



CUSTOMER PROFILE:

Transportation

WEBSITE:

<http://www.eurostar.com/>

LOCATION:

London, UK

BUSINESS NEED:

Eurostar wanted to:

- Increase customer satisfaction and loyalty.
- Illustrate their service personality to the customer.

NICE SOLUTIONS:

- NICE Fizzback

ON THE NICE SOLUTION

“At Eurostar we have to get things right first time and fix issues for individuals, to ensure that our customers continue to choose our service. NICE Fizzback empowers us to engage with individuals and we are able to pick up on the little things that might otherwise elude our grasp, and promote greater loyalty from our customers.”

Chris Haynes – Business Analysis Manager



EUROSTAR

ABOUT EUROSTAR™

Eurostar is the high-speed rail service directly linking the UK to France and Belgium via the Channel Tunnel. It started operating in 1994, providing city center to city center services. Eurostar has been at the leading edge of innovation in the rail industry, setting new standards for travel by train. It was one of the first rail operators to introduce business lounges and a loyalty programme.

THE CHALLENGE

Eurostar must get it right first time. Since the company does not have an average customer or a fixed customer base and many customers are only occasional users of their service, an unsatisfactory experience will encourage use of alternative transportation methods. Eurostar has one chance to make their customers loyal and they need to resolve customer issues quickly and efficiently.

To accurately gauge customer satisfaction for the service they provide, Eurostar needed to find a way to measure their customer satisfaction levels. They wanted to have the ability to contact customers while using their service to discover the customer experience on an individual level.



THE SOLUTION

For a real-time, accurate analysis of their service levels from their customers, Eurostar deployed the NICE Fizzback solution. NICE Fizzback enabled them to capture the voice of customer, to tune into their customers and improve their experiences. By leveraging the customer feedback in real time, they were able to extract insight and use these insights to impact their interactions in real time.

The NICE Fizzback solution collects feedback from a number of sources. Customers who purchase their tickets at Eurostar.com are sent an SMS while they are undertaking their journey on the Eurostar train, approximately 30 minutes before the journey ends. There are also posters inviting customers to text their feedback on the trains, at the Eurostar terminals and in the business lounges. It is easy, quick and non-intrusive.

The unique artificial intelligence engine analyzes each text message, determining the nature (compliment, question, suggestion or complaint), the severity, the subject and the location, in order to:

- Intelligently prioritizes and route issues to frontline staff and customer relations
- Calculate key performance metrics including Recommendation Rating
- Populate a real-time dashboard that includes both high-level consolidated intelligence, as well as verbatim customer comments, with the ability to filter by geography, date, issue type etc. This dashboard consolidates all the feedback received into one place that Eurostar is able to access, enabling greater insight and greater awareness of the feedback. An RSS feed is used to display all the NICE Fizzback comments that are received to the staff at St Pancras Station and Eurostar headquarters. This allows the staff to be fully aware of the voice of the customer each day.

There are three reports sent a week to Eurostar's senior management detailing the information gathered by NICE Fizzback.

Train managers are able to access internal documents that they need to complete at the end of a shift via a smartphone, which enables them to interact with Eurostar while they are on the move, which is vital for the staff.

A benefit of the solution has been to enable Eurostar to track customer sentiment on a daily basis when there are known issues or disruptions. The live nature of the feedback means that Eurostar are able to monitor this throughout the day. For example, when the service was disrupted by snow, although Eurostar needed to supplement the NICE Fizzback feedback with structured questionnaires to affected passengers, they were quickly able to sense the mood of customers. Specifically, it became evident that customers warmed towards their efforts towards the end of the week.

NICE Fizzback has enabled Eurostar to be speedier, slicker and an innovator in their field when it comes to customer experience.

“IT HAS BEEN AN INNOVATION WITHIN THE TRAVEL FIELD FOR US TO IMPLEMENT NICE FIZZBACK. USING THE SOLUTION HAS ALLOWED US TO GET A UNIQUE EDGE AHEAD OF OUR COMPETITION. WE CAN DO THINGS MUCH QUICKER AND MUCH SLICKER.”

Chris Haynes – Business Analysis Manager

ABOUT NICE SYSTEMS INC.

NICE Systems (NASDAQ: NICE), is the worldwide leader of intent-based solutions that capture and analyze interactions and transactions, realize intent, and extract and leverage insights to deliver impact in real time.

Driven by cross-channel and multi-sensor analytics, NICE solutions enable organizations to improve business performance, increase operational efficiency, prevent financial crime, ensure compliance, and enhance safety and security.

NICE serves over 25,000 organizations in the enterprise and security sectors, representing a variety of sizes and industries in more than 150 countries, and including over 80 of the Fortune 100 companies. www.nice.com

For the list of NICE trademarks, visit <http://www.nice.com/nice-trademarks>