

Case Study: Sigmar Recruitment Limited

Dramatically increases turnaround time of Customer Satisfaction Survey

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SITUATION

Sigmar Recruitment, established in 2001, they wished to evaluate their service and gauge the level of customer satisfaction among their clients, after 12 months of operation.

The aim of this survey was to ascertain their client needs and to evaluate the service provided to them. The feedback from this survey was used in Sigmar's planning, to continually evaluate and improve their services. Customers were assured of the importance of their participation in the survey and were encouraged that they would reap the benefits of receiving a high quality service from Sigmar Recruitment.

REASONS

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Sigmar also wished to ascertain demand for any new products and to evaluate their service offer in their first year of operation.

At a Glance

County: Ireland
Industry: Recruitment Services
Website:
www.sigmarrecruitment.com

Solutions Used

Presidion (formerly SPSS Ireland) Consultancy Services

Results

The turnaround time of responses was minimised due to the electronic nature of the survey and this allowed Sigmar Recruitment to act immediately on any queries raised by clients.

"We found the survey to be user-friendly, efficient and a professional representation of Sigmar, but most importantly produced real immediate results. We can attribute an additional €40,000 in sales directly to the exercise and received suggestions which have initiated a new profitable revenue stream for us"

John Barry, Managing Director,
Sigmar Recruitment

www.presidion.com

To find out more about Presidion or how we can help your business, contact

Contact Deirde Treacy on +353 (0) 1 415 0234

SOLUTION

It was important that the survey was carried out by an independent third party. This ensured that the respondents were as honest as possible in their feedback, more so than if they had to respond to Sigmar directly.

It was decided that the most efficient method of distributing this survey was over the web, given the profile of Sigmar clients.

Presidion (formerly SPSS Ireland) Services designed and published the customer satisfaction survey on the web using the SPSS-IBM Data Collection Solution. Feedback and survey responses were captured easily and efficiently allowing for centralised data collection, cleaning and access.

RESULTS

Sigmar Recruitment clients were emailed one week in advance of the survey going live, to inform them of what the survey entailed. The survey was then emailed, with an explanation of the aims of the process, and a hyperlink to the live survey. An incentive was also included to encourage clients to respond.

Although the initial response to the survey was good, a follow up reminder mail was sent one week before the closing date to again ensure maximum response possible.

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