

Case Study

HomeServe Uses Feedback to Improve CX and put the Customer First



INDUSTRY

Support Services

COMPANY

HomeServe
Walsall, England
homeserve.com/uk
homeserve.com (US)

HomeServe serves more than 5.7 million homeowners, and dedicates itself to being a customer-focused company providing best-in-class emergency repair services through leading utility partners, municipalities and directly to consumers.



HomeServe implemented Rant & Rave to help them collect customer feedback to better understand the customer experience, their needs, and where they can continue to improve their customer service. They shared this feedback across the organization to create a customer-first mindset from top to bottom, greatly improving customer satisfaction.



How do you turn customer feedback into action?

Using feedback to prioritize and improve customer satisfaction

HomeServe is an independent provider of home repair service solutions with branches in the U.K., U.S. and Canada. They have been in operation for over 15 years, providing affordable coverage and high-quality service to protect homeowners against the expense and hassle of common home emergencies including plumbing, electrical, heating and cooling needs.

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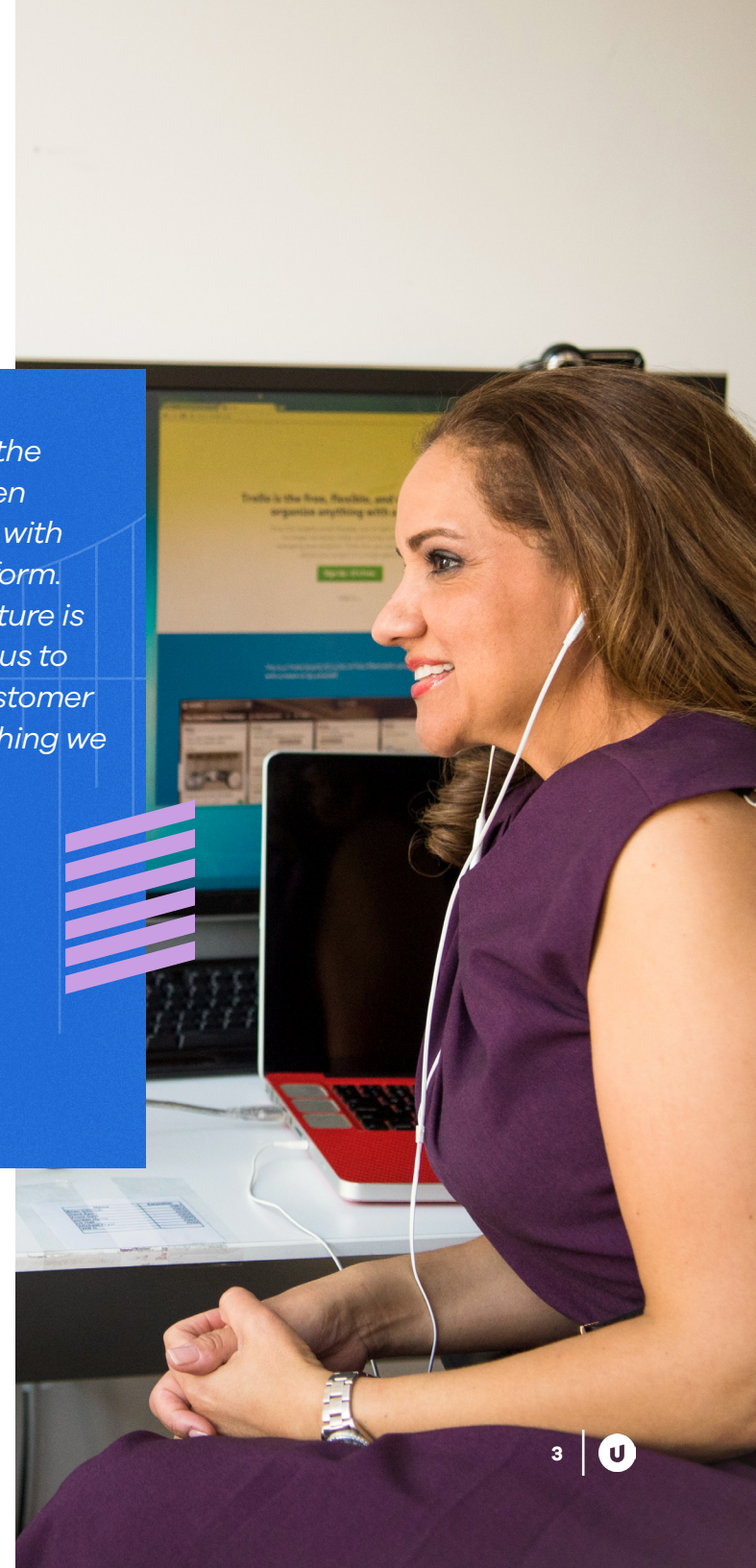
Putting the Customer First Using Rant & Rave

After receiving a substantial fine in the U.K., HomeServe knew it had to drastically change its culture and put the customer first. They needed a product that would help them understand customer's needs and how they feel about their experience, and to take this feedback to drive improvement in customer satisfaction.

"From the frontline to the boardroom, we've seen brilliant engagement with the Rant & Rave Platform. The feedback we capture is invaluable in helping us to ensure we put the customer at the heart of everything we do."

– Greg Reed

Chief Executive Officer,
HomeServe Membership
HomeServe



Rant & Rave Helps HomeServe Improve Customer Satisfaction and Drive a Customer-First Mindset

HomeServe chose Rant & Rave as the Voice of Customer product to help them collect feedback across the customer journey, democratize that feedback across the organization, and to use the valuable insights to drive improvements and raise their customer satisfaction.

Driving Improvements through a Customer-Focused Mindset

Using Rant & Rave, everyone at HomeServe, from agents in the contact centers to engineers visiting customer homes, can access feedback about the experience they're providing, in real time. Outstanding customer comments are recognized and celebrated by the entire company, and the Rant & Rave score is now so important to

the organization, that no one gets a bonus if the score isn't high enough. With this new customer-first mindset instilled across the organization, HomeServe has collected over 2.1 million pieces of feedback since implementing Upland Rant & Rave, and has seen complaints to trading standard decrease by 96%.

Due to such great success in the U.K. by putting the customer at the heart of everything they do, HomeServe even rolled out Upland Rant & Rave in the US too, where they have a Customer Satisfaction Score of 99%!

Results for HomeServe

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customer satisfaction score

achieved in the U.S.

Upland Rant & Rave Each year Rant & Rave collects and manages millions of customer interactions for brands all around the world.

Whether you're ready to get started or would just like a little more information, our team is always on hand to help.

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For more information visit: uplandsoftware.com/rantandrave