

upland Rant & Rave

Case Studies



A Member of The Linde Group

What happens when you stop seeing customer insight as **hot air**?

Since using Rant & Rave BOC has...



Seen their Customer Effort Score improve from +42 to +80 in the UK



Significantly improved customer retention



Saved over £4 million pounds by implementing projects off the back of customer feedback



Been able to understand and react to customers problems dynamically



Rolled Rant & Rave out globally to 30 countries around the world



Saved over £2 million worth of business globally



Had a 1,400% increase in customer feedback responses per year



Worked to achieve a more consistent customer experience across countries



Engaged with over 30,000 customers compared to 300 through their previous traditional survey method



Discovered that Ranters spent 18% less on average, increasing to 23% if a complaint is regarding pricing



Customer experience is so important for our company because we cover so many different industries - from life-saving products to small and big businesses. With tools like Rant & Rave we have a solution that works for all of them and gives me the feedback I need to run our business in real-time.



Sue Graham Johnston | Head of RBU | Linde UK / Ireland / Africa

Who is BOC?

BOC is the largest supplier of industrial gases, specialty gases and gas equipment in the UK. Internationally BOC is a member of The Linde Group, a world leading gases and engineering company with almost 50,000 employees working in around 100 countries worldwide.

Why Rant & Rave?

BOC were initially using a traditional annual survey to collect customer feedback, from which they reached around 300 customers. They were also aware that the 500 complaints an hour received across Linde Group led to around 12,000 customers being lost per year. Through internal research they found that Ranters spent on average 18% less and so the handling of these complaints became a crucial skill for them to master.



Rant & Rave has without a doubt been a phenomenal success. It's brought our customers into the business and a great number of employees can now hear and see what our customers think, and act accordingly. Upland Rant & Rave is a fantastic company to work with because they're ambassadors for customers.

David Galloway | Strategic Planning Manager | **BOC UK & Ireland**

[WATCH THE VIDEO CASE STUDY](#)

The Solution

After they have interacted with BOC customers are given a simple feedback request through one of a number of channels, asking them to score their experience between 1 and 5. If customers have scored either a 1 or 2 BOC are committed to getting back to them within 2 hours in order to mediate the situation and work the feedback back into their processes to try and positively change how they do business.

Customer feedback is then shared throughout the business, giving employees visibility on what matters most to customers and how they can continually improve their experience. They're also asked to share their own thoughts and ideas through the Fast Feedback module, keeping them engaged and ensuring that everyone from the frontline to the board has their voice heard too.

Are you ready to become a Raver?

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

Call us on **+44 (0)2476 011 911**
or email us at
rantandrave@uplandsoftware.com

uplandsoftware.com/rantandrave

The Upland logo, featuring a stylized white swoosh above the word "upland" in a lowercase, sans-serif font. The background of the entire right side of the page is a photograph of a crowd of people at a concert or event, with many hands raised in the air, creating a sense of excitement and community.