

The story of *TurnFriendly*

The smart way to Customer Experience Management

From start-up to hidden champion, *TurnFriendly*, founded by Marco Rothberg in 2001, has developed from a simple idea to a comprehensive Customer Experience Management System. Working as an IT consultant, Rothberg saw that customers were seldom asked about their opinion or input for a solution. From this insight, development on *TurnFriendly*, a software assisting customer experience management in all kinds of environments, began.

In 2000, during one of Rothberg's early projects in the banking sector, it became necessary to ask customers about their opinion regarding real-time stock quotations. To do so, a first version of a webbased questionnaire was created over the course of nine months. The questionnaire was tested and quickly a difficulty arose: What happens when the customer is not satisfied?

"It was obvious that we needed to start a dialogue with the customer and that companies need to understand complaints and professionally process them," explains Rothberg. A whole new development cycle began, one that expanded *TurnFriendly* to a comprehensive Customer Experience Management

System and turned Rothberg's company into a hidden champion with deep knowledge in the banking and tourism sector. "Regarding tourism, I have to thank Willi Verhuvén of Alltours. When Alltours asked if *TurnFriendly* could be applied to manage complaints in tourism, it opened up whole new avenues for us."

Not only is the software web-based and easy to use, it can also be used companywide without limits of multi-client capabilities. Through automatic allocation of cases, *TurnFriendly* saves the customer experience managers time, while its many features can be customised for the requirements of currently more than 10,000 individual users worldwide. In

TurnFriendly, all factors that shape the customer experience come together. Starting with requests, the software is integrating sales, different web portals, analysis and reporting, gained knowledge and feedback.

Through the feedback gained by their customers and consequent application to TurnFriendly, Rothberg and his team have become experts in Customer Experience Management. Therefore, clients such as the Deutsche Bank not only profit from the software solution, they also learn from the deep insights and sector-related knowledge of the company. In the future, the independent hidden champion will

continuously refine its own product, thus following its ambition to grow and Rothberg's motto: "Only who really knows his customer's needs, will make fans out of clients."



Marco Rothberg
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