

INSIDEDGE

A Newsletter for In-House Printing and Mailing Professionals

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University of Nebraska Medical Center Reveals Why and How to Survey Customers



Lori Fuller, UNMC Print Manager

How often do you solicit customer feedback? And once gathered, what do you do with the information?

Experts say customer satisfaction surveys should be created for 3 purposes:

1. to retain customers and build revenue,
2. to expand client share,
3. to drive referrals through increased loyalty.

While customer candor can sometimes strike a harsh blow to an in-plant's self perception, the feedback can be invaluable. Just ask the University of Nebraska Medical Center's Print Center.

In 2008 the highly respected medical center, located in Omaha, surveyed staff and students about the business services offered on campus. The results were eye-opening.

Those surveyed voiced concerns about the level of service offered. In response, the university hired a firm to conduct a three-day "Customer Care Program" for all business and financial staff. Satisfaction benchmarks were also developed for each department.

However, the Printing Center went a step further and conducted its own survey which confirmed customers sought better service and wanted more print capabilities. This proved to be a crucial finding because dozens of alternative printing sources were being used off campus to fill those needs.

To bolster their digital printing capabilities and bring outside printing back in-house, the shop purchased a Presstek 34DI four color press, anticipating a direct increase in revenue in 2010.

But it was clear to Print Manager Lori Fuller that in the future they needed to do more to create a better avenue for candid customer feedback and to measure job satisfaction.



Pictured left to right: Sandy Goynes, Ken Butler, Kevin Gamble

Using their current EPMS management information system, Fuller and her staff launched a CustomerAlert™ survey module, created by Survey Advantage, which allows customers to respond to personalized surveys when jobs are completed.

The process, which is conducted by e-mail, only takes Lori about 5 minutes a week. Every Monday morning she reviews the previous week's orders, selects jobs/contacts, and launches the survey, which is personalized using the variable data from EPMS.

Lori is alerted immediately when a customer submits a poor response, and each morning the entire report is delivered with new responses from the previous day. Typically the weekly response rate is 20-30%; 25% share other services of interest and about 30% share comments.

Surveys connect customers to the print team and drive loyalty, she believes. "The immediate, continuous feedback from customers helps everyone focus more on one-on-one customer attention," Lori explains. "Each customer is different and the survey responses reveal the little, special things that each customer appreciates."

One question in particular, asking about printing services purchased off campus, has helped uncover the need for new services. Based on these findings, the UNMC Printing Center has been able to pursue additional business that it was unaware of before surveying customers.