



# eKomi

The Feedback Company

## Measuring and Improving Customer Experience through Feedback Management

Interviews of eKomi's Experts

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## Julien Hervy - Customer Experience (CX) and Feedback Management Strategy consultant.

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I specialize in Customer Knowledge & experience across different industries to boost turnover and for agile management. As a strategy consultant I decided to collaborate with eKomi to improve my knowledge and share best practices.

I work with companies at setting up tailored Customer Voice and CX programs according to their strategic plan and objectives (agility, innovation, turnover, cost reductions, etc.)

My ambition: to help businesses get the most out of every customer interaction, without compromising high-levels of data security, while still offering the best CX.

In order to further delve into the world of Experience, I spent a day at the offices of one of the Feedback companies at the forefront of CX, and conducted interviews around the following three subjects:

### How to design a Feedback Management solution to improve Customer Experience?

Placing the customers at the very heart of the strategy to better serve them through CX optimization.

Feedback Management and Data protection: Protecting customer privacy while continuing to offer great experience.

Three years since I decided to specialize in customer feedback and how to measure Customer Experience to improve businesses, and after having occupied a Head of Marketing position myself in Je Donne Mon Avis (French start-up), one of the players in the CX space, I had the great opportunity to conduct an interview session at eKomi's headquarters on my favorite subjects: Customer Experience, Feedback Management and Data Protection. Thanks to an invite from Olivia Oberle Ruiz, Head of Marketing of this European e-reputation leader, I spent the whole day at the Head Quarter in Berlin and meet the experts on these subjects. Ali Shaheen is in charge of product and innovation while Kai Zeh is responsible for both Customer success and CX optimization. Petra and Konrad oversee data protection. On the one side we have the CX evangelists whose mission is to help their clients to deliver high quality services, and on the other side, the guardians of privacy and data processing who aim at making sure the collection of customers' data is done properly by eKomi and its clients.

“Awareness of customer opinions is driving innovation and technologies, as it gives further insights to customers needs”

Kai Zeh, VP Customer Success & Operations – CXO at eKomi



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## What is behind the scenes of a leading Feedback Management platform? How to better understand the link between CX and Feedback Management?

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*“Considering that your offer must evolve permanently helps you improve the CX and innovate. And the good news is that innovation sometime comes from customer feedback”*

Feedback Management is all about integrating the voice of the customer into organization strategy. Decades have passed, and technology has evolved, and with the digital boom came an increased customer need for authenticity, in answer to which companies no longer only offer products and services but instead shifted their focus to designing experiences. For continuous improvement of your offer and innovation it is now more than ever essential to listen to the customers by collecting their feedbacks. I am highly interested in the measure of the CX, let's see what the CX experts at eKomi think of it...

## How to design a Feedback Management solution to improve Customer Experience?

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Interview with Ali Shaheen, Chief Product Officer



Ali Shaheen, Chief Product Officer



### Would you tell me more about your role at eKomi?

“I handle the product, drive innovation and R&D at eKomi. This means that I’m in charge of developing the product, improving it and innovating it. When companies use a provider like us they start to know how to get better at delivering Customer Experience.”

### What is your definition of Continuous Improvement?

Continuously collecting the feedback and addressing it internally on a pro-active basis. This is central to improving a company’s CX. When we talk about continuous improvement from the perspective of Feedback Management, we are referring to two specific aspects:

**Internal:** First of all, when you're collecting feedback you develop a general picture of customer satisfaction, not yet touching e-reputation at this point. Continuous improvement in that sense basically means that, when you collect feedback on a top level, the feedback will slowly become more positive than when you started collecting it, because you adapt the offer and the operations according to the customers’ insights. This is a continuous process by definition, because the business goes up and down. Evolution, innovation of the products, changes in the team are part of this improvement. You get better at delivering improved customer experience as the feedback comes in.

**External:** From our perspective, when you start publishing the feedback it ends up having a positive impact on your e-reputation overall. Any business we work with already has an existing online reputation. When you start using eKomi you can measure the satisfaction and improve it with concrete actions to better serve customer needs. CX improvement through the feedback loop leads to better levels of satisfaction. In other words, you transform you customers into ambassadors as they give you better feedback to improve your conversion rate once published online.

### Online Reputation Management and Feedback Management are two different things, but how do you embrace both of them at eKomi?

Concerning e-reputation, there always a part of it that companies can’t control. However, the more feedbacks an organization collects, and ,the more they manage it effectively, the more positive feedback they will be able to generate, which will in turn have important impact on the company’s overall online reputation as well.

Then, in regards to Feedback Management, you need to close the feedback loop by answering reviews to improve the customer satisfaction (i.e. solving any existing issue) and simply thank them for their trust. At eKomi we actually analyse our feedback to identify the issue in order to address it to the right department of the organization. We use semantic analysis to better understand which problems to solve, whether internally, or with partners, or with the solution of the client. As an example, we use to work with [ParrallelDots](#), a US start-up for semantic and sentiment analysis. Sometimes we chose to work with partners which have local

“Continuously collecting the feedback and addressing it internally on a pro-active basis is paramount to improve the CX”

Ali Shaheen, Chief Product Officer at eKomi



data storage if our clients require it. That is a huge topic for companies at the moment (data protection).

### In which ways do you see eKomi's platform and services evolving in the future?

The solution and the services will evolve through extensions to boost the conversion rate of the websites working with us.

In my opinion, we are now pursuing 3 objectives to achieve this overall objective:

More channels so we can better reach the individuals at any point of their customer journey.

We want to make sure that the functionality overall in terms of insights is as widely applicable as possible, to gain the most relevant insights.

