RISON SOFTWARE
Limited

VIRTLX™ Case Study
More than an Engagement Platform

EIE Group

Industrial Equipment – Employee & Customer Engagement

EIE | GROUP
INDUSTRIAL EQUIPMENT

About the client

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EIE Group – an Industrial Equipment Partner of Choice

The EIE INDUSTRIAL EQUIPMENT GROUP is the Partner of Choice (employer, supplier, investor) in distribution, rental & value-added services in the Industrial Equipment market; offering a total solution, providing best-in-class brands and delivering optimal life-time value for their customers.

EIE Group forms part of the Enx Group, listed on the Johannesburg stock exchange and is represented in Southern Africa and the United Kingdom.

EIE Group remains the market leader in the Southern African forklift segment, with the largest infrastructure of its kind in the region.

EIE Group operates from 4 regional offices, 10 depots and several dealers in Southern Africa.

The challenge

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EIE Group set out to find a solution that would enable themselves to effectively measure their customer and employee sentiment allowing them to monitor that they are living their values as defined by the EIE Group's value system which states:

We are a people-focused organization and believe in our value system. Our values are:

- Power is created through shared knowledge
- Excellence with Urgency
- Listen, Think, Respond
- Own your Actions
- Work to inspire, work to respect
- Challenge the way 'it's always been done'

EIE Group wanted a system that was easy to manage yet quick and easy for their clients and employees to interact with and still deliver meaningful, rich insights through dynamic reporting.

Ferial Leech – General Manager: Human Capital, and Karen van Diggelen - General Manager: Marketing & Communications, took responsibility for overseeing the project.

Finding the right partner

Ferial and Karen’s focus was on finding a cloud-based service provider that had a cost-effective platform which allowed for the Marketing and Human Capital departments to each have their own profile thereby allowing them to effectively manage their own data derived from the two data sources being the clients and the employees.

VirtIX was selected for the project.

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The solution

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Richard Chalk, Rison Software Managing Director comments:

“VirtlX platform perfectly complements Ferial and Karen’s requirements as the two elements, Perceive for monitoring customer experience (CX) and Reflect for assessing employee sentiment delivers on their specified requirements.

“Our onboard bulk email system also assists both the Human Capital and Marketing teams as this allows for the rapid-sending of emails to large sets of recipients linking the required survey sets and departments for assessment.”

Utilising the existing VirtlX model and adding two new elements into the Reflect element, aptly named Focus Areas and Progressive Summary, allows the results to highlight areas in the business requiring attention and to also monitor, by department, how aspects of the business are progressing on a month-on- month basis.

The result

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EIE Group is easily able to monitor and assess dynamics in the business affecting their customers as well as their employees and act where necessary to resolve issues before they escalate into real problems.

Ferial comments:

“Listen, Learn and Engage with VirtlX, the EIE Group tracks and monitors internal customer satisfaction, specifically aimed at providing our customers with excellent service and products. Our focus is continuous improvement and effective customer solutions. VirtlX helps us monitor these aspects of the business and to react accordingly, ensuring we are always ahead in the game.”

Karen comments:

“VirtlX helped us implement a user-friendly and effective customer survey program that is vital in our business. Their professionalism and attention to client service made dealing with VirtlX a pleasure.”

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