Let's start exploring

ONBOARDING INFO

table of contents

our vision

Yes, we have one!

1

Customer centricity is our strategy, what's yours?

It's important for organizations to know their customers' needs and expectations. Without these insights it becomes hard to stay on top of the game. Putting the customer at the centre of your organization is crucial.

That's why we founded Hello Customer. It's our mission to help companies have an impact on people's experiences. Our platform was developed for and with customers, and a lot of our features were inspired by customer stories.

It all starts with listening to your customers, but the journey towards customer centricity doesn't stop there. It's only the beginning. Capturing feedback opens up a conversation which eventually requires taking action.

Company-wide CX impact and action? Let our revolutionary AI do it for you.

This means getting everyone on board, from your customer-facing departments to your C-level. Feedback then becomes a driver for customer culture. Hello Customer is here to guide you from A to Z on your journey towards customer centricity, every step of the way.

Leslie Cottenjé

get your facts straight:

Customers are willing to spend more at the company that offers the best customer experience.

our onboarding

We'll take you on a journey!

Ready? Set?

Go!

When you allow Hello Customer to join forces in your CX-strategy, you are in for a ride. We don't just offer an online tool to gather customer feedback; we are there every step of the way. Hello Customer takes pride in providing you with the right tools, mindset, philosophy and experience to prepare, roll out and coordinate your Voice of the Customer-programme that has no chance of failure!

We understand that implementing a Customer Centricity project is a game of change. We will make sure the correct communication and roll-out is maintained. To us this is as important as the set-up of the platform. We strongly believe that positivity is the only way to a successful Voice of the Customer-programme implementation. Be prepared to delight your employees as much as your customers!

onboarding timeline

Time flies!

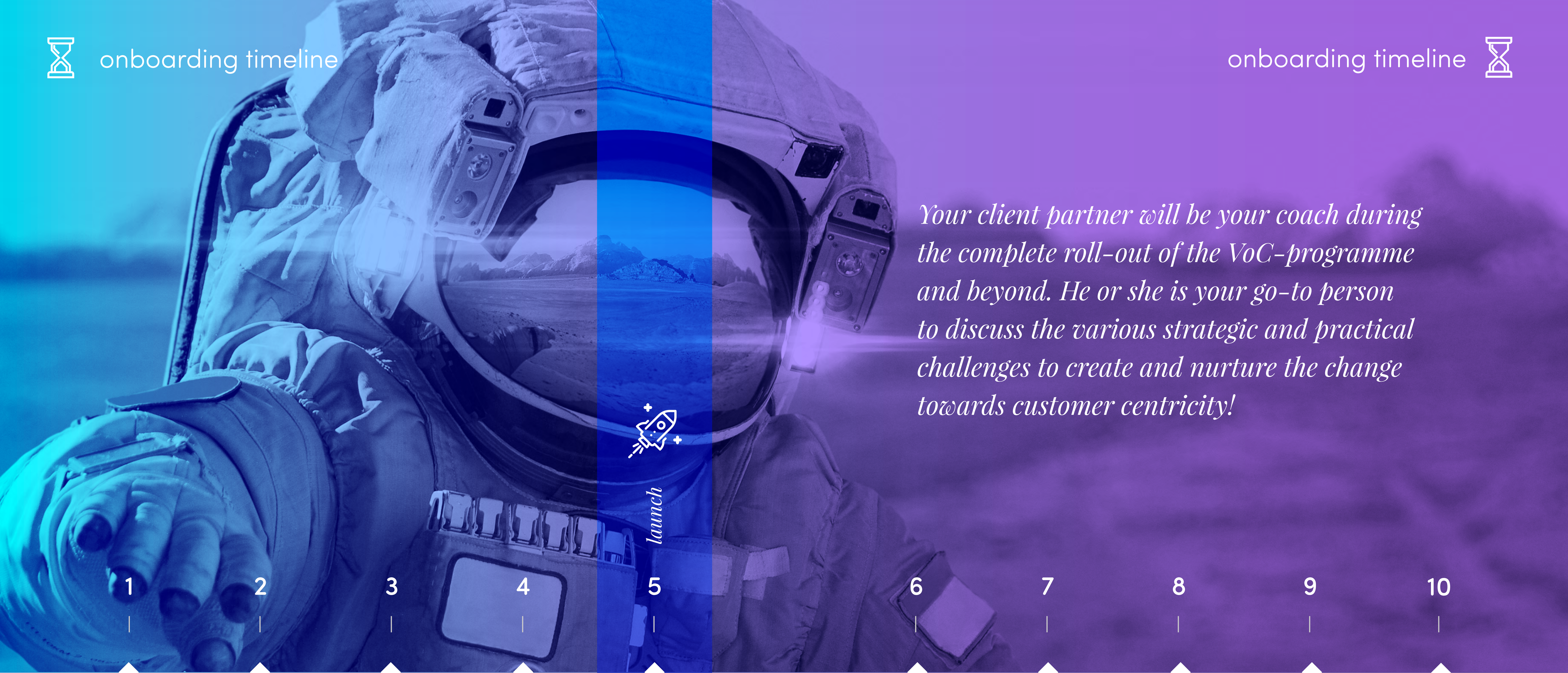
Hello Customer helps your organization develop a more customer-centric culture. We understand that the implementation is not purely technical. It will also have an impact on your organization. In the first year, we would like to accompany your organization closely throughout this transformation.

