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USER EXPERIENCES OF ONLINE TOOLS IN CASE COMPANY X.

Degree Programme in Innovative Business Services
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The subject of this research was to do a satisfaction survey to few customer groups of case company X who are using operating tool called Portaali as a channel to handle their agreements with the company. Company X is operating in insurance and banking sector.

The customer groups this survey was targeted to point of sales finance, car finance and equipment finance.

Quantitative research method was used in this thesis. Customer satisfaction survey was implemented in 9.1-23.1.2015. Time was chosen because of the holidays which are strongly affecting especially to the sales on this sector.

The theoretical framework was structured out of theories of marketing and quality management. The service marketing is examined through service quality and customer satisfaction perspective. The research method was quantitative questioning which was accomplished online.

My research question for this study was how customers experience using Portaali as tool and how case company X should improve their online customer service when it comes handling agreements with these customers.

In the end of this study the answers and data was analysed. Company's frequently used online survey tool, Questback, were used in this research. Customers answered online and those answers were gathered together and operated by the system. Therefore they were easier to analyse.

CONTENT

1 INTRODUCTION 5
2 ABOUT THE COMPANY 6
2.1 CASE COMPANY X AND THE PARENT GROUP 6
2.2 CASE COMPANY X 7
2.3 Online tool Portaali 8
3 CUSTOMER RELATIONS AND MAINTAINANCE 9
3.1 Values and customer experiences 9
3.2 Quality of the customer service 10
3.3 Criteria of the good service 12
4 IMPLEMENTATION OF THE SURVEY 14
5 RESULTS 17
5.1 Question 1 18
5.2 Question 2 19
5.2.1 Written answers 19
5.3 Question 3 21
5.4 Question 4 22
5.4.1 Written answers 22
5.5 Question 5 23
5.5.1 Written answers 23
5.6 Question 6 24
5.6.1 Written answer 24
5.7 Question 7 25
5.7.1 Written answers 25
5.8 Question 8 26
5.8.1 Written answers 26
5.9 Question 9 27
5.9.1 Written answers 27
5.10 Question 10 28
5.11 Question 11 29
5.11.1 Written answers 29
5.12 Question 12 30
5.12.1 Written answers 30
5.13 Question 13 31
5.13.1 Written answers 31

5.14 Question 14 32
6 SYNTHESIS AND CONCLUSIONS 33
REFERENCES 35
APPENDICES

1 INTRODUCTION

Understanding the customers' needs and expectations are vital when improving the core of the services. The ways of measure those are many. Even more important than receiving the results is understanding why measurement was done and where to apply those results.
These kind of measurements are always under discussion especially now when there has been structural changes going on in the field of customer service lately. Nowadays customer service is more and more taken to online. Hence online service cannot really reach to one-on-one personal level, it is important to improve online services to as good as possible and aiming to be one step ahead than the customer.

The subject of my thesis was simple to find. I've been working in case company X from year 2011. My position in the company has varied during that time, but it gave me wider ankle to study this subject. Currently I'm working in customer service of receivable finance products. Portal was established at 2010, but now it has gained strong position in the core of corporate customer service.

The main purpose of this study was to measure level of the satisfaction among the users of Portal. Total number of the users who the survey form was sent were 3067. The email list I used was previously implemented to other kind of qualification surveys as well therefore I expect number of participants to be quite high.

Research problem in this thesis was to find out if customers are satisfied using Portal and how they use it to gain more value to their services. Topics of this study are Portal as tool, user experiences, value indicators, customer satisfaction and customer feedback.

2 ABOUT THE COMPANY

2.1 CASE COMPANY X AND THE PARENT GROUP

Parent company of the case company X is the largest financial services group in Northern Europe with a market capitalization of approximately EUR 41.6bn, total assets of EUR 668.7bn and a Common Equity Tier 1 capital ratio of 15.6%. (Q3 2014)

Parent company X has leading positions within corporate and institutional banking as well as retail banking and private banking. It is also the leading provider of life and pensions products in the Nordic countries.

With approximately 800 branches, call centers in all Nordic countries and highly competitive online and mobile banking platforms, parent company X has the largest distribution network in the Nordic and Baltic Sea region.

Parent company X has the largest customer base of any financial services group in the Nordic region with approximately 10 million household customers and around 0.5 million corporate customers.

It operates in 8 home markets which are the Nordic region including Denmark, Finland, Norway and Sweden and the New European Markets of Estonia, Latvia, Lithuania and Russia. And it also has a market position of number one or two in most Nordic markets in both Retail and Wholesale Banking.

Parent company X is a great European bank, acknowledged for its people. Together with its several subsidiaries, it is creating superior value for customers and shareholders. (Case company's website)

2.2 CASE COMPANY X

One of the subsidiaries is case company X. Together with its subsidiaries, case company X is a leading northern European financing company group. It is operating in Finland, Sweden, Denmark, Norway, Poland, Estonia, Lithuanian and Latvia.

Its main response area is selling finance concepts such as car finance, point of sale finance and vendor cooperation. It is also responsible for asset-based financing and accounts receivable financing which contains leasing, hire purchase, factoring and inventory finance and solutions producing added value services. Case company X offers financing solutions both companies and consumers. These services cover all case company X countries.

Case company X focuses on the value chains of parent company's corporate customers because trust arises from actions. Everything always complies with laws, rules and norms.

Parent company's social responsibility includes anti-money laundering legislation, intensified "Knowing your customer"- rules, consumer credit legislation and instructions of consumer protection authorities. Also beside of those good lending practice and regulations of the Financial Supervisory Authority. Parent company X got its Green Office certificate on 2003. (Case company's website)

Table 1. Case company X in Finland versus other subsidiary countries in 2013. (FTE, full-time equivalent)

	Nordics and Baltic	Finland
Loan portfolio	16,5bn EUR	5,4 bn EUR
New sales	9,7bn EUR	4,5bn EUR
Financed objects	1 000 000,00	567 000,00
Credit cards	1 650 000,00	780 000,00
Employees	1165,00 FTE	400 FTE

2.3 Online tool Portaali

Portaali was published in 2010. Case company X tested it first with the selected customer group but afterwards there were also added customer groups from other products. Last group which joined to use Portaali was receivable finance, it happened on 2013.

Timing was not right to get receivable finance involved with this study or the survey because it's still under implementation processes.

Portaali offers to vendor partners of case company X a new and easy way to get further information and guidance to their daily service situations. It is also a channel to Verkkopalvelut, which is the larger main tool when operating agreements in closer level. There vendor can apply for new credit for its customer and operate their current agreements.

In Portal you can also find contact information of case company X, detailed product information, vendor introduction, online courses, marketing materials and frequently asked questions.

3 CUSTOMER RELATIONS AND MAINTAINANCE

3.1 Values and customer experiences

"Everything everybody does in parent group X has one purpose: to create great customer experiences!" -Group CEO

The case company X aims to create superior value gain in their relationships with their customers. It has both corporate and consumer customers so the customer service is quite diverse. Even regulations and laws requires different things for serving those two groups. The main reason to do this study was to figure out how customers are experiencing this new way to handle on part of their customer service and communication with the company.

