The Project

Scania, a world leading provider of transport solutions with over 300,000 connected vehicles worldwide, was having difficulties in translating the voice of their customer into clear, actionable insights. With communication running through multiple levels of the Scania network and at times not arriving at their headquarters, it was important to find a solution that would help capture the voice of the end user directly so they could then act upon their needs accordingly.

The Challenge

In the context of this project, Scania needed:

- A solution that could be implemented on both the fleet management web portal as well as the fleet app
- A solution that would identify and communicate bugs instantly
- A solution that would translate the Voice of Customer (VoC) into actionable insights
- A solution that would validate quantitative data with user insights

The Solution

Scania chose Usabilla as their VoC solution because of the following reasons:

- The ability to install it both on the mobile application as well as the web portal
- The functionality to also implement campaigns
- The fact that the solution is intuitive and easy to use

How Usabilla helped Scania to receive, analyze and act on customer feedback instantly
The Results

After implementing Usabilla, Scania managed to achieve the following:

**Receive, analyze and act on user feedback instantly**

Before using Usabilla, Scania had a lengthy communication process. The process started at the customer who wanted to give feedback. This feedback was then communicated to the dealer who in turn communicated it to the regional office. The regional office then passed it on to Scania’s headquarters, which would then analyze and turn the feedback into action.

There were multiple problems to this process:

1. It often took months until customer feedback was put into action
2. The message that the customer communicated in the beginning of the process was not identical to the final message delivered to the headquarters
3. Once the feedback of the customer was put into action, it was not validated against other customers, which led to confusion and sometimes irritation

To give an example, according to Jonatan Lidström (UX Designer at Scania), the customer would mention that he needs quarterly follow-ups, whereas the dealer would communicate to the regional office that his customer needs data for entire quarters. They would in turn communicate to the headquarters that they need to expand the amount of data visible in the UI. The headquarters would then interpret this as: “Let’s expand the data amount.” Doing this without validation and with a long time period between communication and action, other customers may not agree as this data expansion just made the system a lot slower.

Implementing Usabilla allowed Scania to have a more user-centric approach by listening to the Voice of Customer directly, without intermediaries. Not only did this positively impact the level of accuracy in feedback received but also decreased the timespan from feedback to action from months to days.

**Optimize the web portal in line with customers’ expectations**

Whilst launching a new web portal, Scania closely monitored the feedback coming in from customers. The feedback received would then be incorporated with the goal to make the web portal an ideal channel for its users. A couple of months after the launch of the web portal, the number of feedback items decreased. Is this considered a bad thing? On the contrary! To Scania this clearly indicated that its users were getting used to the new portal and saw increased adoption hereof.

Jonatan Lidström confirms: “Usabilla has enabled us to communicate directly with our users in a much more efficient way than before.”

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**Old flow**

Customer ➔ Dealer ➔ Regional office ➔ Scania headquarters

**New flow**

Customer ➔ Dealer ➔ Regional office ➔ Scania headquarters

The system just became a lot slower!