i-Sight Case Management Software Sweetens the Customer Service Experience at Food Should Taste Good Inc.

"i-Sight has allowed us to become more organized with logging and tracking consumer feedback which we believe correlates into better customer care."

Customer name: Food Should Taste Good Inc.

Challenge:
- Needed an easy-to-use, adaptable system for managing customer feedback
- The existing system was limited and difficult to use. Data had to be extracted and then mined before any reports could be generated
- The existing system had no tracking and follow-up functions. Customer service staff had to flag messages for follow up and use hand-written notes as reminders
- Wanted a solution that reflected the company's customer-centric philosophy by allowing for efficient and effective follow up

Solution:
- Selected i-Sight Case Management Software for its flexibility and user-friendly interface
- The auto-assignment feature routes customer communications to certain employees for immediate follow-up with tracking and reminders
- With everything in one place, one person can handle more cases and use their time more effectively.
- Effective reporting tools allow managers to generate customized reports with just a few clicks

Results:
- Each case is handled by one employee, allowing for more personal and efficient customer service
- Increased efficiency means that employees spend more time interacting with consumers rather than chasing down paperwork
- i-Sight's advanced reporting has made it possible to identify trends for follow-up, sales leads and marketing ideas
- Managers can customize their dashboards to see the reports they need to track the performance of their teams

When Food Should Taste Good, Inc. (FTSG) launched in 2006, CEO and founder Pete Lescoe had a vision. He wanted to create a unique new snack with all-natural, healthy ingredients that tasted great. What followed is a success story of the most delicious kind. The company now offers 15 flavors of all natural tortilla chips that are certified Kosher and Vegan, low sodium, certified gluten free and a good source of fiber. They are also free of preservatives, cholesterol and trans fat.

Based in Needham Heights, Massachusetts, Food Should Taste Good has quickly become the fastest-growing tortilla chip company in the US and has expanded into Canada.

"Feedback so far has been amazing," says Ariel Fried, the company's Consumer Affairs Supervisor. "Consumers write in raving reviews about the chips every day. Many of our fans tell us Food Should Taste Good has become their new go-to snack, which is great to hear."

Made from the healthy ingredients that people are already trying to incorporate into their diets, such as quinoa, sesame seeds and flax, the chips appeal to anyone looking for a healthy, wholesome snack, in unexpected flavors that include Chocolate and Sweet Potato. And because they are gluten free they also appeal to a large segment of the population with gluten intolerances or Celiac disease. "The chips are made with recognizable ingredients and without preservatives," says Fried.

For a company that's all about providing great quality products that are good for people, consumers are obviously of paramount importance. Food Should Taste Good takes its consumers and their needs seriously, and required a software package that would help them to respond to their questions, concerns, complaints and comments quickly and easily.

THE CHALLENGE

Before adopting i-Sight, the Consumer Affairs Department was using a program that wasn't designed for consumer feedback. "We were using a system designed more as a sales database, so it was not conducive to our needs," says Fried. "We weren't able to upload information easily since everything had to be done manually. Data mining was virtually impossible because all of the data had to be exported prior to us running any reports," she says. Even worse, their time-consuming database was preventing them from using consumer feedback to drive business improvement.

As a growing company, Food Should Taste Good needed a system that could handle rapid expansion. "A year ago we were a smaller company than we are now, so we wanted to make sure we picked a system that was going to be able to expand and grow with us," says Fried. "We wanted to make sure if we started getting thousands of contacts every month, nothing would slip through the cracks."

In 2010, Fried and her team began researching companies that offered systems with all the capabilities they needed. They had heard of i-Sight, and knew it was a possible solution for them, but it wasn't until Fried attended a conference and spoke to someone at Stonyfield Farm, who had been using i-Sight for a couple of years with great success, that she knew she had found the answer. "The system looked great from the tutorial and the introduction, but hearing insight from a current user of the system gave us valuable feedback." And the fact that Stonyfield Farm had experienced the same kind of growth Food Should Taste Good was anticipating was reassuring.

THE SOLUTION

In the fall of 2010 Food Should Taste Good made the decision to select i-Sight Case Management Software from Customer Expressions, the leader in customizable, web-based solutions for managing complaints, suggestions and other customer feedback.

Aside from the glowing reference and obvious capabilities, one of the deciding factors, says Fried, was how user-friendly the system is.

"We didn't need extensive training like with other systems," she says. "Some of the other solutions were so complex, they required a full time person to be able to design and utilize the reports."

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With a rapidly growing company, it was important that new staff could quickly learn and use the system. "We needed something that wouldn't bog us down and prevent us from growing. That was a big thing for us."

With i-Sight in place since October 2010, feedback from staff has been positive. "It still amazes us how much information we can pull out of this system using the reporting tools. The team here enjoys that you can open a case and everything relating to that particular consumer is all in one spot. You don't have to follow up with multiple people to find out when the last contact was with the consumer or what was the resolution. It's all in one place."

Equally attractive, she adds, is the fact that a higher level executive who doesn't have daily contact with consumers can see exactly what's been happening on the front lines with consumers.

"Managers in different departments have been able to customize their dashboards to show reports that are pertinent to their team's goals. We can easily analyze and drill into data. This has allowed us to notice trends which we have translated into action plans helping us to better serve our consumers."

The biggest advantage of the new system, says Fried, is that it has helped to enhance the responsiveness of the consumer affairs department. "We always did a great job of responding to consumers, but now we have organized and convenient records to use as references," she says.

In the previous system, the consumer affairs team had been flagging incoming messages in their inboxes for follow-up and sometimes using hand-written notes as reminders. The auto-assignment feature in i-Sight that routes customer communications to certain employees for immediate follow-up is especially effective for Food Should Taste Good, as are the tracking and reminders.

"Since we started using i-Sight, we've eliminated all of our duplication of work. Prior to using i-Sight, we had multiple people involved in each case, since pieces of information were spread across multiple spreadsheets and databases," says Fried. With everything in one place, one person can now handle each case. As the team handles more consumer contacts (calls and emails), i-Sight allows them to use their time more effectively. "We are able to spend more time interacting with the consumer rather than chasing down paperwork."

An unexpected benefit of i-Sight, Fried notes, is that the system has helped to unite the departments within the company. "Since we're able to run so many different types of reports we've found new trends, potential sales leads and marketing ideas we might have not seen in the past."

Fried has been impressed with the customer service from the i-Sight team. "They've done a great job dealing with any problems. We often receive a follow up phone call, so the i-Sight team is able to quickly understand the issue and do whatever is necessary to correct it. I-Sight recognizes the fast paced environment we work in and try their best to resolve problems in a timely manner," she says, adding that if something is urgent the team follows through at night and on weekends. "Their IT staff does a great job of making themselves available after normal business hours. There is after hours coverage and assistance if needed."

Fried is happy with the new system and its efficiency. "It has great flexibility and can mold to the needs of growing companies that don't want to be boxed into a specific type of system. The team at i-Sight will help you continually enhance the system to increase the benefit to your company."