First speculations about quality of service started at end of 70's end ever since topic has attracted lot of attention not only in researchers' side but also from consumers' side.

Professor Christian Grönroos brought a service-oriented way of thinking in 1982 representing concepts such as quality of experienced service and model of experienced quality. (Grönroos 2001, 98) This way of approaching is based on studies which was made observing consumers' behaviour and their expectations of goods performance level and how it was affecting to evolution of post-consumption. Concept of quality of experienced service seem still be a base on many studies conducted in marketing field nowadays. (Grönroos 1998, 60)

When talking about studies concerning quality of service has also to be mentioned acts of quality management. In the 90's quality management and quality certificates gained a lot of attention. (Grönroos 2001, 99) More of this will be specified at point 3.3.
In following part there will be presented base of theoretical frame of this study which contains Professor Grönroos' concept of quality of experienced quality of the service.

3.2 Quality of the customer service

Service is layered concept, but even though in most of services can be found four main substances. Services are more or less intangible. Service is acts, group of acts not only goods. Services are produced and consumed somewhat simultaneously. Customers usually participates to production processes of the service. (Grönroos 1998, 49 – 53, Grönroos 2001, 81)
Immateriality and invisibility are typical features of the services. Because of those features sometimes it is hard to estimate content of the service. (Kuusela 1998, 29)
Quality control is often difficult when there is nothing to compare. Therefore quality control should happen at the same time and the same place as the production and consuming of the service. (Grönroos 1988, 54, Grönroos 2001, 82)

Quality of the service is primarily that how well we can fill the expectations and needs of customers. Quality is always what consumers think is valuable and how they qualify the value.

From company's point of view the quality is quick service readiness and great results from the production progress. In other words they are thinking what they could do for the customer. From customers point of view what clarifies quality, it is not so simple to say. First of all there are two main aspects what makes the quality to the customer; what they get and how they feel about the process and the result itself. What happens in interaction of customer and the service provider strongly affects to how the customer experiences the whole service process. (Grönroos 1993, 63; Grönroos 200, 63-64). Nowadays interaction is taken more often online, and mostly because it matches with the needs but also because it is cheaper. Customers gets the service wherever they want and almost whenever they want. Since there is no physical contact or non-verbal communication, written and spoken communication, the core of the service, has to be fixed at its very best. Misunderstandings and feelings of not caring about customers' problems are not that uncommon.

Clear introductions are then vital if company is willing to success. Customer servers are usually guiding customer through the process.

Functional quality happens when cooperation with customer and the company turns out well. Staff's behavior, service readiness and acts, how they look and overall atmosphere affects to functional quality. As well so called "back office" work also is counted to this. It is everything related to service situation but has done out of customer's sight.

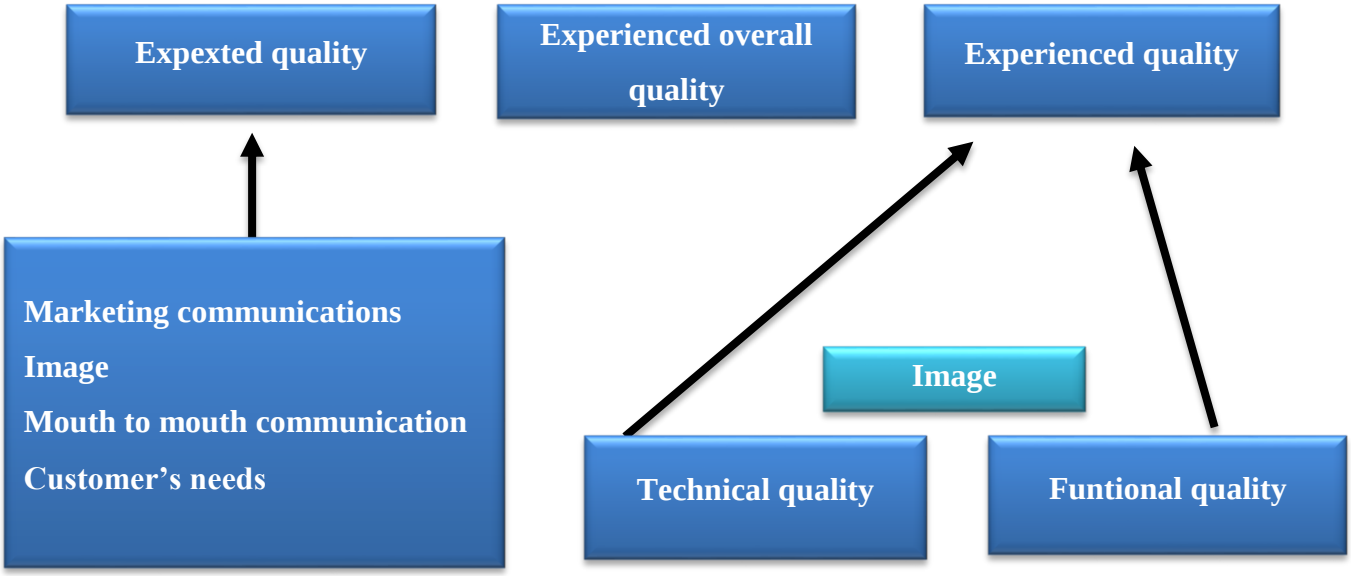


Figure 1. Experienced overall quality (Grönroos 1998, 68)

3.3 Criteria of the good service

So quality was one the key factors when thinking about term “good service”. According to the professor Grönroos better services and products you have the better chances you have to have more qualified service. Customer decides if the service is “acceptable”. Every customer have their own expectations about the good service and they take service situations differently.

Attitude, commitment and real interest towards needs of the customer are needed when reaching to the successful client contact. Problems are easier to solve when everyone are trying to stand on the same page. Starting sentenced with negative words usually leads to negative results, therefore is better to use those only when needed. Client adviser should be the one who is leading the conversation in some level. Listening, understanding and then offering the solution to the problem. If there is not any available it is important to thank for the feedback make the customer feel that you are not going to forget the issue right away the situation is over. It is important to be heard. (Lundberg, 2002, 64-65, 69-70)

Customers are in the end the ones who are evaluating the overall success rate. Companies in the insurance and financing factor are all about customer service after all.

Without new and current steady customer base the business is not running well. Active customers means active money. What makes your customers stay and what makes them use your services more? What makes them think your services are better than the others? Answer is simple, positive image about the company.

Positive images creates authority, trust and publicity. It increases competence in the market, firms already existing customer relationships and attracts the new ones. It makes doing the business easier, boosts productivity and it forgives small mistakes and can help companies getting over the bigger catastrophes.

Companies can strongly affect to their own image. Regularly done measurements and analyzing the results are important, because sometimes the company sees themselves way better than they are. Public image can be threatened by bad customer ratings which comes from poor service. Social media is nowadays powerful tool and it can create rumors and exploded topics can harm permanently company's image. Everything matters. In practice satisfied customers means better business and what happens inside of the company is always reflected outside. Good public image is always a long term investment. (Bromleym, 1993, 121, 208-209.)

4 IMPLEMENTATION OF THE SURVEY

It was very clear from the beginning how I was going to do the survey and to which customer groups. Survey was done in January 2015 and took a bit more than a week. Interests towards it where high because this was the first time when there where resources to measure satisfaction towards online tool.

