



opening of another outlet in the vicinity.

Improved customer service levels through real time insights into satisfaction

The 'Customer Voice' dashboard collates customer feedback and ratings received from customers through online surveys on products, services and store ambience in comparison to the competition, and helps Maxim's Group identify and analyse market trends.

These trends combined with regular visibility into quality checks across all outlets is helping management improve processes and train staff to get better at delivering services to customers. Polly Kam, Data Analyst at Maxim's Group explains: "The visibility we now have into service delivery levels is helping immensely in identifying problem areas. Using Qlik, we review data collected over a period of time and then find sustainable solutions to fix the issues, instead of just implementing quick fixes which do not address the ongoing issues."

Information pertaining to the group's cake shops derived from the customer voice dashboard is proving to be immensely helpful in developing training programs for staff to improve service delivery. The additional visibility is also helping the group redeploy staff to roles more suited to their individual skillsets and to reward truly exceptional employees that receive positive feedback from customers.

"Timely insights provided through Qlik have been crucial in developing

a program to keep our customers and employees engaged. We have managed to prepare our teams now to face any service scenario, and we won't be caught off-guard by any feedback that comes in from our customers. Our focus can remain on quality improvement," comments Poon.

Mobile access to information enhances stores' performance

Feedback from management on the Qlik solution has been extremely positive, since they now have all the information they need on the dashboards using their Apple iPads and iPhone and evaluating store performance in real-time. Store managers especially find it beneficial to receive reports generated & distributed through Qlik using mobile email, which help ensuring all processes are being carried out smoothly.

Poon concludes: "In Qlik we have found a solution that can help us make the right decisions as we embark on a journey to grow our company. Decision making fuelled by the right information will help us achieve the goals we have set for ourselves in terms of financial performance and satisfying our customers."



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– Samuel Poon, *Head of IT, Maxim's Group*