

**IPSOSEFM, CUSTOMER SATISFACTION SYSTEM  
CASE: TDC**



**"IPSOS IS A VERY IMPORTANT DIALOGUE PARTNER  
FOR US WHEN WE DEVELOP OUR CUSTOMER SURVEY  
PROGRAMMES. IPSOS IS EAGER TO DEVELOP THEIR  
MARKET ANALYSIS APPROACH AND TO DELIVER  
CORRECTLY THE FIRST TIME."**

**– Søren Smit, Director of Customer Experience, TDC**



TDC wants to have Denmark's most satisfied customers. Since 2009, TDC has worked intensely to improve customer satisfaction through the TAK programme. TAK ["THANKS" in Danish] stands for "take responsibility for the customer" – for that is exactly what TDC wants to do with the customers they are in contact with. With 10,000 employees and over 3.5 million calls per year, TDC's call centre is among the country's largest. Ipsos supplies IpsosEFM, the cost-effective system that can provide enough interviews to measure the performance over time of individual employees and departments alike.



### The challenge

- To customise a system that can monitor how satisfied customers are with their contact with TDC employees,
- and ensure that TDC will receive appropriate feedback and a structured follow-up of any dissatisfied customers.

### The payoff

*"The integration of IpsosEFM across our business lines has given us a lot of new analysis capabilities, which we simply cannot live without today."*

– Søren Smit, Director of Customer Experience, TDC

A few examples of the results:

- The increased focus on customer satisfaction, and the more structured approach to handling dissatisfied customers have resulted in a radical change of culture at TDC in relation to customer care in general. The customer surveys show that customer satisfaction and loyalty have both notably increased.
- Customer feedback is of great value in relation to the ongoing training of customer service employees. Ipsos' solution has subsequently been introduced in a wide range of new areas: Mobile, Landline, Broadband, Mobile Broadband and TV.

### Analysis

- IpsosEFM is set up to automatically measure customer experiences with both call centres and shops. The measurement and feedback occur in real-time.
- Customers are offered the opportunity to record a message about their experiences.
- An outbound solution dials a number of customers up after they have spoken with customer service, ensuring that TDC will reach the desired number of customer interviews.
- The IpsosEFM email module automatically sends information about dissatisfied customers to a team who follow up on bad customer experiences.
- Via IpsosEFM, Ipsos undertakes more than 350,000 interviews for TDC annually.

### TDC's assessment

*"The inspiration and support we have received from Ipsos have made it possible for TDC's project team to effectively put customer satisfaction on top management's agenda, so that it is currently one of TDC's strategic projects."*

*"The introduction of IpsosEFM is a major strategic milestone for TDC, because now we will be able to collect and process over 25,000 interviews a month."*

– Preben Duus, Project Manager, TDC

### Learn more

IpsosEFM is an automated customer-feedback system that collects data directly from customers immediately after they have had an interaction with customer service, on the website or in a shop.

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