



Success. Mapped.



The power of *scorecards* in client management

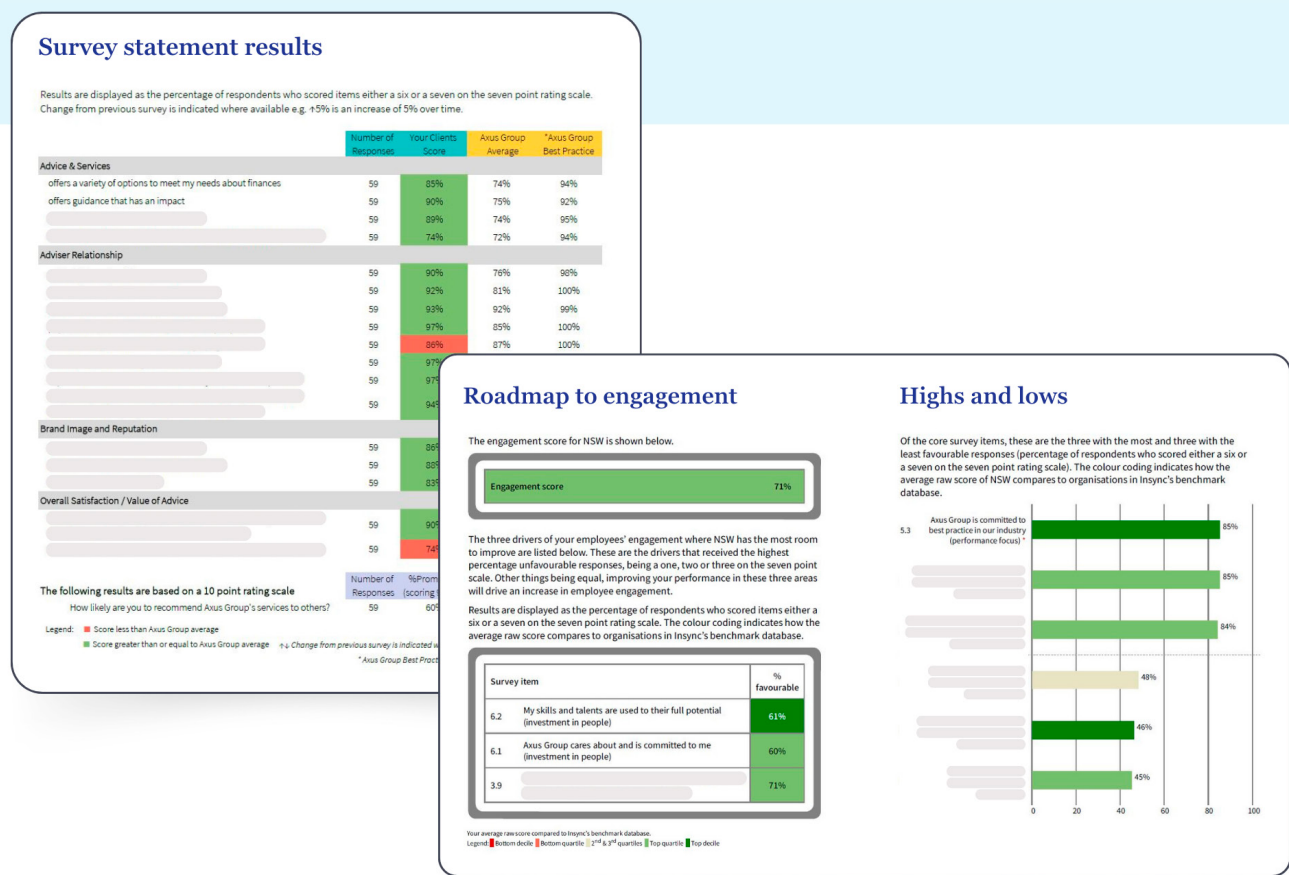
The power of scorecards in client management

Understanding and enhancing customer experience is paramount for sustainable success in today’s dynamic business landscape. Insync are leaders in integrated experience management, research and consulting that specialise in providing tailored solutions to enhance client performance and collaboration. One of the most effective tools in our arsenal is the implementation of scorecards.

Why scorecards?

Scorecards serve as a versatile management tool, enabling businesses to comprehensively view their performance across various customer touchpoints. By transforming qualitative customer interactions into quantitative data, scorecards offer a clear, measurable snapshot of performance. This approach highlights areas of excellence and pinpoints improvement opportunities, ensuring that resources are effectively allocated to enhance customer satisfaction and loyalty.

Scorecards are also catalysts for collaboration. By providing a common framework and language, scorecards enable different departments within an organisation to work together towards shared goals. This collaborative approach is essential in creating a customer-centric culture.



*Axus Group is an illustrative example

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Figure 1 - Example Scorecards

We have dedicated CX experts who provide leading customer experience analysis in Australia. We understand that each business is unique, and thus, our approach to scorecard implementation is highly customised to our clients' needs.

The role of Insync in scorecard implementation



Tailored scorecard design

We work closely with our clients to design scorecards that reflect their specific CVP and customer service benchmarks. This bespoke approach ensures that the scorecards are relevant, actionable, and aligned with the business strategy.



Data-driven insights

Our expertise in market research allows us to incorporate a wide array of data into scorecards, from customer feedback and satisfaction surveys to operational metrics. Furthermore, the results are housed on our secure online portal, granting our customers a comprehensive view that enables them to make informed decisions based on robust, data-driven insights.



Continuous improvement

Beyond the initial implementation, we believe in the power of continuous improvement through continual partnership. Our team offers ongoing support and analysis, ensuring that scorecards evolve in line with changing customer expectations and market dynamics. This approach fosters a culture of excellence and adaptability within our client organisations. Insync is proud to partner with clients who have shown marked improvements across key metrics such as overall satisfaction and net promoter score (NPS).



Insync is committed to being more than just a service provider; we aim to be a strategic partner in your journey towards customer experience excellence. Through the effective use of scorecards, we offer a pathway to understand your current performance and continuously elevate it. Together, let's unlock the full potential of your customer interactions and drive sustainable business growth.

What other businesses *say about us*

AntlerV

bridges

 Cheetham Salt



 Goldwind

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STRAND
GOING PLACES SINCE 1927



"Insync assists its clients in a professional manner and always looks to add value. We have used a few of the surveys/services and they always run smoothly and provide comprehensive reporting which helps us to take action."

CEO, CareSuper



"TCV has worked with Insync, for over a decade on our client satisfaction surveys. They have always been professional and responsive and provided us with quality information and analysis, and great insights into the feedback provided by our clients. And just as important, they are really lovely people to work with."

Senior Manager, TCV



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