

CEM Case Study

European Customer Experience World (ECEW)

The Focus Group is one of the UK's leading boutique industry conference producers, running conferences and events on customer management, contact centre management, and outsourcing.

In 2008, The Focus Group launched European Customer Experience World (ECEW), a 2-day event focused on best practise, financial impact and implementation of customer experience management strategies.



The Challenge

Similar conferences related to customer management in past years could draw up to 1,000 delegates, from executives to front-line staff, with numerous tracks running in parallel.

Given the economic environment, however, The Focus Group knew ECEW would need to be scaled down, and that delivering specific outcomes to a smaller audience would be of critical importance.

Their target was 200 executives and senior managers from Europe's top companies; of utmost importance, however, was providing sufficient value to delegates, presenters, and sponsors, to ensure ECEW could become a sustainable, influential event with 'recession-proof' potential.

Lastly, The Focus Group felt their success would be defined, in part, by their ability to establish a customer experience practise of their own

Managing participant experiences before, during and after ECEW would

allow them to truly understand the needs, expectations and experiences of everyone involved; it would also allow them to align their own delivery with the subject matter being presented at the conference.

In other words, The Focus Group also wanted to deliver a great experience.

By March, 2009, with ECEW less than three months away, 'walking the talk' had emerged as a core strategy for The Focus Group to ensure success.

The Solution

"In our 'perfect world' scenario, we wanted to know in advance what our delegates wanted and expected from ECEW," said Maggie Wheeler, Executive Director of The Focus Group.

"But we also wanted feedback during the event, as well as more substantial, qualitative feedback in the days after."

ResponseTek provided The Focus Group an Event Feedback solution, consisting of the following:



"ECEW was a great opportunity for us to see what other people were doing around the customer experience.

It also opened up a network of valuable contacts, including many people on the forefront of CEM"

Alastair Thaw
Head of Client Contact
Barclays Stockbrokers

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Case Study ECEW

- **Pre-Conference Survey**, delivering insights on needs and expectations for ECEW from all participants;
- **Session Feedback**, allowing ECEW participants to send SMS (text message) feedback on the event;
- **Post-Conference Survey**, delivering insights on presentation, venue, and overall event quality.

The Focus Group would also have access to the ResponseTek:CEM reporting, analytics and action management platform, transforming all feedback into structured, actionable business intelligence.

"In the competitive events industry, producers who practise what they preach distinguish themselves from the pack," said Colin Stein, head of marketing for ResponseTek. "The Focus Group knew ECEW would be successful if they demonstrated their own passion and expertise around CEM."

Results

Pre-Conference Survey

With an 18% response rate on a survey sent to all registered delegates prior to ECEW, The Focus Group was able to understand:

- The top referral sources and promotional channels for ECEW
- The most influential marketing tactics supporting ECEW
- The quality of the ECEW website

"The pre-show survey showed us we were doing a good job with the website, whereas the influence of our email campaign was not as strong," said Wheeler. "Feedback on the ECEW website scored so high that it has justified a greater focus on the web experience for all our events."

"The survey results completely changed our outlook on our approach to promotions."

Session Feedback

Over the course of the two days of ECEW, participants were encouraged to SMS (text message) feedback on the presentations, including free-text comments and a rating, indicating whether they would recommend the session to a friend.

Over 20% of attendees texted their feedback, allowing the organisers to see the feedback in real-time, within ResponseTek:CEM.

Using ResponseTek's sentiment analysis, the organisers were able to identify issues and 'hot topics' from the open comments, and respond to comments from individual attendees, addressing issues such as:

- **Content requests from delegates**
- **Questions about specific presenters**
- **Issues with the ECEW venue**

"It was great to know 87% of people texting us were promoters, but even more valuable to hear about issues in real-time," said Wheeler.

"This is definitely a channel with huge potential for event delivery and managing audience experiences."

Post-Conference Survey

Wheeler and her team wanted more in-depth feedback from delegates on all aspects of the event, and sent out post-conference surveys to the delegates within days of wrap-up.

With 25% response rate, and an average of three comments per response, The Focus Group gained a wealth of information about the event, including:

- **94% advocacy score for ECEW overall**
- **95% of delegates saying ECEW was valuable or extremely valuable**
- **27% of delegates dissatisfied or neutral on the quality of the venue**

Most importantly, 57% of delegates stated that, as a result of attending ECEW, their organisation would make changes to the way customer experiences were managed.

"Our speakers received feedback on the quality of their presentations, and our delegates saw us practicing what was being preached," said Wheeler. "But most importantly, the data we received about the quality of the event and its impact on our guests made a big difference to us."

"By understanding more about their experiences, we're able to ensure next year's event is even better."

Lasting Impact of CEM

By making ECEW a two-day demonstration of CEM best practise, The Focus Group transformed into a listening organisation.

"ECEW was a great opportunity for us to see what other people were doing around the customer experience," said Alastair Thaw, Head of Client Contact at Barclays Stockbrokers.

"Events like ECEW and its feedback system force us to look back on what we do, and ask ourselves, 'is it credible? Is this good?'"

"We need these triggers, because otherwise it's so easy to get comfortable and complacent with what you do every day," said Thaw. "It also opened up a network of valuable contacts, including many people on the forefront of CEM."

Beginning in October, 2009, The Focus Group will use ResponseTek Event Feedback at its World-class Contact Centre Forum, and its monthly Contact Centre Breakfast Forums, as well as using the solution once again at ECEW in May, 2010.

According to Stein, "The Focus Group are producing true thought leadership and best practise events, the kind that can help you actually make a difference in your business."

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