

# Contractor performance validation using Dynamics 365's Customer Voice Surveys



## Business Challenges

We have a client whose business is connecting customers with reliable contractors offering renovation and construction-related services like kitchen renovation, Interior, roofing, etc. To ensure the reliability of Contractors and for the process of connecting customers with the relevant expertise contractors, there are rigorous evaluation processes that ensure the quality of Projects.

As they have the process of continuous validating the performance and other criterias of the Contractor, they had to manually communicate and inquire the customers regarding the Contractor's performance for the project. As they had thousands of projects so getting these performance validations for all projects were difficult.



## Solution

So, to overcome these business issue we implemented Microsoft Dynamics 365 CRM's Customer Voice module for them. It helped to improve their business and enhanced their operations.



### Validate Customer Satisfaction

- Collect and analyze feedback across multiple channels
- Identify customer needs, preferences, and pain points.
- Track customer sentiment and trends over time.



### Improve Customer Satisfaction

- Take proactive actions based on real-time feedback.
- Personalize customer interactions and experiences.
- Build customer loyalty through improved engagement.



### Feedback-based Automation

Set up automated workflows based on feedback.



### Customized Reports and Dashboards

Provided insightful and actionable data.



## Conclusion

Adoption of Microsoft Dynamics 365 Customer Voice Surveys validation addressing their key challenges by capturing Contractor performance and customer satisfaction, and enhanced performance and decision-making capabilities.

