



CASE STUDY

Customer Experience Feedback Automation

Program Delivery Manager

Customers were dissatisfied with Help Desk support, and the Self-Service Portal usability was lacking. Feedback was not captured or measured effectively. The goal was to develop surveys in ServiceNow, giving customers a voice and increasing transparency, to improve service quality through data-driven methods.

CHALLENGES

- Lack of initial customer sentiment data hindered trust.
- Survey tied to ticket closure confused support levels.
- Low participation rates limited feedback value.
- Manual review of comments delayed trend analysis.
- Unclear feedback process affected customer insights.

STRATEGIC RESPONSE

- Automated task generation improved efficiency.
- Real-time monitoring enabled corrective actions.
- Dashboard tracking enhanced task visibility.
- CSAT score tracking improved customer insights.
- Service type breakdown pinpointed issue areas.
- Actionable surveys aligned with improvement goals.
- Reports facilitated continuous performance review.

REQUEST FURTHER INFO

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RESULT



240 man-hours saved monthly by automation



\$178k direct annual savings

CONCLUSION

- Customer feedback drove real change in service.
- Support teams had clear accountability tasks.
- Survey participation increased significantly.
- CSAT scores improved, showing service quality.
- Leadership gained real-time performance visibility.
- Initiative reduced inefficiencies and boosted trust.
- Automation saved hundreds of hours weekly.
- Project delivered financial and operational benefits.

Case Study Reference - [4041](#)



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