MMSI Case Study
Global Computer Manufacturer – High end Servers

"We are EXTREMELY impressed"

Company Background

Part of a global IT company, the division's product process 66 percent of credit card transactions, 95 percent of securities transactions, and 80 percent of automated teller machine (ATM) transactions worldwide. They also participate in 75 percent of the world's 100 largest electronic funds transfer (EFT) networks.

Research Requirements

We have handled global transactional customer research for this company for over 5 years. Their survey requirements involve email, web, telephone and fax surveying in 15 languages around the world.

Research Undertaken

The monthly research is undertaken using a range of survey media. The analysis and research results, including interview recordings, are disseminated via the Internet around the globe. The methodology used has reduced the time to complete the monthly research from 7 weeks to 7 days. With the methods employed, surveys are more cost effective, more user friendly, take considerably less time to perform and are of a higher quality, because of the ability to "listen in" to the interviews. When unresolved technical problems are identified, the ability to listen to exactly what a customer says means that technical personnel can listen to the customer and identify the precise problem before speaking to the customer, eliminating the need for the customer to needlessly repeat problem issues to multiple people.

Constraints

The need was for a fast reliable and effective survey methodology that could be robust enough to handle cultural, language and modal variances. To cope effectively with the range of cultural and language barriers we use a pool of highly trained interviewers who are foreign nationals living in Scotland.

Results

The continued development of innovative, reliable research solutions is driving the cost down and enabling the client to gain "Real Time Right Time Research". The results have reduced costs by the effective use of the Internet, efficient distribution of dynamic results, faster research turn around and cost savings over traditional methods. When things do go wrong, and in all research they can do from time to time, the client has said this about us: *"The difference between MMS and other research vendors is that when there is a problem, others say we'll do better next time, MMS says, We will fix the problem now. Way to go!"*. **(Customer Satisfaction Programme Manager)**