Survey was targeted to point of sale customers and vendor customers, they were both using actively this online tool so company was expecting satisfying results.

Before doing the study the case problem should be identified. It has to be clear and has to fit with the survey process. After the case problem has been found, then it is time to set a plan. How to conduct the study and how to gather the information and when. This study was for existing customers and so the target group was already set and it defined the whole survey from the beginning. After all this is time to figure out that tool you are going to do the survey with. I used online tool called Questback, which works like any online survey platform. Questaback has though more functions and I had chances to use the upgraded version of it.

When doing a survey it can be hard to say how close to the truth the results are. Wider amount of gathered answers and right questions are increasing the trustworthy. To get the best results the case problem and if it is valid should be check before the study starts because afterwards it is not possible.

Analyzing the results and how to take them to the practice are the most important things and the main reasons why the whole study was done. How the company is taking advantage of it? What is the cost of it? Doing those are in any case long term investments and if they are done right it can lead to higher customer satisfaction and increased productivity. Happier customers also means happier workers which makes the working environment stable and ready for new investments. Customer satisfaction surveys should be part of normal working routines for getting the best results.

That is the best way to measure if your investments were profitable or not. (Heikkilä 2008, 25, 29–30, 188.)

Figure 2. Customer satisfaction study process. (Heikkilä 2008, 25)

In this survey the question blanket was effective and it provoked also written feedback. Used questions were formed strictly because the target was to gather as exact answers as possible. I decided not to use scale 1 to 5 questions because the chance that more than half are picking 3, neutral answer, is high.

Some of the feedback that was written was so specific it could not have been published in this thesis. Reliability can be said to be in really high level and there is no reason to think that the customers gave false answers. Relationship between customer and bank is always based on trust.

Before publishing the survey we had three meetings with my supervisor from case company X and we went through he questions and the letter we were about to send to the customers. I felt those meetings were vital and supportive. We came out with clear question forms and I got some good ideas for this study itself.

Survey was accomplished with online survey tool Questback and it was done in Finnish. It gathered 212 answers and remarkable amount written feedback. Most of the customers thought Portaali is helpful tool which makes associating with the case company X easier.

50 pcs Finnkino’s movie tickets were raffled out among the customers who participated.

5 RESULTS

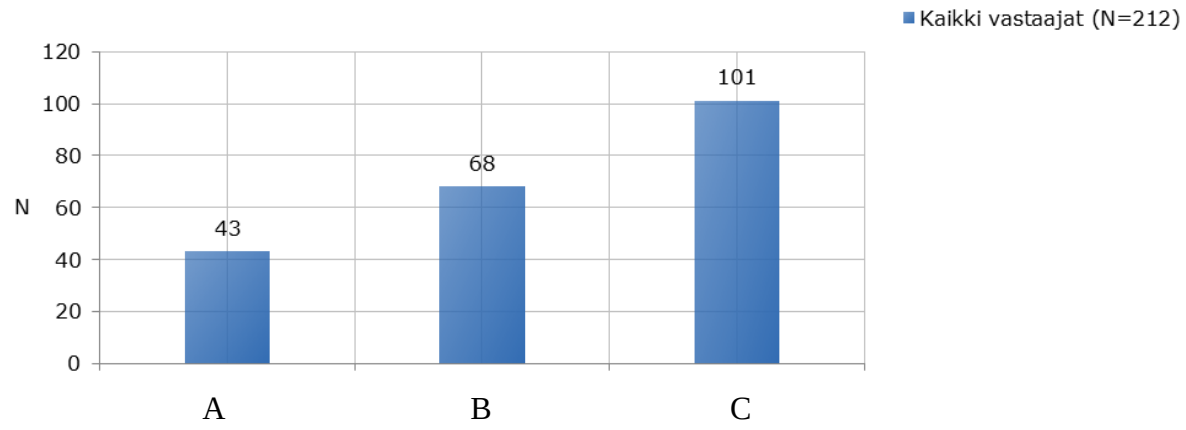
Questions which were used in the survey:

1. What is the main product group which services you are using in case company X?
2. Have you heard of Portaali before?
3. How often you use Portaali to support your work?
4. Do you feel you have got enough guidance related to how to use Portaali from the sales presentative of case company x?
5. In Portaali, do you always find what you are searching for?
6. Do you feel there is enough information in Portaali?
7. Does login and navigating in Portaali happen easily?
8. Do you know how to get to Verkkopalvelut via Portaali?
9. I have used following functions in Portaali: (pick several if needed):
10. What of those functions you use regularly?
11. What is the value for your company when using Portaali for handling your agreements with case company x?
12. Do you like the layout of Portaali?
13. Do you feel Portaali is updated often enough with recent news and information?
14. Do you think Portaali is a useful channel?

5.1 Question 1

What is the main product group which services you're using in case company X?

Most of the customers who answered where using products under segment C. To the customers who this survey was sent were divided almost equally between the segments. Everyone answered to this question.



A	20 %
B	32 %
C	48 %

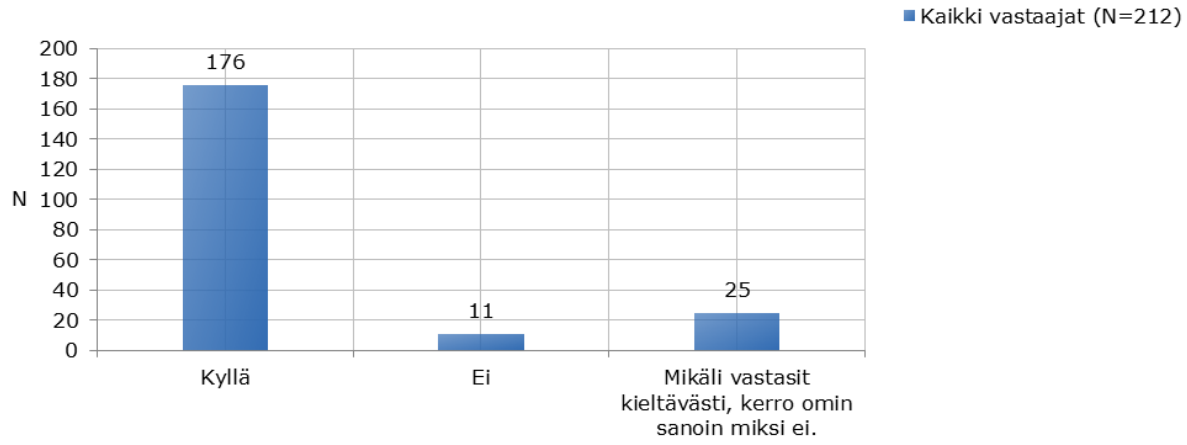
Customer groups are:

A. Vendor partners (point of sales, consumer credits)
B. Car finance (leasing and payment agreements)
C. Equipment finance (machines and bigger agreements)

Differences in amount of answers can be explain of the nature of different customer groups' work. In group A the work is more hectic and there is rarely time to do anything else than just sell and help the customer.

5.2 Question 2

Have you heard of Portaali before?



