

Ameritas GTS Ranks Highest in Customer Satisfaction

Contact Name: Blinda Weber

Contact Title: Director of Group Business Systems

Company Name: Ameritas

Department/Organization Name: Group Technical Support (GTS)

Location: Lincoln, NE

Size of Staff: Five

BACKGROUND: Ameritas Life Insurance Corporation improves the lives of its customers and their families by offering proven, trusted, and valued insurance and financial solutions. While Ameritas GTS is directly tied to the business, it actually serves the IT function, supporting field offices all over the country. These field offices are staffed by sales professionals and sales partners, account representatives, recruiters, and others, and their needs and requirements are unique. They require a different type of support, and that support requires a different set of metrics to measure its success and the effectiveness of the support team's customer service.

"If we're doing something right, we want to hear about it. If we need improvement, we want to fix it and move forward." — Blinda Weber

CHALLENGE: Blinda Weber and her team started out using SurveyMonkey, a web-based customer survey tool, but what they really wanted was a tool that saved them time.

ACTION: Since the HDI Customer Satisfaction Index (CSI) Service integrates with BMC's Remedy solution, Blinda's team was able to configure the service to send out a survey as soon as a ticket was closed in the Remedy system. In time, the team introduced SLAs that required them to resolve issues in a certain timeframe, based on the severity of the issue (high, critical, or low), and they've continued to customize these agreements, adding more statistics and requirements, to help the team excel and to improve support and service quality. Throughout this process, the HDI CSI Service has helped them ensure that they're listening to their customers and really hearing their feedback.

RESULTS: Blinda's team worried about immediate feedback and not being able to meet their performance targets (99% overall). However, the HDI CSI Service ultimately encouraged the team to strive for higher ratings, better customer experiences, and higher quality. They knew they were doing well, but the results they received boosted their confidence—and made them the top-ranked support organization in the 2013 CSAT Elite 50!

"We were very proud and humbled when our company's name was announced as the top ranked within the CSAT Elite 50. It means we're fulfilling our mission to make the lives of our customers better, and we're doing it better than anyone else." — Blinda Weber