**User interface (UI) and ease of use (UX) are main priorities at the moment.** The platform will be more user-friendly for small businesses. We came to the point where we 've actually got quite an extensive product which can be used by large organizations like Allianz as well as smaller ones. In the last year we invested a lot on the analysis and reporting tools. According to your needs and whether you are an advanced user or not, you can choose simple dashboards or go deeper with correlation analysis, linking the database with any other database of your choice.

Finally, another big thing we are working on is **improving the Semantic Analysis and the operationalization of the platform through smarter dashboards** with great dataviz<sup>1</sup>.

What's your promise in terms of CX at eKomi's? – [link to the interview video](#)

## Placing the customers at the very heart of the strategy to better serve them through CX optimization

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Interview with Kai Zeh VP Customer Success & Operations – CXO

### What's your mission towards your clients on the one hand, and Towards their own clients on the other?

(1) Their main mission of Customer Success is to make sure that all customers are using the right product and derive the most benefit from it. In other words, we need to maximise the value for our clients. Indirectly, I am in charge of CX at eKomi: sharing best practices across companies and industries according to our experiences."

(2) Customer Success is the partner of eKomi's clients inside the organization. We pinpoint problems, are available to help and offer various associated services like: Customer Journey and Touch Point Mapping, generation of insights support to design omnichannel CX programs, etc. We increase the output from our clients' feedback."

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<sup>1</sup> Data Visualization: the creation and study of the visual representation of data



Interview with Kai Zeh VP Customer Success & Operations – CXO

**How do you help clients with their Feedback program? (handling the platform, adoption of best practices, etc.)**

“We monitor the performance of our client’s Feedback programs and run analytics to improve their Key Performance Indicators. We also assist in special cases. For example, when recently the European GDPR replaced the old Data Protection Directive, we helped clients adjust their workflows and provided tips and tools around how best to continue using our solutions.

On top of this, Customer Success works closely with Product Development to continuously improve our solutions.”

**Do you feel that CX awareness is growing inside companies?**

“We can see that more and more companies recognize the importance of being aware of the complete Customer Experience to keep and acquire customers. Not all of them have the necessary knowledge in-house, so we help them gather a deeper understanding of the importance of CX programs, and overall how to close the loop to gain more insights from their customers”

“When recently the European GDPR replaced the old Data Protection Directive we helped clients adjust their workflows and learn how best to use our” solutions.”

Kai Zeh, VP Customer Success & Operations – CXO at eKomi



## Which markets/sectors must, in your view, take a particular care of and interest in customer feedback? (those who are not dealing with them at the moment)

“This question is difficult to answer, as I do not know any industry in which, nowadays, a company can afford not to take care of their customers’ opinions. However, depending on the trust level that is required to make a purchase or to sign a contract, the importance of customers’ opinions increases exponentially. This includes insurance, banking or any professional services companies.”

What’s your promise in terms of CX at eKomi? – [link to the interview video](#)

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Feedback Management and e-reputation tools like eKomi’s are designed to facilitate the interactions between customers and brands. Collecting opinions through optimized surveys (both in terms of UX and UI) entails the handling of personal data. Thus, eKomi feels responsible to offer the best platform and services to guarantee a high level of data protection to its clients for two reasons: the ethics behind management of personal data and to help companies remain GDPR-compliant.

Interview of the experts in charge of data protection at eKomi:

## Feedback Management and Data protection: Protecting customers while offering great experience

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Interview with Petra Gibboesch, Senior PMO & Compliance and Konrad Abraham, Legal Counsel

### Petra, you’re dealing with so much personal data through eKomi’s platform, are you GDPR compliant?

Our Terms and Conditions have been updated long before GDPR was enacted. As a third-party we must offer a high level of data protection to our clients.

Thus, we are compliant with the local law and certifications of every country where we have clients.

### Petra, Are you compliant with AFNOR’s certification on customer reviews<sup>2</sup>?

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<sup>2</sup> NF Service – Online Consumer Reviews certification



“We are compliant with AFNOR’s regulations. The thing is that we do not want to impose the label and its conditions to our clients. But we are happy to offer it to those who are interested. This certification obliges our clients to display every review, even those only interested in collecting feedback for internal, operations and strategy reasons. In a sense, having an eKomi Trust Seal is already like a certification.”



Konrad Abraham, Legal Counsel

**Konrad, my impression is that customers share very personal data through feedback, and Customer Generated Content is highly valuable (picture, comment, etc.)? Can they request that their comments or ratings be modified or deleted?**

The person who shared the review has the possibility to modify or delete it at any time. Nevertheless, in order to keep our high-quality standards, we make sure identity is verified.

**How do you guarantee a high level of data protection to your clients?**

“We guarantee this by having the right technical and organizational measures in place and being GDPR compliant ourselves. We also make sure to only work with GDPR-compliant services providers. Then, we have policies with our employees to make sure that everything is confidential and that they are bound to the Data Protection Act and GDPR. In order to achieve such a level of security we also organize training sessions for them with tests on data protection on a regular basis.! Finally, our employees have well defined access rights, rules and hierarchies.



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I believe it is becoming increasingly crucial for organizations to deal with customer-generated content (CGC) in a data-driven economy. No one can afford to sell products and services online and offline without considering their customers' opinions. Asking individuals for their feedback is now a very common practice in our society, and the logic is always the same, even unconsciously: improve customer/user knowledge in order to be able to serve them better (CX).

In that sense I think eKomi is the right platform to help businesses collect feedback without compromising personal data security or Customer Experience in the customer journey. The tools they have developed, and the expertise of the team will help you evaluate and improve Customer Experience and better manage your e-reputation. Passionate about CX and e-reputation, I never miss an opportunity to learn from experience and best practices of experts like eKomi.



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