

COLOR LINE – event-triggered feedback process

Color Line is Norway's largest shipping line for international passenger and goods traffic to and from Norway and one of Europe's leading short sea shipping lines. The company employs about 2,350 people in four countries and transports over 4 million passengers, 900,000 cars and 180,000 trailers a year with an operating revenue of €4.9billion.



THE CHALLENGE

Color Line is already known for the outstanding customer service and is the key ingredient in the company's formula for success. They already had a customer survey tool, but needed a more flexible and a **fully automated and events-triggered customer feedback system, seamlessly integrated with the CRM system**. They needed a technology partner that they believed could deliver on these requests in a more flexible way.

THE SOLUTION

After a thorough procurement process evaluating alternatives Color Line chose QuenchTec as their partner. With the **fully integrated customer feedback management platform** and dedicated **team of experienced insights consultants**, QuenchTec clearly understood their needs and therefore became an integral partner in delivering Color Line's new customer feedback solution.

The Color Line and QuenchTec teams worked together to review all client touchpoints and to define **event-triggered feedback processes** which could be automated as well as captured and managed within the existing CRM system.

QuenchTec embedded its enterprise feedback platform into Color Line's business processes making sure all client touchpoints across all functions were captured. As a consequence of this deep integration through the power of APIs, Color Line is confident that no client touchpoint will be missed as an opportunity to collect valuable insights on how to improve the services and customer experience even further. An **automated solution integrated with the company's CRM system** is then making sure that all feedback is reported back in real time – and further shared with the entire organisation to act upon via their respective departments.

Technical key features

Key features of improvements:

- Going from 42+ questionnaires to 1
- Automation of emailing directly from the CRM and sending 50+ CRM variables into questionnaire logic
- Automation of ad hoc questionnaires to parts of the sample and tagging of questions to enable tailored reporting for different stakeholders

Through a questionnaire structure API, Color Line was able to automate changes to the questionnaire and through system APIs they can track new questionnaires and add these to their automated reporting.

THE RESULTS

"QuenchTec has in an excellent way delivered our new client feedback system. With this, Color Line can rely on customer insights processes which are now fully automated and captured in our CRM system - enabling us to deliver on our client-centric policy."

*Kjetil Almvik,
CRM team manager, Color Line*