Kyllä / Yes	83 %
Ei / No	5 %
Mikäli vastasit kieltävästi, kerro omin sanoin miksi ei. / Why not, explain.	12 %

Some people told that they never received any guidance concerning that how to use it or they just simply use phone or email to contact case company X.
When taking care of simple issues that concerns the agreement, it would be better if customers would do it via Portaali instead of using phone or email. This was one of the points were the case company X was paying attention when they went through the results.

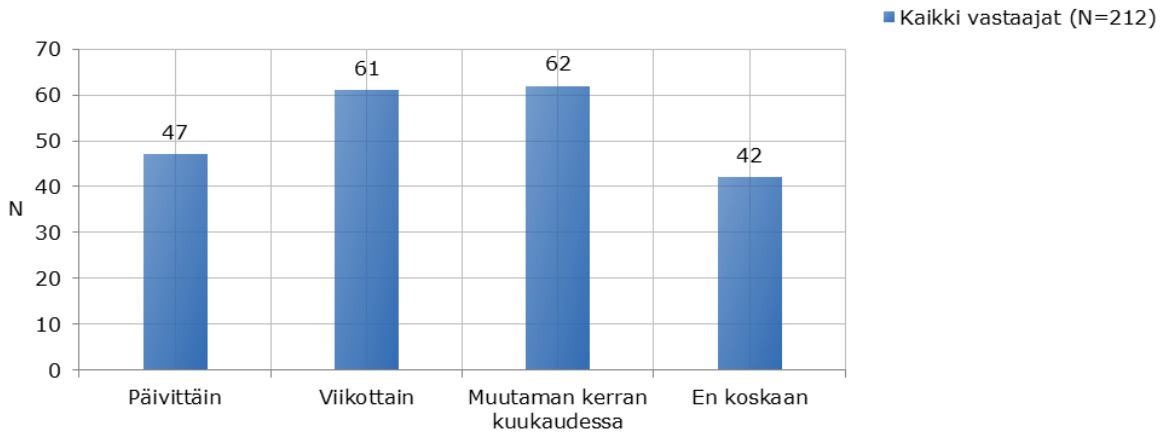
5.2.1 Written answers

- aika hankala käyt-
  tää
- ei aukea

- Ei ole kertoneet miten se nykyään toimii joskus ennevanhaa oli toiminnassa ja oli hyvä
- Ei ole saatu koulutusta
- EN OLE KUULLUTKAAN
  PORTAALISTA
- Olen laittanut kyselyt suoraan Nordean yhteyshenkilölle
  tottunut käyttämään puhelinta tai email
- Yhteyshenkilö ei ole puhunut asiasta eli en tiedä edes missä sivulla portaalin on.
- En ole kuullutkaan mistään portaalista
- autosihteeri käyt-
  tää
- Ei ole ollut tarvetta käyttää (en edes tiedä mitä palveluja portaalissa on saatavilla)
- Sana on vieras
- Ei ole missään tullut eteen.
- En käytä sitä
- Koen asian hoitamisen miellyttävämmäksi puhelimessa.

5.3 Question 3

How often you use Portaali to support your work?

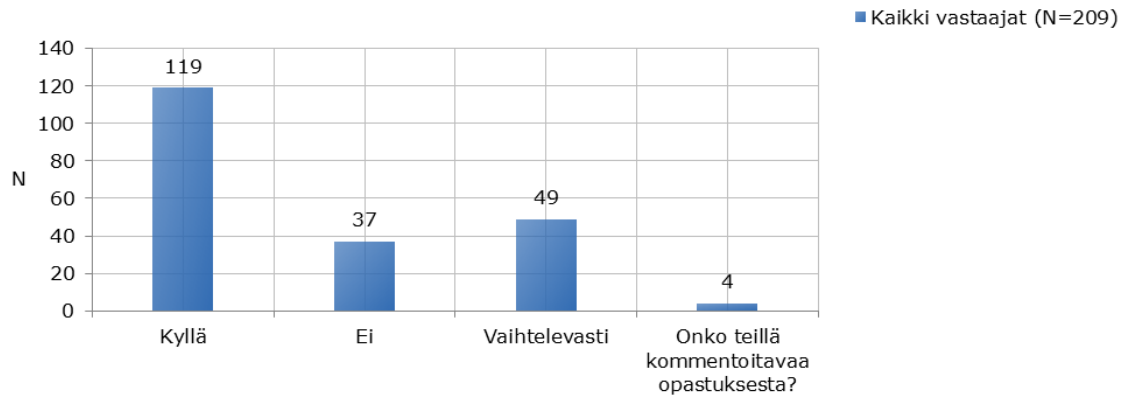


Päivittäin / Daily	22 %
Viikoittain / Weekly	29 %
Muutaman kerran kuukaudessa / few times a month	29 %
En koskaan / Never	20 %

Part ”Never” should be lower in the future so company decided to increase the education of the customers. Proactive approach is needed when doing this in practice. How to activate totally different kind of customer groups to use it as a part of a daily basis?

5.4 Question 4

Do you feel you have got enough guidance related to how to use Portaali from the sales presentative of case company x?



Kyllä / Yes	57 %
Ei / No	18 %
Vaihtelevasti / It varies	23 %
Onko teillä kommentoitavaa opastuksesta? / Any comments of the guidance?	2 %

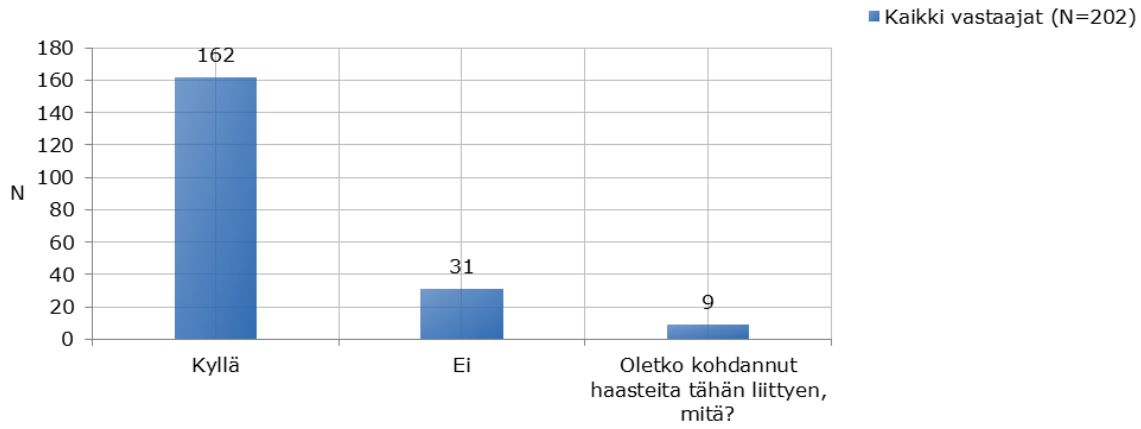
Here only few left written feedback even though 18% thought that they get too little information how to use it. This was also one of the facts that stood out from the results; company needs to be more proactive when it comes to take account customers' need. People in client companies are also changing so updates are always necessary.

