

## **Using Customer Feedback to Drive Product Excellence**

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### **KEYWORDS**

QUALITY, SURVEYS, FEEDBACK

### **ABSTRACT**

Founded in 1970, ANSYS, Inc. employs more than 3,000 professionals, and many of them are engineers' expert in fields such as finite element analysis, computational fluid dynamics, electronics, electromagnetics, and design optimization. They provide simulation software intended to bring clarity and insight to customers' most complex design challenges through fast, accurate and reliable simulation.

In order to enable our customers to effectively give feedback we use customer surveys to listen, to analyse, and act upon the "voice of the customer".

Customer requests trigger transaction based surveys that are sent to our customers once a support, training, or consulting service transaction is completed. The support survey is composed of eight questions focused on assessing the effectiveness of the solution provided, technical expertise, timeliness and professionalism of the engineer and the overall satisfaction with the interaction. The training survey is composed of nine questions focused on assessing the effectiveness of course and instructor. The consulting survey is composed of eleven questions focused on assessing the effectiveness of the solution provided and performance of our ANSYS, Inc. staff.

We also use also make use of relationship surveys in the area of marketing, channel partner performance, and customer satisfaction. These surveys are sent to a quarter of our customers quarterly. In addition, pop up surveys are available in our product and customer portal and a new website survey is planned for 2016.

The voice of the customer feedback, received through these surveys is used to drive ANSYS product and customer service improvements.

First, we implemented email alerts that are sent to support and training managers as soon as a response is received, regardless of rating. Customer ratings are used in other surveys to trigger these responses. Managers then assesses the response and acts based on the content:

- If feedback is positive, the managers take this as an opportunity to complement the engineer or instructor on a job well done and possibly share with teammates to help promote good support and instruction practices.
- If feedback indicates that the customer is not completely satisfied, the manager takes an appropriate action to follow-up with the engineer, instructor, and/or the customer. Follow-up with the engineer or instructor serves as a mentoring opportunity and follow-up with the customers allows us to rectify the situation and mend the relationship as soon as possible.

Second, corporate goals are setup for various areas related to the ANSYS organization, products, and its relationship with customers. These goals are discussed at the beginning of the year by various Customer Experience and Software Development Councils' working groups. The objective is to set reasonable goals supported by initiatives to help achieve these goals.

Third, the Metrics System Council (MSC), the Customer Experience Council (CEC) and Software Development Council (SDC) review metrics, charts, and feedback produced pertinent to their area of responsibility. These reviews are performed during regularly scheduled MSC, CEC and SDC meetings to monitor progress against goals, set and take any corrective actions needed to address specific customer comments. Customer feedback, recommendations and council actions are reported to Quality System Steering Committee (QSSC) for final review and discussion. The QSSC is comprised of the CEO and his senior management staff, and if additional action is needed, it is taken.

Net Promoter Score (NPS) is used as the measure to assess the current health of the relationship with our customers. The NPS, is defined as a quality system management tool that can be used to gauge the loyalty of a firm's customer relationships. It serves as an alternative to traditional customer satisfaction research. The NPS is obtained by asking customers a single question; "How likely is it that you would recommend ANSYS to a friend or colleague?" and then provide a rating from 0 or 1 ("Not at all likely") to 10 ("Extremely likely"). Based on their responses, customers are categorized into one of three groups: Promoters, Passives, and Detractors.

The measure is called the Net Promoter Score, because detractors are subtracted from promoters, to provide the estimate of how many more promoters than detractors the organization has. Detractors are defined as respondents rating their likelihood to recommend 6 or less, with promoters only those who rated their likelihood a 9 or 10 (respondents who selected 7 or 8 are considered neutral). The NPS measure can run from -100% (0% promoters, 100% detractors) to 100% (100% promoters, 0% detractors). Companies commonly use the score to evaluate customer satisfaction or client relationships

Our NPS can be seen in the graph below. It shows improvement of NPS of 26% in the past five years.

### Net Promoter Score

