

QUARTIX: A JOURNEY TO CX EXCELLENCE



Quartix

Quartix Technologies are a leading supplier of subscription-based vehicle tracking systems, software and services in the UK. Providing an integrated tracking and telematics data analysis solution for fleets of commercial vehicles and “pay as you drive” motor insurance providers.

Quartix believe strongly in creating a great customer experience. They know from the positive feedback they received first hand from their customers that a good experience is strong criteria for supplier selection and a key reason why they have such high retention rates of existing customers.



THE
CHALLENGE

From the outset, when the company was founded in 2001, great service has been a key goal for everyone in the company. Quartix wanted ongoing independent validation of the great service they provide. They were particularly keen to ensure the questionnaire was anonymous to encourage open and honest feedback. IIC was identified due to the strong track record in this area. We were also able to show a strong methodology and link with academia, a key reason why Quartix chose us to conduct this assessment.



THE
SOLUTION

In 2017, IIC ran the first assessment for Quartix. Gaining feedback from customers, not only in the UK but France and US also plus employee and manager feedback. They achieved an outstanding Silver award. Using the feedback gleaned they put new strategies in place, embarking on a Customer Journey Mapping project too, to fine tune their service offering. In 2021 they also widened their audience to include Spain, Germany and Italy too. 2022 brought them their highest award yet – Gold, with a score of 8.19 (out of 10).



Richard Lilwall

Chief Executive Officer

“Understanding how our customers feel about the service we provide and understanding where we can improve is invaluable.

With these insights we can further align our service offering with customer needs and know where to focus our attention.”