

Lanner Customer Service Review Summary:

“ One key measurable outcomes from the programme to date is that 95% of Lanner’s customers have a HIGH or VERY HIGH confidence level in Lanner!

Across our business we have increased the amount of time invested in communicating with, and supporting, our customers. A cornerstone of this activity is our Customer Service Review (CSR) process, which involves face to face interviews with customer contacts in order to identify key actions that Lanner can take to meet and exceed customer expectations. Many actions can be taken immediately, with the aggregate results discussed at board level to ensure our strategy is truly customer driven.

One key measurable outcomes from the programme to date is that 95% of Lanner’s customers have a HIGH or VERY HIGH confidence level in Lanner!

Scoring:

The process is very focussed on taking action rather than ‘putting scores on the board’, however performance is scored using a customer confidence rating technique which is much tougher than traditional Customer Satisfaction Survey approaches.

Our customers scored us extremely highly for our TEAM (with a Customer Confidence Rating (CCR) of 74), with a representative comment being:

“The people at Lanner are all good quality and helpful people!”

US Automotive Customer

We also scored well for the quality of our SOLUTIONS (with a Customer Confidence Rating of 70).

“WITNESS is comprehensive and powerful software – it does everything I want it to”

UK Defence Industry Customer

During their reviews more than 70% of customers awarded these two criteria the highest possible scoring rating possible.

Lanner also scored highly on *PARTNERSHIP*, *COMMUNICATIONS* and *ADMINISTRATION* criteria (with CCRs ranging from 58 to 64).

While *VALUE* scored slightly below other criteria, with a CCR of 56, the reasons given were really cost (rather than value) based. We realise that there are some cheap simulation tools out there, but none have the mix power, flexibility and ease of use that *WITNESS* gives and customer feedback shows most customers recognise this.

The feedback has told us that our customers get an excellent investment return but feel Lanner could provide even more value by helping them to sell the results and benefits of simulation internally. The occasional use of software concerns some firms who have seen users lose skills learnt over time. Customer Value scores were highest where simulation is being performed most frequently. Following this feedback we have introduced new customer mentoring activities to provide further knowledge and support.

The criteria deemed to be *most important* for our customers is Lanner’s *SOLUTIONS* and it is pleasing to see that customers scored Lanner highly in this area.

“The people at Lanner are all good quality and helpful people!”
US Automotive Customer

“WITNESS is comprehensive and powerful software – it does everything I want it to”
UK Defence Industry Customer

Lanner Customer Service Review Summary:



“The mentoring day was helpful. More training has helped increase value and WITNESS has been used more in the past year”

UK Energy Customer



Key Actions:

While it is useful to gather customer scoring, our CSR process focuses on follow-up action and from a total of 58 completed reviews, a total of 380 actions were jointly identified to further improve our customer relationships and service levels. Over 85% of these actions have already been completed covering a wide range of topics such as:

- Help with specific models
- Logging product development ideas
- Updating communications details

Others actions have been more strategic, for example:

- Extending Support desk times to better serve
 - US Pacific Coast customers
 - Introducing WITNESS mentoring days to add value to our maintained users
 - Introducing the WITNESS Loyalty Programs to give discounts for training and module purchases
 - The reintroduction of regional upgrade training sessions
-



“Technical support is excellent at Lanner- some products only offer email support, while we offer both email and phone support”

US Healthcare Customer



Competitive Positioning:

In a competitive assessment customers scored very well against other suppliers that they have had recent dealings with. In particular our **depth of our understanding** and the **knowledge and responsive support of our team** were strong differentiators.

“Technical support is excellent at Lanner- some products only offer email support, while we offer both email and phone support”

US Healthcare Customer

“SIMUL8 is less capable than WITNESS”

UK Defence Industry Customer

“eMPlant software in the Siemens suite appears very difficult to use. WITNESS does some things that SIMUL8 cannot”

US Automotive Customer

“Quest when trialed was a cumbersome product to use, needing much programming type work to create models”

UK Automotive Customer

Sign Up For Your Next Customer Review!

If you would like to participate in the Customer Review Process or in mentoring sessions please contact Tony Waller at Lanner on twaller@lanner.co.uk who will be only too pleased to arrange an interview.
