

Case Study

Reed In Partnership Revitalises Customer Feedback Loop and Maximises Satisfaction with Rant & Rave



upland

Rant & Rave

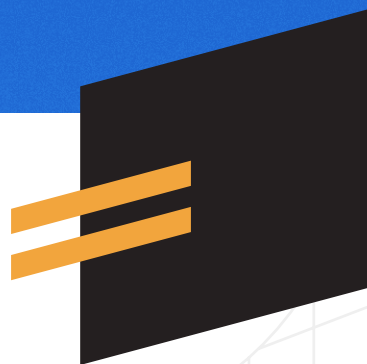
INDUSTRY
Recruitment

COMPANY
Reed in Partnership
United Kingdom
reedinpartnership.co.uk

Reed in Partnership are part of The Reed Group which is a family business that operates in the UK, Europe, United States, Middle East, and East Asia.

Reed in Partnership

Reed in Partnership's company mission is to positively transform people and their communities. As part of this mission Reed in Partnership offer a variety of services through the UK including employability support, citizens services, wellbeing, and assessment.



How Can You Put Customer Feedback on Autopilot?

Reed needed a more efficient and streamlined process for soliciting customer feedback.

Prior to partnering with Rant & Rave, Reed in Partnership's feedback collection consisted of bi-annually distributed surveys to customers, in hopes of evaluating NPS score. Due to the heavy internal lift for creation and launch, the low volume of feedback, and long response times from customers, Reed was facing a 3-month long cycle before even addressing any of the feedback. To get an accurate representation of data, streamline the customer feedback loop, and increase efficiency of response times, Reed needed a solution that:

- Organised customer feedback via data analysis, visualisations, and taxonomies
- Provided real-time alerts to quickly respond to customer feedback
- Eliminated burden placed on operations team and continuous improvement team

Rant & Rave maximises customer satisfaction with instantaneous feedback.

Reed chose Upland Rant & Rave to capture customer feedback instantaneously, rather than only bi-annually, allowing for more accurate insights and issue resolution in real-time. Plus, the operations team no longer spends time actively soliciting feedback during specific months, allowing them to focus on implementing improvements and other key initiatives.

"With Rant & Rave you always have that live feedback data every single day. We can do a bit more a deep dive into the data to address any areas of concerns immediately."

– Rachel Fulton

Head of Continuous Improvement

Reed cuts customer complaints in half with Rant & Rave.

Real-time data and alerts lead maximises customer satisfaction

With real-time alerts, Reed can respond to customer dissatisfaction within 48 hours, which previously took about 3 months. When Reed receives a low rating, it automatically gets routed to a manager to be addressed and resolved immediately, resulting in a 50% reduction in formal complaints within the first six months of using Rant & Rave.

Prior to Rant & Rave, Reed’s surveys went to all customers regardless of whether they had just started the program or were nearing the end of their journey, which led to skewed data and feedback. To combat this, Reed used Rant & Rave to set up trigger points that automatically

sent feedback requests after specific milestones which improved the quality of feedback they receive. As of March 2024, Reed had received 100,000+ feedback responses.

Insights that drive real improvements

Rant & Rave features a live dashboard that enables Reed to analyse customer satisfaction trends, response times, and demographic information to target common pain points and improve the customer experience. Reed also has a more accurate view of their NPS score to better gauge overall satisfaction and customer loyalty. Plus, Reed can now use this data to attract new customers.

What Reed has accomplished with Rant & Rave

**50%
reduction**
in formal complaints

**100,000+
responses**
received in customer feedback

**48
hours**
response time
to customer
dissatisfaction

Upland Rant & Rave Transform your customer engagement, capture feedback with ease, and deliver outstanding experiences. Capture customer and employee feedback in the moment to drive positive change throughout your organization.