



Key Facts

Company

KPN

Industry/Market

Telecommunications

Web Presence

www.kpn.com

Challenge

- Detecting flaws of website functionality **in real-time**.
- **Effective forwarding** of issues to the appropriate stakeholder within the enterprise.
- Website optimization giving priority consideration to **customer experience** and preferences.

Solution

Kampyle Feedback Solution captures and forwards feedback in real time based on custom business rules and priorities. As a result, customer issues can be addressed and solved faster by the relevant stakeholder.

Benefits and Results

- Technical issues are evaluated and resolved in **less time**.
- **Stronger internal ownership** of individual website pages.
- Website changes **overcoming visitors' pain points**.
- **Improved customer satisfaction:** Positive feedback now surpasses negative comments.

Case Study KPN

In Kampyle, Telco Firm KPN Finds “A Great Partner Who Understands What a Large Enterprise Needs”

“Kampyle feedback is an early warning system that we wouldn’t have otherwise... The voice of the customer has helped us make many positive changes within the company.”

Maarten Goedvolk, Web Strategy Manager, KPN

About KPN

[KPN](http://www.kpn.com) is the leading telecommunications and IT service provider in The Netherlands, offering wireline and wireless telephony, Internet and TV to consumers, as well as end-to-end telecommunications and IT services for business customers.

The Challenge

KPN relied on surveys to gather feedback from customers, but wanted the means to learn about issues in real time, specifically those related to the functionality of its website. Additionally, KPN needed a way to funnel specific data to relevant stakeholders within the enterprise so that website and customer issues could be resolved quickly.

The Solution

While KPN initially deployed Kampyle to help identify bugs and broken links on its website, the company found more value in customer feedback than it expected. Kampyle became a way to quantify and scale potential business issues or customer concerns and empower business teams based on real customer data.

As KPN moved forward with website optimization and overhauled the look and feel of its site, Kampyle feedback became an essential tool. The company is now planning to integrate Kampyle feedback with its Omniture Web analytics data and use exit measurements to inform its mobile funnel and community forum strategies.

Benefits and Results

- Concrete evidence of customer frustration strengthened internal ownership of individual website pages and quickened troubleshooting.
- A website migration in 2009 caused significant challenges for visitors using Internet Explorer 8. Feedback forms let IT address the overall cause of the problem rather than relying on a slow-moving, incident-based approach.
- Feedback showed rapid and strong customer displeasure when the company changed its contact information on the site, resulting in a reversal of the alteration.
- Within a few months of rolling out the solution, positive feedback outpaced negative.
- Kampyle support staff continues to help KPN identify new, unexpected ways to extract additional value from customer feedback.

“Kampyle has been a major game-changer for KPN™. The feedback captured from our customers has brought exceptional value to KPN's core business and allowed us to respond quickly to operational service issues and make informed and meaningful improvements in our customer service. Kampyle has proved it can deliver relevant, real-time results within our organization when and where it matters, and the Kampyle tools and platform have made it easy for us to share data and keep all our major stakeholders informed.”

Maarten Goedvolk, Web Strategy Manager, KPN

About Kampyle

[Kampyle](#) enables businesses to optimize their website, generate leads and significantly increase their sales. Kampyle's software-as-a-service (SaaS) solution collects visitor feedback, captures real contact details and delivers that data to sales and marketing teams. Since 2008, Kampyle has powered more than 50,000 companies who use feedback to gain insight into user behavior, enhance product and service offerings, generate leads and convert up to 45% of the visitors who leave contact information. Kampyle has processed more than 12 million feedback forms in over 60 languages in 191 countries.

Last update: Oct. 2011

