



**clicktools**

**rackspace**

Name: *Fabio Torlini*

Job Title: *Marketing Director*

Company: *Rackspace Hosting.*

*Since 2001 Rackspace has been hosting and supporting mission critical websites, internet applications, email servers, security and storage services for over 4,000 customers. Rackspace purchased Clicktools to; amongst other things, measure customer satisfaction using Net Promoter® Scores (NPS);*

**Had you measured using NPS® before? If so how did you previously collect the data and why did you decide to change the way you previously did it?**

*We have used Clicktools almost from when we started in the UK, before NPS® was created. They have been influential in shaping our feedback processes, helping us design and implement our feedback programme. They have worked with us in mapping out our customer journey and building feedback that informs us about it. NPS® is part of that process. They have helped us continually as we have grown and developed.*

**In your opinion why is your NPS® important to Rackspace or indeed any other organisation?**

*We describe the customer experience we deliver as Fanatical Support: we want customers that will continue to do business with us and recommend us to others because of the quality of both the product and service we provide. For us, the customer experience is the source of our advantage and at the heart of our culture. NPS® helps us to keep that focus sharp at all levels of the organisation.*

**Has Clicktools saved you money and if so how?**

*Feedback is not just about saving money – it's also about improving our ability to deliver Fanatical Support and hence our competitive advantage. Every time we respond to feedback in a way that retains a customer or engenders advocacy and loyalty has an effect on our bottom line. Clicktools is instrumental in this and makes a real difference to our business.*

**Has Clicktools improved internal processes and if so how?**

*We regularly review our feedback data to identify how we can improve and have made numerous changes as a result. Aggregate data is presented to the executives who examine the systemic issues it raises. It is by turning feedback into action that we get the return. We are also exploiting the knowledge and power of Clicktools' integration with Salesforce.com, our CRM package to automate the feedback deployment and reporting processes. This will leave us more time to focus on understanding the results and driving improvements. The integration means we can have one view of the customer, accessible across the company.*

**I understand that since using Clicktools, communications and relationships with your clients have improved. How?**

*Well as I said above, we act on the feedback – that is the best way to communicate to customers their views matter and are acted on. We also send a note to customers each summarising the results of their feedback and the actions we have taken. We also carry out a lead follow up survey using Clicktools. Issued right at the beginning of the sales cycle, it allows us to ensure that we are giving prospects the right experience, again with an alert system to ensure that leads aren't wasted.*

**Has it empowered employees and if so how?**

*Our account managers are the focal point of the contact with customers and the better informed they are the more effective they can be in delivering our Fanatical Support promise. Having Clicktools data integrated with our CRM system helps to maintain a single view of the customer. Any detractor score immediately generates an automated Clicktools alert to the responsible account manager who is required to contact the customer within 24 hours to address any issues. We do the same with feedback about different aspects of the customer journey with results and alerts provided to process owners. Information of this type is invaluable in connecting directly our employees to the voice of the Customer.*

**Would you recommend Clicktools to your friends and colleagues?**

*I would have no hesitation in recommending Clicktools, have done so on numerous occasions and will doubtless do so again!*