

CASE STUDY



NTS Develops New Remote Testing System in Just 8 Days During COVID Crisis

National Technical Systems, Inc. (NTS) tests the safety and integrity of aerospace and national defense products, as well as transportation, medical, and telecommunication products throughout the United States. So when the COVID-19 crisis struck, NTS had to change the way it did business—and change it fast. Using data from InMoment, NTS quickly knew what its customers were most concerned about, and how to adapt to help client projects stay on track.

Essential Business, Essential Changes

With restrictions on travel and meetings due to the pandemic, many NTS customers were no longer able to witness the testing of their products in-person, as was customary for many companies. So NTS, an essential business during the pandemic had to think fast and find a way to let customers watch these important product testing procedures, while also maintaining safe social distancing practices.

“We pulled this off in 8 days,” said Sarah Willis, VP of marketing and customer experience for NTS. The brand made sure it communicated clearly to customers that it was still open for business, coming up with the NTS remote witness program, that would allow customers to sit in on testing of their products via video from the safety of their own homes. NTS also tailored a platform that was compliant with Federal Risk and Authorization Management Program (FedRAMP) guidelines, designed to protect security sensitive projects, meaning customers wouldn’t have to worry about hackers stealing valuable proprietary information.

Coming up with this creative solution helped NTS not only retain its valuable customers by providing them with a modified experience, but also help them continue to do their jobs during challenging times. It was critical for NTS to help customers' product development stay on schedule, despite the global pandemic. Remote test witnessing allowed NTS to keep customers product testing on schedule—and keep them happy.

Customer Experience Data Helped NTS Understand Customers' Deepest Concerns

In partnership with InMoment, NTS modified its customer survey to get valuable feedback about the remote witness program. Overall, Willis said, customers have been very pleased with this creative solution developed in such a short amount of time. When news of how the pandemic would impact American life hit around March 10, NTS got to work and had its remote test witnessing program up and running by March 18.

Competitors were still trying to catch up well into April, Willis said.

NTS used InMoment to add survey questions around remote test witnessing, and allowed for open-ended commentary about the process, which generated richer intelligence about customer desires and concerns. For example, NTS was able to find out how appreciative customers were about this innovative solution. Customers appreciated NTS's understanding that if remote test witnessing was going to work, customers had to feel certain that product tests were safe from being viewed by hackers. InMoment's Customer Success Team optimized the brand's survey, adding custom tags about remote witnessing to gather these important comments from customers.

Not only has the COVID-19 pandemic actually strengthened customer trust in NTS, but it has also strengthened NTS's trust in the importance of a sound CX system.

"[COVID-19] has only affirmed the decisions in the [CX] investments and efforts we made early on," said Willis.

SUMMARY

- Typically, customers like to “witness” NTS testing of aerospace and national defense products. COVID-19 presented a challenge to that industry-wide practice
- NTS developed a “remote witness program,” allowing customers to watch testing via video
- Customers praised this innovative solution using the InMoment feedback platform

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