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OCZ CUSTOMER SUCCESS STORY



A Toshiba Group Company

OCZ Builds Trust through a Holistic Customer Experience Program

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A Toshiba Group Company

OCZ Storage Solutions manufactures solid state drives (SSD), a game-changing technology that replaces traditional rotating magnetic hard drives. Based in San Jose, California, the company was formed after the sale of OCZ Technology Group's SSD assets to Toshiba Corporation.



CHALLENGE: BUILD TRUST

Since its founding in 2002, OCZ Technology Group has been acclaimed as an innovator in SSD technology. But market stumbles led to Toshiba buying OCZ's storage assets and forming OCZ Storage Solutions in 2014.

While many loyal customers stood by OCZ technology, the company set out to implement a Net Promoter® program that would enable it to proactively determine and address any issues customers might have with its products or business processes.

Full disclosure was vital to these efforts. "Our CEO has insisted on 100 percent transparency to get customers believing in the company and in our mandate to change our quality of service and our products," said Joel Robertson, Director of Technical Services for OCZ Storage Solutions. As a result, the company now prominently displays its Net Promoter Scores (NPS), customer comments, actions taken, and results achieved in its new, state-of-the-art Customer Experience Lounge.



"This effort will require every organization in the company to be customer centric and exceed the expectations of the users of our products."

**– Ralph Schmidt
CEO
OCZ Storage Systems**

SOLUTION: A HOLISTIC CUSTOMER EXPERIENCE PROGRAM

Although OCZ had long surveyed customers, it needed a new solution that could help close the loop. That meant adding the ability to report on issues, as well as ensure problems were addressed and that those solutions actually improved customer satisfaction and loyalty. Satmetrix not only met these requirements and was easy to use, it also served as a true partner. “Satmetrix really took the time to understand our needs and business goals and delivered a solution to meet our requirements,” said Robertson.

OCZ began implementing and training on the Satmetrix solution in January of 2015 and ran its first live surveys based on the customer’s journey on March 31, 2015. The company is an early adopter of the new Satmetrix NPX solution. Said Robertson, “We particularly like the drag-and-drop interface for creating new reports and dashboards. We’re also excited about rolling out closed-loop processes that will allow us to track how our responses to surveys ultimately impact NPS.”

SURVEYING CUSTOMERS ABOUT THEIR JOURNEY

Today, the company uses Satmetrix NPX to perform several touchpoint surveys and will start sending out an annual “experience survey,” OCZ’s name for a relationship survey, once customers pass the one year mark. (The first wave of relationship surveys has not yet commenced because the process has only been in place six months).

Currently, OCZ deploys four touchpoint surveys:

- **The chat survey** looks at pre-sales activity. After a prospective customer comes to the OCZ website and uses chat to get an answer to a question, OCZ surveys them about their experience.
- **A registration survey** goes to customers one month after they register a newly purchased product. This survey asks why they bought the drive from OCZ, where they bought it, whether OCZ provided enough information to implement or install the solution, whether it was easy to install, and whether they would recommend it to a colleague.
- **A technical support survey** evaluates the experience with tech support after the customer receives help for a product.
- **The RMA (return merchandise authorization) survey** analyzes the returns process should a customer ultimately opt to return a product.

The experience survey will ask questions about the entire customer journey, including customer support, returns, satisfaction with the product, and experience on forums and the website. OCZ plans to send out customized versions of this survey to different customer segments, including end users, retailers, and enterprise customers. This survey will ensure that the company touches base with all of its customers, even if they don’t reach out to OCZ during the course of the year.



COMPREHENSIVE FOLLOW UP

Once the customer surveys are returned, three customer service managers (from the U.S., European and Asia Pacific regions) call all detractors—and anyone else who indicates they want to speak with OCZ. The company coaches customer service managers

on how to handle different customer scenarios and encourages them to respond to Detractors as they see fit, whether that's sending out a more stable product or giving them a refund. Escalations have a clearly defined path.

