

upland **Rant & Rave**

Case Studies



What happens when your world **Orbits** around your customers?

By using **Fast Feedback** Orbit has...



Significantly improved customer satisfaction



Become the first ever housing association to use real-time feedback



Achieved up to 28% response



Seen its customer satisfaction score increase to 4.2 out of 5



Recorded a 20% saving on its feedback budget compared to its previous capture mechanism



Identified where it can make changes to operations and processes, ultimately improving the customer experience

By using **Frontline Engagement** Orbit has...



Radically changed its company culture



Reduced the number of advisors on performance plans by 70%



Improved staff retention



Seen sickness levels drop to under 5%



Introduced a dedicated resolution team to deal with customer complaints



Captured more positive feedback than ever before, allowing it to recognize and reward agents who deliver an excellent service

Who is Orbit Group?

Orbit Group is one of the UK's largest housing organizations, providing around 40,000 high-quality homes and services to 100,000 customers in the Midlands, South East and East of England.

[Watch the video case study to see more](#)

Why Upland Rant & Rave?

Orbit were initially conducting telephone surveys with residents to monitor customer satisfaction, but found that advisors were often cherry-picking who to put through to the survey depending on how the call went. As well as generating low volumes of feedback, the process resulted in disengaged staff who were not involved in the feedback loop.



Rant & Rave has allowed Orbit to bring the voice of the customer front and center within the business, change the way we think about service improvement and ensure that staff at all levels start to engage and own customer feedback.

The Fast Feedback solution has delivered a customer-centric approach to gathering and using feedback that is both flexible and future proof. It is delivering results that are truly action orientated and visible across the organization. We are starting to see that it is having a genuine impact on our service delivery and improving the Orbit customer experience.

Dean Ballard | Head of Performance Excellence | **Orbit Group**



The Solution

After work has been completed by a contractor, customers are invited to share a comment and score on their experience via text message or email, based on their preference. After an interaction with a contact center advisor, customers are asked if they'd like to share their thoughts via voice recording. These comments are analyzed in real-time and presented back to the group in a Fast Feedback dashboard.

The Frontline Engagement module then gives advisors visibility of how they're performing in the customers' eyes. Using gamification, the dashboard shows feedback related to them, as well as how they fare against their colleagues in a live League Table. By engaging employees in the feedback loop not only are they empowered to own the customer experience but they're also able to learn from each call and self-coach.

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
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The Upland logo, featuring the word "upland" in a lowercase, sans-serif font with a white curved line above the letters "u" and "p".

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