5.4.1 Written answers

- ei ole ollut tarvetta opastukselle
- Ei vielä tarvittu
- ei tietoa nykyisestä yhteyshenkilöstä

5.5 Question 5

In Portaali, do you always find what you're searching for?



Kyllä / Yes	80 %
Ei / No	15 %
Oletko kohdannut haasteita tähän liittyen, mitä? / Have you encountered any difficulties, what?	4 %

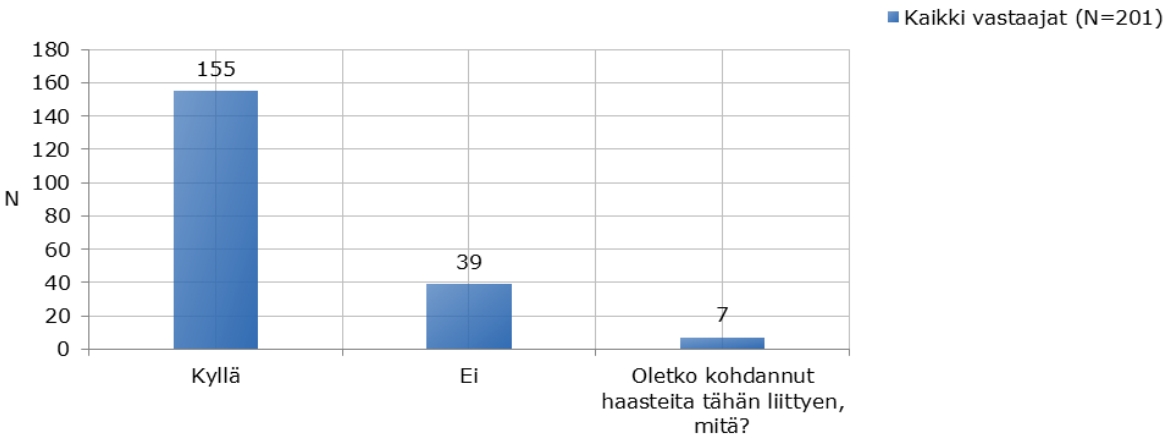
Results in this question were pleasant, 80% thought that they usually found things they wanted from Portaali. It has have something to do with the clear layout and user friendly software.

5.5.1 Written answers

- Surkea
- Välillä löytää etsimänsä
- Hidas

5.6 Question 6

Do you feel there is enough information in Portaali?



Kyllä / Yes	77 %
Ei / No	19 %
Oletko kohdannut haasteita tähän liittyen, mitä? / Have you encountered any difficulties, what?	3 %

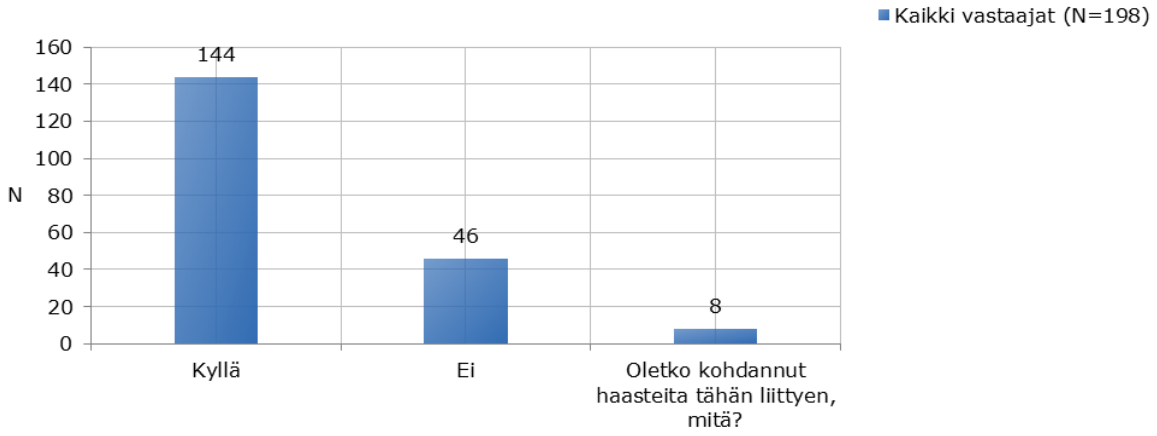
Almost 80% answered to this yes which is a good result. Content is matching with the needs but that 19% of no-answers indicates that there is still lot to improve.

5.6.1 Written answer

- Surkea
- Kokemuksen kautta...
- en ole käyttänyt
- Varmaan tietoa saa jos tarvii

5.7 Question 7

Does login and navigating in Portaali happen easily?



Kyllä / Yes	73 %
Ei / No	23 %
Oletko kohdannut haasteita tähän liittyen, mitä? / Have you encountered any difficulties, what?	4 %

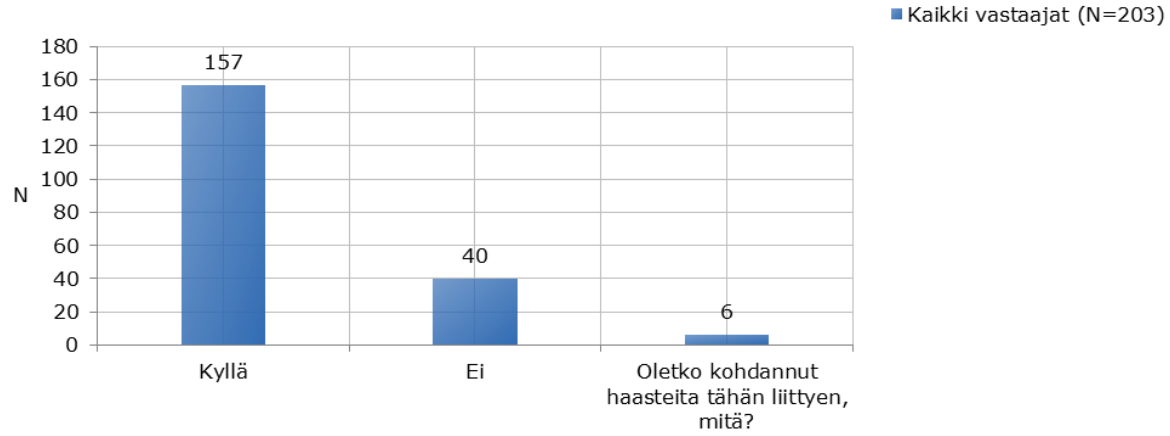
This question was done to measure how many have technical problems with using Portaali with their web browser. Developing team of the case company X is constantly working for finding the sustainable solutions to this problem.

5.7.1 Written answers

- yhteys pätkii
- hieman hidas

5.8 Question 8

Do you know how to get to Verkkopalvelut via Portaali?