During the onboarding journey, we make sure that you are off to a great start on our platform. Not only will we show you how to use the platform and interpret the provided insights, we also discuss how to integrate the feedback programme in your company. To ensure a smooth process, we already created your onboarding journey with all stages and to do's on both our ends.

During the onboarding journey, we make sure that you are off to a great start on our platform.

Let's start

onboarding timeline



Your client partner will be your coach during the complete roll-out of the VoC-programme and beyond. He or she is your go-to person to discuss the various strategic and practical challenges to create and nurture the change towards customer centricity!

launch

1. **Scoping Session** — *2 months before go-live*
2. **Kick-Off** — *1 month before go-live*
3. **Application Setup** — *3 weeks before go-live*
4. **Final Check-in Before Go-live** — *1 week before go-live*
5. **Go live!** — *day zero*
6. **One week Check-in** — *1 week after go-live*
7. **Train the trainer session** — *2 weeks after go-live*
8. **One month check-in** — *1 month after go-live*
9. **Quarterly check-ins** — *3, 6, 9, 12 months after go-live*
10. **Programme successfully launched!** — *one year after go-live*

hello

3.1

Scoping Session

Let's talk strategy

In the scoping session, strategic decisions are taken regarding the use of Hello Customer in your organization.

- On the one hand your customer experience objectives will be aligned with the possibilities of Hello Customer
- On the other hand we'll have a deeper look at the change aspect that a Voice of the Customer-programme entails
- Finally, we define a tentative timing

To make the necessary decisions it's important to have certain members of your organization present.

onboarding timeline

Following people should be present or on standby for the scoping session:

A Decision Maker

A senior team member who runs your company's customer experience initiatives, the programme budget and key strategic decisions.

A Programme Owner

A person or team who owns the day-to-day management of the VoC-programme. This team consists of administrator users of the platform. Administrator users will engage with executives to share results and with end users to boost engagement.

A Marketing / Communication / Customer Experience Manager

This person will take care of the communication about the programme to other stakeholders (internally) and to the respondents (your customers).

IT

Involvement from the IT department is crucial during the implementation. We'll need someone to help us with the technical aspects of setting up the platform specifically for your company.

Checklist of customer responsibilities

What do we expect from you?

While Hello Customer will walk beside you along the set-up and roll-out of the VoC-programme, the success is very much depending on your efforts too. To guarantee a great start, make sure you provide the necessary time and resources to:

- make sure your IT or data team is ready and able to create the integration to provide the respondent data to Hello Customer for the agreed touchpoints
- assist in setting up the touchpoint by providing the necessary content: subject, introduction, question, response messages, footer texts, logo...
- create a communication strategy to introduce the programme with all the necessary stakeholders, backed by your management
- organize a workflow so your customers get a reply after providing their feedback if need be to make sure you close the feedback loop
- think about how you are going to share relevant feedback with the right people internally and keeping the programme alive after the go-live of your first touchpoint
- lay out a basis of the roll-out strategy that you can discuss with Hello Customer

3.2

Kick-off

Get everyone on board

During the kick-off meeting we translate initial goals into actionable decisions. We also determine **the first touchpoint to start collecting feedback from your stakeholders!** The goal of this highly interactive meeting is to create a common understanding and buy-in for the programme. That's why it's important to have all of the necessary people involved.

