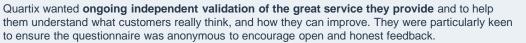# QUARTIX: A JOURNEY TO CX EXCELLENCE

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.

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

Quartix wanted **ongoing independent validation of the great service they provide** and to help them understand what customers really think, and how they can improve. They were particularly keen to ensure the questionnaire was anonymous to encourage open and honest feedback.

Investor in Customers (IIC) was identified due to the **strong track record** in this area. IIC 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 Quartix also widened their audience to include Spain, Germany and Italy too. They also took the opportunity of putting key members of staff through the **IIC Ambassador training** to ensure they fully integrate their customer experience strategies throughout the whole company.

2022 brought their highest award yet – Gold, with a score of 8.19. The team at Quartix won't stop there though, striving to not only maintain, but to **increase scores year on year**.

Richard Lilwall
Chief Executive Officer

*""For a company such as Quartix, **brand advocacy is priceless in enhancing brand value & differentiating our value proposition** from competitors. We've worked with IIC since 2017 and during this time we have invested a lot in making many improvements as a result of these insights.*

*We are **committed to a great CX**, and this is a key part of how we evaluate our progress. "*