Kyllä / Yes	77 %
Ei / No	20 %
Oletko kohdannut haasteita tähän liittyen, mitä? / Have you encountered any difficulties, what?	3 %

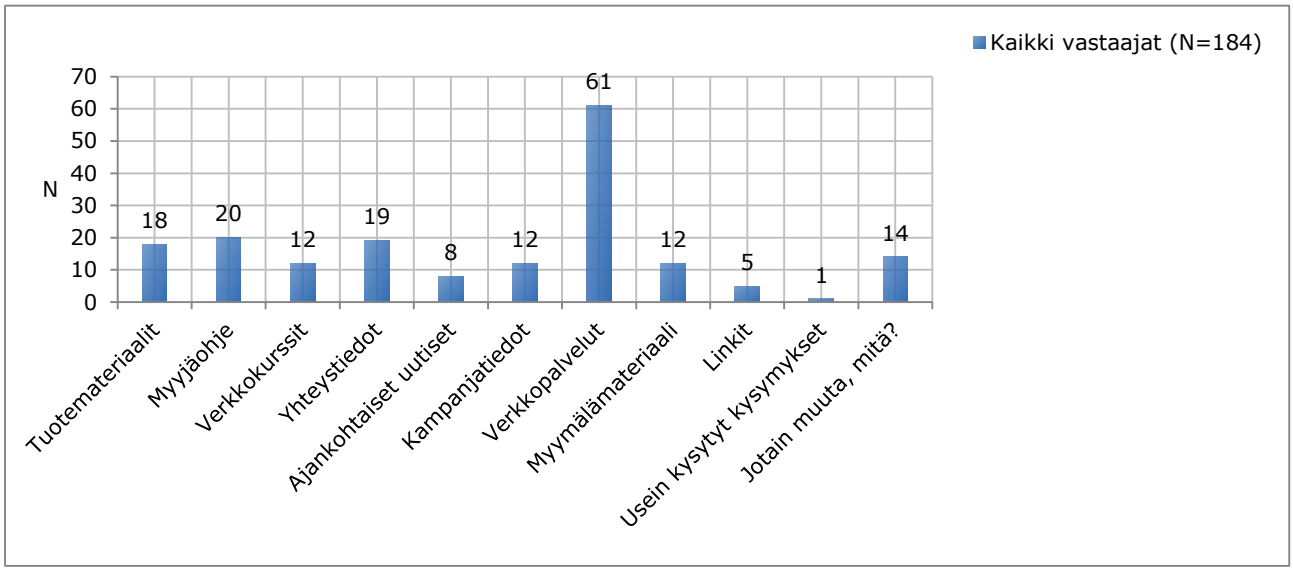
Most of the customers who answered knew how to navigate to the places they wanted. The question is how to activate the rest of the customers to do the same. Solution is in the analyzing part.

5.8.1 Written answers

- Päätösten saaminen on ajoittain äärettömän hidasta.
- vaikea löytää oikeaa sivua, mutta johtunee omasta keskittymisestä
- salasana, käyttäjätunnus hankalia jollei hetkeen ole käyttänyt
- en ole käyttänyt
- Palvelu on turhan hidas.

5.9 Question 9

I have used following functions in Portaali (pick several if needed):



Tuotemateriaalit / Product material	10 %
Myyjäohje / Vendor handbook	11 %
Verkkokurssit / Online courses	6 %
Yhteystiedot / Contact info	10 %
Ajankohtaiset uutiset / News	6 %
Kampanjatiedot / Campaign details	6 %
Verkkopalvelut	33 %
Myymälämateriaali / Store material	6 %
Linkit / Links	3 %
Usein kysytyt kysymykset / FAQ	1 %
Jotain muuta, mitä? / Something else, what?	8 %

Customers are clearly most often using Portaali as a channel to get to Verkkopalvelut, which is how it should be. Portaali is like “news feed” before handling the agreements and using other services. Answers indicates that quite many who took a part to this survey knows how to use it.

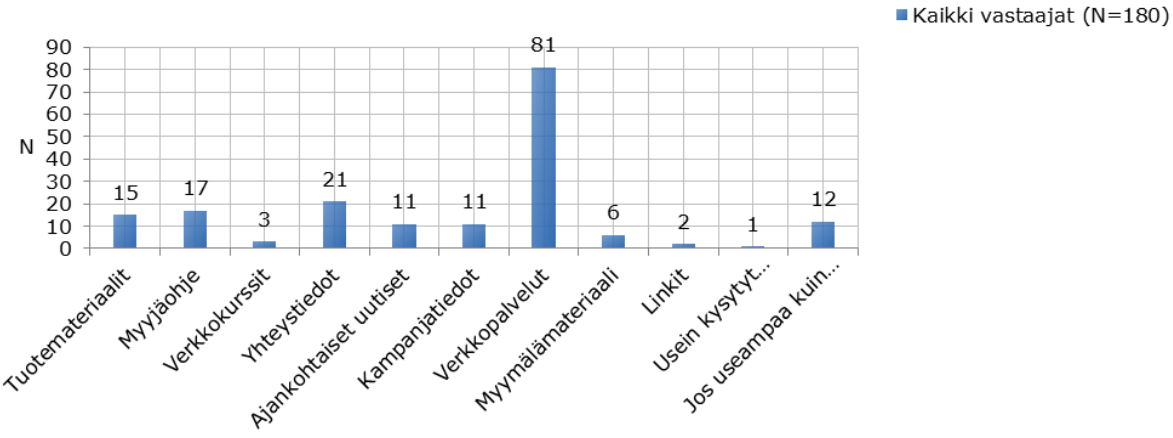
5.9.1 Written answers

- Hakemukset pääasiassa
- En osaa sanoa

- Löytyy paljon tietoa
- Luottohakemukset
- Pikaisesti käynyt

5.10 Question 10

What of those functions you use regularly?

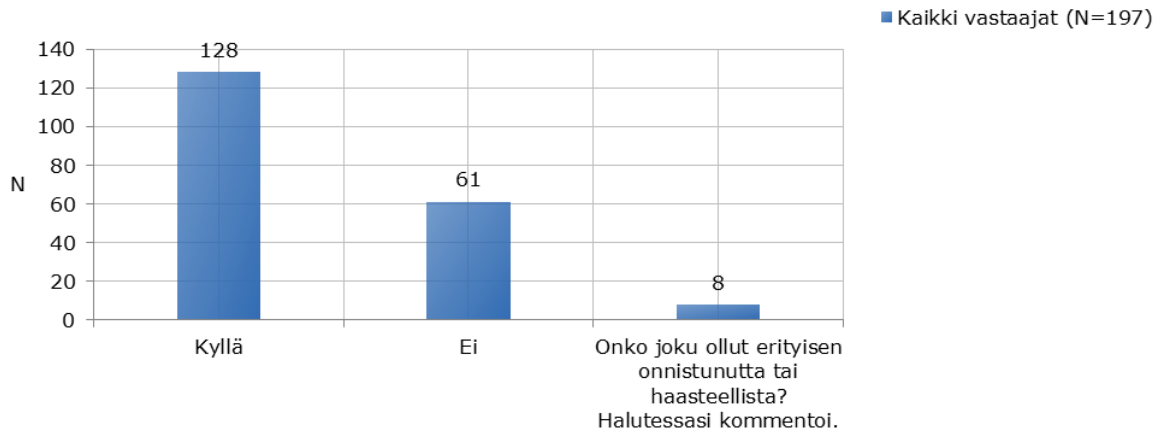


Tuotemateriaalit / Product material	8 %
Myyjäohje / Vendor handbook	9 %
Verkkokurssit / Online courses	2 %
Yhteystiedot / Contact info	12 %
Ajankohtaiset uutiset / News	6 %
Kampanjatiedot / Campaign details	6 %
Verkkopalvelut	45 %
Myymälämateriaali / Store material	3 %
Linkit / Links	2 %
Usein kysytyt kysymykset / FAQ	1 %
Jotain muuta, mitä? / Something else, what?	6 %

This question had almost identical written answers that previous one.

