



Case Study

Reed in Partnership revitalises customer feedback loop and maximises satisfaction with Rant & Rave



Reed in Partnership

INDUSTRY

Employment Services

COMPANY

Reed in Partnership
London, England

reedinpartnership.co.uk

Reed in Partnership are part of The Reed Group which is a family business that operates in the UK, Europe, United States, Middle East, and East Asia.

Reed in Partnership's company mission is to positively transform people and their communities. As part of this mission Reed in Partnership offer a variety of services through the UK including employability support, citizens services, wellbeing, and assessment.

Reed in Partnership

How can you put customer feedback on autopilot?

Reed needed a more efficient and streamlined process for soliciting customer feedback

Prior to partnering with Rant & Rave, Reed in Partnership's feedback collection consisted of biannually distributed surveys to customers, in hopes of evaluating NPS score. Due to the heavy internal lift for creation and launch, the low volume of feedback, and long response times from customers, Reed was facing a 3-month long cycle before even addressing any of the feedback. To get an accurate representation of data, streamline the customer feedback loop, and increase efficiency of response times, Reed needed a solution that:

- Organised customer feedback via data analysis, visualisations, and taxonomies
- Provided real-time alerts to quickly respond to customer feedback
- Eliminated burden placed on operations team and continuous improvement team

Rant & Rave maximises customer satisfaction with instantaneous feedback

Reed chose Rant & Rave to capture customer feedback instantaneously, rather than only biannually, allowing for more accurate insights and issue resolution in real-time. Plus, the operations team no longer spends time actively soliciting feedback during specific months, allowing them to focus on implementing improvements and other key initiatives.

"With Rant & Rave you always have that live feedback data every single day. We can do a bit more a deep dive into the data to address any areas of concerns immediately."

Rachel Fulton

Head of Continuous Improvement

Reed cuts customer complaints in half with Rant & Rave



Real-time data and alerts lead maximises customer satisfaction

With real-time alerts, Reed can respond to customer dissatisfaction within 48 hours, which previously took about 3 months. When Reed receives a low rating, it automatically gets routed to a manager to be addressed and resolved immediately, resulting in a 50% reduction in formal complaints within the first six months of using Rant & Rave.

Prior to Rant & Rave, Reed's surveys went to all customers regardless of whether they had just started the program or were nearing the end of their journey, which led to skewed data and feedback. To combat this, Reed used Rant & Rave to set up trigger points that automatically sent feedback requests after specific milestones which improved the quality of feedback they receive. As of March 2024, Reed had received 100,000+ feedback responses.

Insights that drive real improvements

Rant & Rave features a live dashboard that enables Reed to analyse customer satisfaction trends, response times, and demographic information to target common pain points and improve the customer experience. Reed also has a more accurate view of their NPS score to better gauge overall satisfaction and customer loyalty. Plus, Reed can now use this data to attract new customers.



Results for Reed

50%

reduction in formal complaints

100K+

responses received in customer feedback

48 hours

response time to customer dissatisfaction

Rant & Rave helps organizations capture instant feedback, understand sentiment, and improve experiences through real-time, actionable mobile surveys designed for fast and meaningful engagement.

Ready to discuss your options? mobilecommons.com



Lowell plans to further raise internal awareness of the Rant & Rave solution across the business



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