



Clicktools delivers a cost effective & robust solution for Barclays to survey its entire customer base and obtain valuable analytics reporting for management



Barclays is a major global financial services provider engaged in retail and commercial banking, credit cards, investment banking, wealth management and investment management services with an extensive international presence. With over 300 years of history and expertise in banking, Barclays operates in over 50 countries and employs approximately 145,000 people. Barclays moves, lends, invests and protects money for more than 49 million customers worldwide.

## The Story

With a large customer base of over 20,000 clients, Barclays Corporate needed a highly flexible and cost effective survey solution. When implementing Clicktools, there were two main objectives. The first objective was to gain valuable feedback and satisfaction ratings from clients. This feedback is then used to develop action plans and initiatives to improve the services delivered to Barclays clients. Secondly, the customer satisfaction scores act as a management tool for team leaders to assess the performance of the relationship directors and support team. All of these results are delivered and presented via the Clicktools "Analytics" tool, which enabled Barclays to provide individual level performance data on each of their 500+ relationship directors via one centrally generated report.

"Clicktools has enabled us to cost effectively reach our entire customer base, gaining valuable insight and feedback into the service we provide," stated Gary Hull, Proposition Design Manager for Barclays Corporate. "Our account manager and the technical support team provide the highest level of professional service and are always on hand, both in terms of support as well as proactively suggesting ideas to drive improvements to our survey. The 'Alerts' and Analytics Tool have further enhanced the value of Clicktools to us as an organisation and I would recommend Clicktools to any organisation looking to use online surveying."

Clicktools is mainly used within the coverage (sales) function but has also been used internally by Barclays servicing teams. In addition, Barclays Asset & Sales Finance utilize Clicktools for event driven surveys.

*"The #1 benefit of Clicktools has to be the scale of client feedback and interviewing that it allows us to achieve. We have surveyed our entire client base across the course of the year, achieving approximately 25% response rates."*

Gary Hull – Proposition Design Manager

### Client:

- Barclays Corporate

### Clicktools Primary Use:

- Customer satisfaction surveys

### Challenge:

- Deliver a professional and flexible survey tool to cost effectively gain feedback from entire customer base of over 20,000 clients

### Main Wins:

- Automated customer satisfaction survey program
- Utilized feedback to develop action plans
- Provided management with an analytical tool to measure employee performance

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