After the kick-off, the onboarding and insights manager will come on board. They will make sure **your first touchpoint is up and running in no time** and will be there for all your questions during the onboarding.

3.3

Application set-up

It's a team effort

After the kick-off, your onboarding manager will make sure your first touchpoint is configured and ready to start collecting feedback. He or she will need your full support in creating the integration with your data system and receiving the correct content for the survey.

Data can be sent to the platform via an API connection or via our secure FTP server.

We use the API connection to build a bridge between the customer's CRM system and the Hello Customer platform. This way, the necessary data can go either from them to us or the other way around. Not a lot is needed from the customer, only a CRM system that allows API calls.

Side-note for your IT people: we only support TLS 1.2, not TLS 1.0 or 1.1.

Most of our customers make use of the secure FTP server to upload data. This way you can easily upload a CSV-file on to the server which will retrieve and deliver all data to the platform.

onboarding timeline

3.4

Final check before go-live

Check check double check!

Before we go live **we double check if you are happy with how everything has been set-up and if everything is ready to send out the first emails.** We also check if all the technical variables are in place and ready to be used live, especially when using an API or the FTP server to deliver data to the platform.

3.5

Go-live

We have lift-off!

Once the pilot touchpoint is ready and has been approved, you can start reaching out to customers.

Exciting! We'll let you push the button!

We will also briefly **show you around in the platform** to make sure you know where to look when the feedback is coming in. Further training can be discussed, but we'll make sure you have the necessary documentation **to get started.**

3.6

One week check-in

How's it going?

After one week, while the first feedback is coming in, we want to make sure your touchpoint is fully operational. We will:

- go over the performance
- check response rates
- and make some adjustments where needed

If there is already enough feedback, we can take a peek at the analysis section to see what your customers are already telling you.

One week

3.7

Train the trainer session

We teach so you can do it too

We will take the lead in setting up the first touchpoint to **ensure everything runs smoothly and all technical aspects are in place.**

However, the goal of the onboarding is also to make sure that you can use the platform autonomously too. After the touchpoint is set-up we walk you through the process and settings. Once the touchpoint is live **we teach you how to interpret the ISAAC data based on your own customer feedback.**

onboarding timeline

3.8

One month check-in

Let's pick some action points

Let's pick some action points

In the first check-in call (usually after one month) we will evaluate and digest the feedback you received from your customers. What are the insights? What are the learnings? How do we feed the organization this information? What are we going to do with these valuable insights? We prioritize these action points according to their relative impact on your customer-centric business goals and complexity of execution.

3.9

Quarterly check-in

Ready for a first wrap-up?

