



CASE STUDY

Investment Firm Accelerates CX Initiatives with Quantum Metric



Cross-Team Alignment

We now have the validation needed to push cross-team communication and issue resolution across the finish line.



Reduced Resolution Time

From months to same day fixes



Quantified Feedback

Calculate broader customer impact

QUANTIFYING FEEDBACK

Fresh off a transition between Voice of Customer providers, the digital team at the investment management company was looking to gain deeper context and visibility into their customer feedback. “We thought we only needed a session replay tool, but, when we discovered Quantum Metric, we realized it offers so much more,” said the AVP, Lead Manager of VOC, Client & Market Research. “With the platform, we can easily expand beyond the initial submitted survey and quantify how many other customers are experiencing that same issue—while one person might be telling us about a problem, it’s actually affecting thousands of clients.”

While session replay is key to pinpointing the root cause, quantification is critical for prioritization and focussing team efforts.

“We were previously relying on the survey data to point us in the right direction. Now, we can depend more on the data from Quantum Metric to help us identify and quantify the big issues and pain points so we can then tackle those first.”

ACCELERATED TIME TO RESOLVE

“In one case, we were able to use Quantum Metric to identify the session of a Qualtrics survey submission, validate the issue, identify multiple root causes and actually prioritize a fix on the exact same day,” said the AVP. “In the past, this would have taken weeks or even months between the client leaving the complaint and us identifying, quantifying, and prioritizing the fix.”

CROSS-TEAM IMPACT

“Quantum Metric has given us the validation needed to push cross-team communication and issue resolution across the finish line. Instead of just having one customer survey, we can now share with IT the calculated impact analytics and then the visualization for helping find the root cause.”

“The platform is being used across the digital team to measure and improve upon digital client experiences,” said the AVP. “Plus, it is super user friendly where folks from all levels can just log in and quickly see all these different relevant metrics to then hone in on different parts of the journey to adapt and improve the experience.”

