sustained.

# SURVEY MAVEN™

## THE SURVEYS WE RUN



The survey is altered slightly to each individual field or remote service provided by the client's team. After a repair is completed, one of our campaign representatives follows up with the survey questions relevant to that repair. The account name holder is always contacted to ensure a first-hand account of the repair is given, further maintaining the quality of information collected.

## RESULTS

1200

Completed  
surveys each  
month.

40X

Increase in  
completed  
surveys.

18

Countries within  
the EMEA, USA,  
Australia and Asia.

24

Time-zones  
managed.

18

Languages  
used.

The client gets live actionable data, through various systems, which enables them to log in and access instant feedback from our survey calls as soon as a completed survey is added, as opposed to waiting until they receive a report.

Maven TM continuously offers our clients personalized services that focus on delivering campaign goals.

