



Name: *Nancy Elliot*

Job Title: *Director of Client Services*

Company: *Amicas Inc.*

*AMICAS, Inc. is a leader in radiology and medical image and information management solutions. Amicas operate an on-going Net Promoter® initiative integrated with Salesforce using Clicktools, driving KPIs and management dashboards.*

**Prior to using Clicktools did you collect customer feedback? If so how did you collect the data and why did you decide to change the way you previously did it?**

*Prior to using Clicktools to generate our surveys we had sent "satisfaction" surveys via mail. The questions were not consistent from incident to incident and there was really no follow up or measurements.*

**You purchased Clicktools to gather customer feedback and measure your Net Promoter Score®.**

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

*NPS® is a standard measurement. While we ask three questions that relate to the specific service experience, we also ask a question that asks the customer about the company as a whole. On a scale of 1-10 how likely would they be to refer a friend or colleague to us. With this standard method, we have been able to measure our improvement.*

**Why did you choose Clicktools?**

*Clicktools was selected because it was tightly integrated with Salesforce.com. It was the only solution that enabled us to develop dedicated NPS® dashboards and fit in with our Salesforce customization. The flexibility of the solution enables us to customize our survey according to specific department requirements, and our survey results are immediately synchronized back to Salesforce where we can create dashboards for different account demographics (e.g. Account type, size) and organization KPIs.*

**How does Clicktools save you money?**

*With Clicktools we are able to generate the surveys from our office without involving a third party. We can add surveys as we want and do non NPS® surveys if needed.*

**How long would you say it took before Clicktools had paid for itself?**

*I would honestly say that within the first month we recognized the benefit.*

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

*From the service side, it has provided a consistent means for polling customers. The survey results have assisted AMICAS management in focusing on areas of improvement as well as identifying individuals that need coaching. The follow up to our surveys has resulted in improved communications and relationships with our customers*

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

*Each day the responses from the previous day are reviewed. We take each comment very seriously to determine where we need to improve our processes. For example, one comment we received more than once was that the phone reps did not have enough knowledge. We strengthened our training for entry level employees and have seen steady improvement in the scores. In fact the phone team consistently receives "promoter" scores now.*

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

*Not really empowered, however we do pass on all positive comments to them so they are rewarded for the efforts they extend.*

**How do you see AMICAS using Clicktools in the future?**

*We plan to continue our transactional surveys on a daily basis and relationship surveys are sent every six months.*

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

*I absolutely would recommend Clicktools. On the occasions, I needed help; I received above and beyond what other companies would offer.*

**Any other comments about Clicktools that you would like to share?**

*The time invested to determine the questions, set up the surveys and review of the responses has provided a consistent and absolute measurement of our progress. I'm sold!*