5.11 Question 11

What is the value for your company when using Portaali for handling your agreements with case company x?



Kyllä / Yes	65 %
Ei / No	31 %
Onko joku ollut erityisen onnistunutta tai haasteellista? Halutessasi kommentoi. / Any positive or negative feedback?	4 %

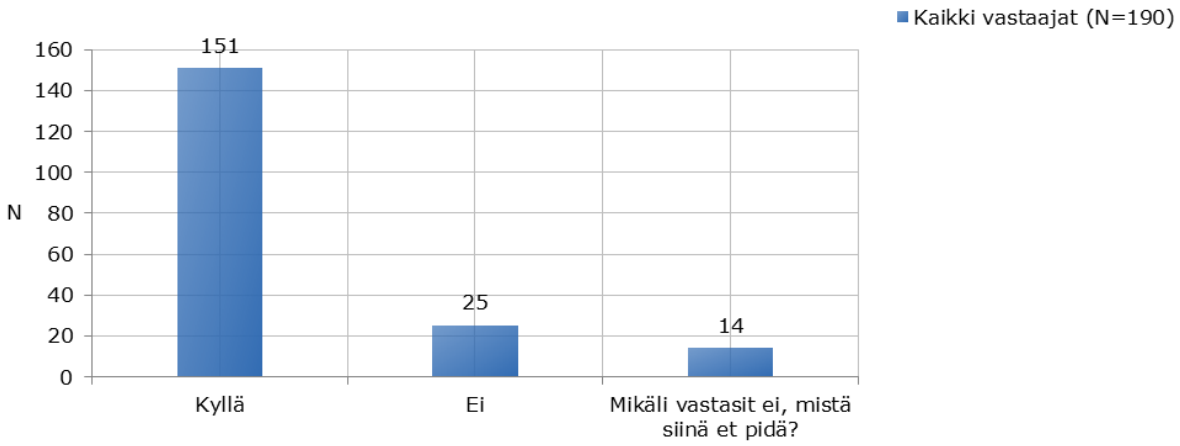
Customers left some serious upgrade ideas here, very detailed ones. It helps the case company X to improve their technical side of the service, for example auto fill to the blanket forms.

5.11.1 Written answers

- Leasingsivutoissa on paljon kehittämistä. Toimivuutta.
- automaattitäyttö lomakkeisiin saatava
- sisäänkirjautuminen

5.12 Question 12

Do you like the layout of Portaali?



Kyllä / Yes	79 %
Ei / No	13 %
Mikäli vastasit ei, mistä siinä et pidä? / If you answered no, tell us what you do not like.	7 %

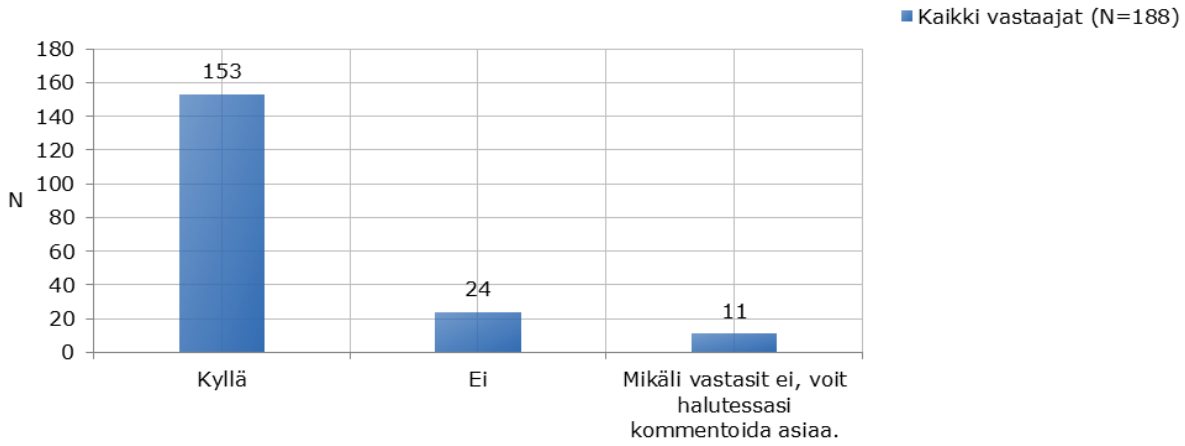
Some customers thought layout was old fashioned but not many. New upgrade to the system's layout was quite soon coming so this feedback confirmed the actual need of it. Positive outcome was that 79% thought the layout was good.

5.12.1 Written answers

- tulee käytettyä vähän
- portaali on työkalu
- en osaa sanoa
- vanhanaikainen

5.13 Question 13

Do you feel Portaali is updated often enough with recent news and information?



Kyllä / Yes	81 %
Ei / No	13 %
Mikäli vastasit ei, voit halutessasi kommentoida asiaa. / If you answered no, tell us what you do not like.	6 %

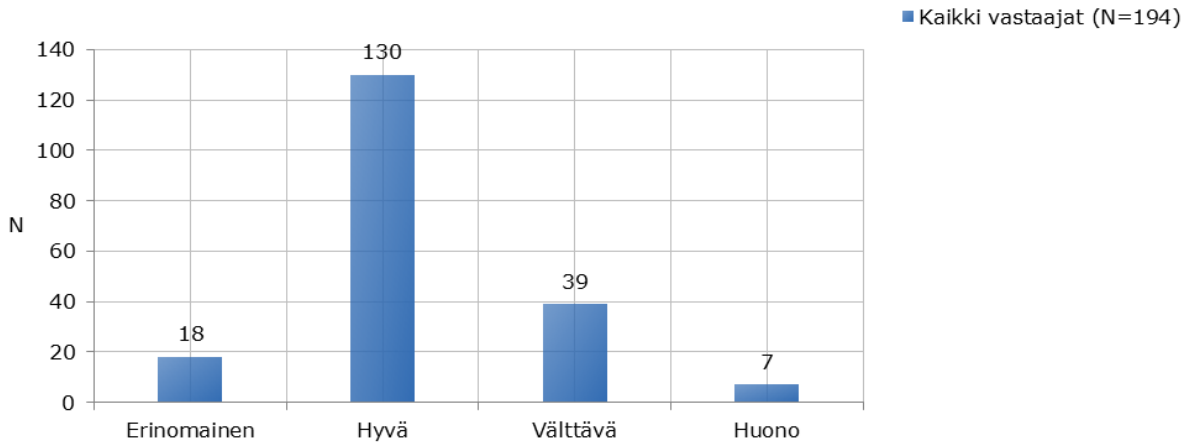
Customers gave feedback about error messages and news could update every other day. This feedback was taken seriously and more info about errors were added later.

