





The regional marketing team at KARL STORZ Singapore used Taiwanese customer insights to minimise downtime and make device repairs quicker. The result? An expected 16 per cent improvement to total repair time!

Business Improvements At A Glance

- Customer feedback led to business insights within 6 months of program launch
- Repair time on medical devices expected to reduce by 16 per cent in Taiwan
- Feedback collected across seven countries, five languages, and 500+ hospitals

In the business of medical device manufacturing, the customer experience can be a matter of life and death—especially when it comes to device repairs. Nothing is more important than making sure the device repairs are top quality, and returned to the hospital as quickly as possible.

Where Does CX Fit Into Medical Device Manufacturing?

KARL STORZ (KS) Endoscopy, has been a leading provider of reusable products for endoscopy and related medical technologies for over 75 years. Early last year, the regional marketing team at KARL STORZ Singapore teamed up with InMoment to launch an innovative and ambitious experience improvement program.

The goal for this program is to make sure customers (doctors, nurses, and other healthcare professionals) are satisfied across seven

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Driving exceptional customer experiences has always been important to the regional KARL STORZ team, but the manufacturer knew the next step in improving experiences was to directly connect with customers, giving them a stronger voice and ability to impact the company's direction. The cost, complexity, and real human impact of what the business sells means the company's clients need a "white glove" level of service—from inquiry to installation and beyond.

A Microscopic Look At This Experience Improvement Program

The regional KS team knows that happier customers are more satisfied and are more likely to stay loyal. So, an experience improvement program was designed for five reasons:

- 1. Identify what is important to customers
- 2. Know the satisfaction level on these indicators
- 3. Take action to recover the experience of unhappy customers
- Use customer insights to identify strategic areas for improving the business' offering and services
- Mine customer data for new opportunities like premium and standard offers

Experience Improvement In Action

Last year, the team got to work on its first experience improvement initiative. The business designed and sent an annual relationship survey to its customers. Together, the regional KS team and InMoment created a survey to collect customer feedback about the business' products and services—with special attention to the key attributes of the relationship between the brand and its customers.

The survey was deployed in English and traditional Chinese to reach as many customers in their native languages as possible. Then, it was time for the InMoment Platform to process a feedfile with all the metadata, and the survey invitation was sent out to all regional KS customers.

To increase survey response rates, InMoment created a Line App link which is a free instant messaging platform commonly used by Taiwanese populations—this did the trick, and the responses doubled. After data was collected, the InMoment Platform analysed customer feedback, and produced critical insights which pointed to specific improvement areas to build customer loyalty.



The Regional KS Team Took Bold Action on Experience Insights

The first opportunity to improve experiences surfaced in Taiwan. When feedback started pouring in, the regional KS team could see that there was an important issue that, if solved, could make the customer experience dramatically improve almost immediately—faster product repairs with minimal downtime.

Feedback was showing that repairs were taking too long—an average of six to nine months in total—and this was negatively impacting the customer experience. Because there are so many moving parts to a repair (diagnostics, global shipping, local distribution, hospital repair budgets), the regional KS team needed to creatively think about which parts of the repair process could be tightened up quickly.

Customer insights showed that most Taiwanese hospitals started their repair approval processes only when they received the official repair assessment from KARL STORZ Germany—a process that could take up to 3 months. The hospital repair approval process can take up to three months longer, which adds on to the delay in repair times. To solve this, the regional KS team empowered the Taiwan distributor to provide their repair assessment, and supported this with an additional Declaration Form. This gave customers the confidence that the local repair assessment is as accurate as the official repair assessment, which meant the hospitals were able to trigger their repair approval processes much earlier.

The result? Repair time is expected to reduce by at least 16 per cent!



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