IMPACT360®
Success Story

Technology Services Industry Association

Customer
Technology Services Industry Association

Industry
Technology Services

Solutions
Verint® Enterprise Feedback Management™

Region
Americas

Location
San Diego, California

Results
- Increased completed responses to annual member technology survey by more than 150 percent

- Decreased survey administration time, while simultaneously improving member experience

- Enhanced ability to gather more data, provide more granular insight to members, and create dramatically more actionable research

Opportunity

The Technology Services Industry Association (TSIA) is the world's leading organization dedicated to advancing the business of technology services. Technology services organizations large and small look to TSIA for world-class business frameworks, best practices based on real-world results, detailed performance benchmarking, and high-profile certification and awards programs.

Leveraging its ranks of thousands of services executives, managers, and professionals from around the globe, representing the world's leading enterprise and consumer technology companies, as well as scores of innovative small and midsize businesses, TSIA touches its vast and prominent membership in numerous ways to support its mission. Among other forms of interaction, TSIA conducts an annual member technology survey to track adoption and planned spending for services technology. The data collected is used to answer member inquiries and prioritize the association's research agenda for the year.

As TSIA has grown, so too has its annual member technology survey. However, while expanding to encompass additional technology areas, the survey grew increasingly difficult to administer and, worse, more challenging for members to complete. Most problematic was the fact that the association's survey platform did not support its required skip logic, meaning that each survey respondent had to answer every survey question. Abandon rates skyrocketed, response rates suffered, and complaints abounded regarding the survey's user friendliness and navigation.

"It got to the point where we received fewer than 100 completed surveys and, as a result, we had to spend the next 12 months scrambling to overcome the incomplete data set," says John Ragsdale, vice president of technology research at TSIA. "It was a rude awakening to the fact that the survey solution we were using could no longer effectively support our needs or the needs of our members."

TSIA is also renowned for its exceptional peer networking opportunities, most notably its Technology Services World and Technology Services Europe events. At these events, surveying attendees and speakers to gain feedback is critical in helping the association tailor leading-edge content for future success.

"Whether it's a need to survey our members to support our research agenda or to enable us to continue to host world-class conferences, we needed a robust, yet flexible, solution that could serve a rather diverse set of usage requirements," continues Ragsdale.

VERINT®

Technology Services Industry Association

> "With the Verint Enterprise Feedback Management survey platform, completed responses grew by more than 150 percent."
>
> **– John Ragsdale, Vice President of Technology Research, TSIA**

Solution

Following its subpar annual member technology survey performance, TSIA explored the market for a new survey platform. After a comprehensive evaluation and selection process, the association purchased Verint Enterprise Feedback Management*.

"In the past, solutions were either too complex or too simple for our diverse needs," explains Shawn Santos, director of programs and community at TSIA. "We performed a very thorough review of survey vendors and chose Verint Enterprise Feedback Management based on its powerful, yet user-friendly, platform. The system not only ties feedback into our business-critical decisions, but also enables us to tap into opportunities that would otherwise go undetected."

Verint Enterprise Feedback Management provides an enterprise-wide customer feedback capability, enabling organizations to capture targeted, highly segmented customer feedback and sentiment. It includes comprehensive survey management, panel management, and online community solutions, with a wealth of functionality to help organizations overcome the challenges of capturing and acting on the "voice of the customer."

TSIA has deployed the survey solution to support its conference and industry benchmarking, as well as its core services industry research, to better serve the technology services industry worldwide.

"We are in a much better place," adds Ragsdale. "With Verint Enterprise Feedback Management, we're able to efficiently and effectively conduct research for our members so we can better serve them, and we can provide them with the industry insight they need to help shape business decisions."

Results

The efficiency and effectiveness of the Verint survey platform was no more evident than in the revitalization of TSIA's annual member technology survey. When the first survey using Verint Enterprise Feedback Management closed, the association had received more than 250 completed responses.

"With the Verint Enterprise Feedback Management survey platform, completed responses grew by more than 150 percent," notes Ragsdale. "On top of this, the solution gave us a powerful mechanism to slice and dice what was a very rich data set and publish dozens of reports, each with unique data and none requiring manual calculations."

Unlike in the past, when members logged complaints about the annual survey, the association received numerous compliments about the survey's vast improvement. Ragsdale attributes this improvement and, in turn, an enhanced member experience, to the solution's ease of use, intuitiveness, and flexibility.

"The survey platform was so easy to use and intuitive that we were able to build the entire survey with virtually no training. It also supported our skip logic, which limited the number of questions each respondent answered, thereby helping boost our complete rates."

Ragsdale concludes, "Being a Verint Enterprise Feedback Management user has enabled us to gather more data, provide more granular insight to members, and create dramatically more actionable research. The solution has been hugely impactful for TSIA."

At the time of selection, the solution was offered by Vovici™, which has since been acquired by Verint Systems.

About Verint Enterprise Intelligence Solutions
Verint® Enterprise Intelligence Solutions™ capture and analyze customer interactions, sentiments, and trends across multiple channels, improve performance, and optimize the customer experience. The solution portfolio includes the Impact 360® Workforce Optimization™ suite and Voice of the Customer software for increasing customer satisfaction and loyalty, enhancing products and services, reducing operating costs, and driving revenue.

Verint. Powering Actionable Intelligence®.
Verint® Systems Inc. (NASDAQ: VRNT) is a global leader in Actionable Intelligence® solutions and value-added services. More than 10,000 organizations in over 150 countries use our solutions to improve enterprise performance and make the world a safer place. Verint is a member of the US broad-market Russell 3000 Index. For more information about Verint, visit **www.verint.com**.

VERINT®

info@verint.com
1-800-4VERINT

330 South Service Road
Melville, NY 11747 USA

www.verint.com