5.13.1 Written answers

- en osaa sanoa
- vähän tulee käytettyä
- ei oikeastaan
- virheinfoa voisi olla enemmän

5.14 Question 14

Do you think Portaali is a useful channel?



Erinomainen / Excellent	9 %
Hyvä / Good	67 %
Välttävä / Satisfactory	20 %
Huono / Poor	4 %

Could be said that this is the factor for the general opinion and if 9% says it is excellent and 67% that it is a good result. Negative answers were maybe also given if the customers who left the answer are not even using Portaali in the first place. It is good to remember that among the customers there is always that group who disagrees.

6 SYNTHESIS AND CONCLUSIONS

Continuing from the previous analysis of the individual responses, there are few main points rising to the top of this research.

The overall the results were satisfying and almost how the case company X expected them to be. From the written answers they got some ideas how to improve their customer service and the tool Portaali itself. It can be said that general opinion is that Portaali is useful tool and used quite actively. Customers were aware of Portaali's different functions and how to find information effectively.

Points that the case company X should pay more attention are educating their sales presentative to tell more about Portaali when selling the services and let them know that channels to contact customer service are also there. Customer service could also take proactive approach with the new customers so that they will get to know Portaali from the beginning. Secondly case company X should make technical improvements to Portaali; auto-filling function to application blankets (when customer is logged in) and updates to Portaali's news feed. Error messages should pop up in Portaali as soon as possible when some technical problems occurs. In that same info box should be customer service contact info for urgent cases. Lot of customers can get in trouble because of technical difficulties. Customers are using Portaali and then Verkkopalvelut also when applying credits for their customers in selling situation, in normal conditions it takes few minutes which does not really make delay. If online services are not working, then they are all calling at the same time and processes are going manually forward. Avoiding this kind of situations is vital for the fluent service.

In written comments there were some feedback about that they had never heard of Portaali before. And all the customers I did send the survey were long term customers of the case company X so I guess activating and/or marketing campaigns would increase the amount of active users. That could lead to the less amount of calls to the sales preventatives who are not primarily taking care of the daily customer service.

The improvements was made during the year 2015 and some are still ongoing. The education of sales representatives brought successful results and nowadays clients are using Portaali more in the daily basis so they do not feel need to call about every single detail. Activating campaigns to get more active users was the target for the following years. One agenda was also that information and communication between different layers of the organization should be better and work towards that is still continuing.

Improvements to the layout and news feed was also made, there were added more info captures about campaigns and box “what happens on this week”. Also few technical bugs were fixed.

This report and survey was appreciated by the case company X because the timing for this was perfect and it gathered expected information and valuable opinions together. It was pleasant to do this study with case company X.

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APPENDIX 1

Portaalin käyttäjäkysely 2015

Olet valikoitunut kohderyhmäkseni liittyen opinnäytetyöni yhteydessä toteutettavaan *Yritys X:n Portaalin käyttäjäkyselyyn*.

Olen ammattikorkeakouluopiskelija, koulutusohjelmanani Bachelor of Business Administration, Innovative Business Services. Mikä on yhdistelmä tradenomi-, informaatioteknologian- sekä viestinnän opintoja.

Olen työskennellyt yritys X:ssa vuodesta 2011, viime vuosina pääasiassa opintojeni ohessa.

Intressi kyselyn toteuttamiselle on suuri myös yrityksen taholta, sillä on tärkeää ymmärtää mitä asiakkaat ajattelevat yhteistyöhön liittyvistä asioista.

Kyselyn aiheina ovat käyttäjäkokemukset ja yleinen tyytyväisyys Portaaliin työkaluna.

Yhteistyöterveisin,

Jasmin Sivula

Hei,

Kiitos, että päätit ottaa osaa opinnäytetyöhöni!

Vastaa alla oleviin 15 kysymykseen ajatuksella, niin vastauksien tuoma arvo on molemminpuolinen.

1. Mikä on pääasiallinen tuote, jonka tiimoilta teet yhteistyötä yritys x:n kanssa?

() A
() B
() C

2. Onko Portaali entuudestaan jo tuttu?

() Kyllä
() Ei
() Mikäli vastasit kieltävästi, kerro omin sanoin miksi ei.

_____

3. Kuinka usein käytät Portaalia työsi tukena?

() Päivittäin
() Viikoittain
() Muutaman kerran kuukaudessa
() En koskaan

4. Oletko saanut mielestäsi riittävästi opastusta Portaalin käyttöön Yritys X:n

myynnin yhteyshenkilöltä?

() Kyllä

() Ei

() Vaihtelevasti

() Onko teillä kommentoitavaa opastuksesta?

_____

5. Löydätkö Portaalista aina etsimäsi?

() Kyllä

() Ei

() Oletko kohdannut haasteita tähän liittyen, mitä?

_____

6. Koetko saavasi Portaalista tarpeeksi tietoa liittyen yhteistyösopimukseemme?

() Kyllä

() Ei

() Oletko kohdannut haasteita tähän liittyen, mitä?

_____

7. Onko sisäänkirjautuminen tai navigointi Portaalissa vaivatonta?

() Kyllä

() Ei

() Oletko kohdannut haasteita tähän liittyen, mitä?

_____

8. Löydätkö helposti Portaalin kautta tuttuihin Verkkopalveluihin?

() Kyllä

() Ei

() Oletko kohdannut haasteita tähän liittyen, mitä?

_____

9. Olen käyttänyt Portaalista seuraavia asioita:

(Halutessasi valitse useampi)

() Tuotemateriaalit

() Myyjäohje

() Verkkokurssit

() Yhteystiedot

() Ajankohtaiset uutiset

() Kampanjatiedot

() Verkkopalvelut

() Myymälämateriaali

() Linkit

() Usein kysytyt kysymykset

() Jotain muuta, mitä? _____

10. Mitä edellisistä käytät useimmin?

(Valitse kolme)

() Tuotemateriaalit

() Myyjäohje

() Verkkokurssit

() Yhteystiedot

() Ajankohtaiset uutiset

() Kampanjatiedot

() Verkkopalvelut

() Myymälämateriaali

() Linkit

() Usein kysytyt kysymykset

() Jotain muuta, mitä? _____

11. Koetko saavasi lisäarvoa Portaalin käytöstä yhteistyöllesi yritys X:n kanssa?

() Kyllä

() Ei

() Onko joku ollut erityisen onnistunutta tai haasteellista? Halutessasi kommentoi.

_____

12. Pidätkö portaalin ulkoasusta?

() Kyllä

() Ei

() Mikäli vastasit ei, mistä siinä et pidä?

_____

13. Onko Portaalissa riittävästi tietoa ajankohtaisista asioista ja päivittyvätkö ne tarpeeksi usein?

() Kyllä

() Ei

() Mikäli vastasit ei, voit halutessasi kommentoida asiaa.

_____

14. Onko Portaali mielestäsi hyvä kanava saada tietoa Yritys X:n palveluista?

() Erinomainen

() Hyvä

() Välttävä

() Huono

15.

Jätäthän alle vielä seuraavat yhteystietosi:

Nimi

Yrityksen nimi

Puhelinnumero

Osallistut sillä leffalippujen arvontaan!

Voittajille ilmoitetaan henkilökohtaisesti.

_____

_____

_____

_____