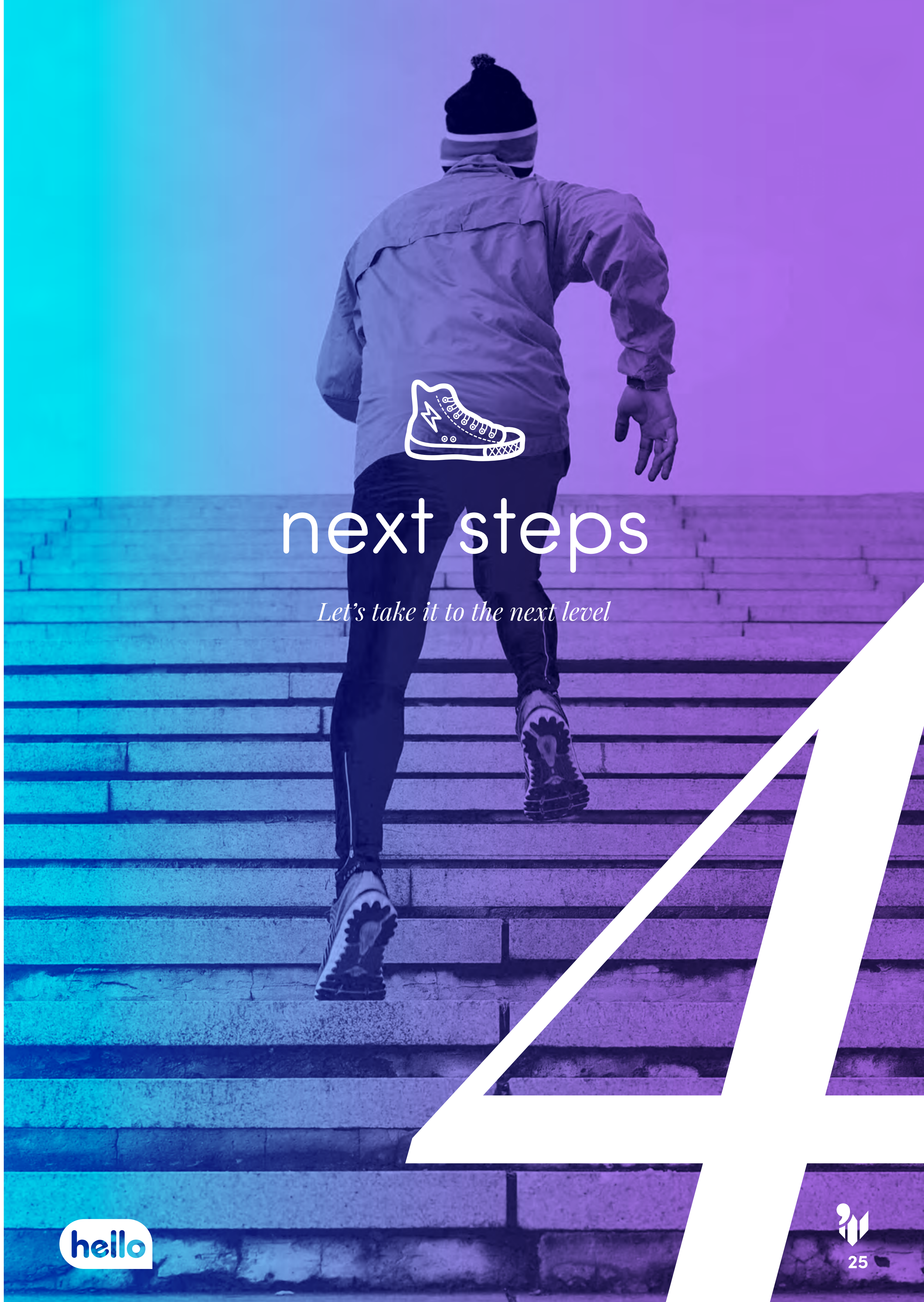
After three months we will come back to you with first insights based on the customer feedback. We look at the health of the programme, how many emails were sent out, what the response rate is, what their metrics look like and what useful data can be found in ISAAC. If possible, we also make use of the metadata the customer provides to look for useful insights you might not have found in the platform yourself.

In other words, your Client Partner will present to you what your customers have been telling you. These insights will probably surprise you with remarkable results combining the feedback with the scores and your metadata. From here on, we will touch base at the end of each of the next three quarters with a thorough check-in on the roll-out of the VOC-programme.

We will also discuss the status of the roll-out and close the loop projects and assess if you are ready for next steps.

Yes indeed, we've got your back for the entire ride!

hello



We want to guarantee that the VoC-programme is rolled out in a scalable and agile way throughout your organization.

This means it will take some time before we can include all departments, even if that's the ultimate goal.

Next to that you might want to measure customer happiness on other touchpoints in the customer journey. These touchpoints will have to be set up as well. Hello Customer is there to help you during this expansion phase too.

hello customer

Hello Customer is a company based in Ghent and brings together bright minds in customer centricity, linguistics, development and data science to help shape a customer-centric world. Central to our efforts is that we believe in customer centricity as the very core of our activities.

We build technology. But we care first and foremost about helping companies overcome boundaries to get ready for a bright future in which the customer is the centre of the universe.

To learn more about how we create company-wide impact with customer feedback, visit us at **www.hellocustomer.com**

get in touch!

www.facebook.com/hellocustomertool/

hellocustomer_cx

www.linkedin.com/company/insider-metrics

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