ROLE-BASED REPORTING

Once the customer service managers complete their follow up with a customer, they record and tag every comment. This allows OCZ to report on open-ended questions. In the future, OCZ plans to use Satmetrix text analytics to automate the tagging process to free managers to spend more time following up with customers.

OCZ regularly reports on NPS, and NPX dashboards alert them if scores fall below a specified threshold so they can proactively address the situation. Role-based reports and dashboards provide the right information to the right people, giving them the insights they need to take appropriate action.

- Front line employees are rated on factors that include time to respond, communication effectiveness, professionalism, and technical acumen. Employees and managers review these scores together each month, and managers use them as the basis for training and coaching.
- Sales teams see NPS by customer.
- Product teams see NPS by product.
- Executives see the big picture scores and drivers of those results.

In addition to empowering team members individually, OCZ has set up a monthly Voice of the Customer (VOC) council that includes a representative from every department – product management, sales, marketing, HR and operations. The VOC council is divided into two groups that each meet monthly to analyze comments, put out fires, decide whether to change products or processes, and create an action plan. Appropriate representatives then take proposed changes back to their department for execution.

One example of a change initiated by the VOC council was to the returns process. Robertson explained, “Customers had been asking for no-hassle, free shipping returns. We responded by creating a service called ShieldPlus. Customers simply go online and fill out a ticket. An agent contacts them, gets their information and processes it. Twenty-four hours later, we ship a replacement drive and a shipping label so the customer can slap it on a box and ship back the old product.”

In another instance, a customer wanted to ask quick questions of OCZ’s tech support staff without having to fill out a support ticket. OCZ implemented a chat feature to address issues immediately.

PROVIDING TRANSPARENCY, CLOSING THE LOOP AND DRIVING CUSTOMER CENTRICITY

OCZ also uses NPX to help promote and reinforce its culture of customer centricity throughout the organization. To meet its commitment to transparency, OCZ publicizes NPS results, customer comments, and responses on social media forums and its Voice of the Customer web page. In addition, when employees or visitors come to OCZ headquarters, they encounter

the Customer Experience Lounge that features NPX dashboards showing detailed NPS scores by product and company, customer comments from surveys and on social media, retailer comments and how OCZ addressed customer issues, all displayed prominently on nine large screens in the lobby.



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“We've set up a monthly Voice of the Customer council that includes representatives from every department. VOC council members meet twice a month to analyze comments, put out fires, determine whether to change products or processes, and create an action plan. The appropriate representatives then take proposed changes back to their department for execution.”

**- Joel Robertson
Director of Technical Services
OCZ Storage Systems**

TAPPING PROMOTERS

OCZ is capitalizing on Promoters through two programs:

- The Promoter's Club incentivizes active promoters to advocate for OCZ. The company has established a portal that encourages Promoters to take actions by challenging them to promote the company in return for points redeemable for rewards. For example, one challenge asks Promoters to find a Black Friday ad, take a picture of it, and post it on Twitter.
- The Beta Alliance program allows promoters to beta test products including drives, software drivers, firmware and other tools and provide feedback.



RESULTS: CLOSING THE LOOP

Even though OCZ has only been implementing its NPS program for six months, it is already seeing results. From quarter to quarter, the NPS trend is steadily positive. OCZ's NPS started at 26 in the first quarter and has already increased to 31 in the second. With all the positive steps the company is taking, it's a trend that's sure to continue. And even more important than the steady and continued improvement to their Net Promoter score, the changes to company culture, operations and customer care will continue to be reflected in the company's bottom line.



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About Satmetrix

Satmetrix is the leading global provider of cloud-based solutions for managing and improving overall customer experience. As co-creator of the Net Promoter® methodology, Satmetrix combines unrivaled NPS expertise with a powerful, yet costeffective SaaS-based software solution to provide continuous, actionable, 360-degree customer insights. Leading organizations of all sizes and across multiple industries use Satmetrix solutions to drive customer retention, improve customer affinity and maximise positive word-of-mouth to deliver overall improvements in customer lifetime value. With more than 1,000 deployments in 40+ languages, Satmetrix provides a holistic view of the customer experience and the necessary expertise to help accelerate customer experience program success.

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