EPISODE THIRTY-FIVE

A Frontline Data Revolution
With Ville Levaniemi

If the customer is always right, shouldn't we listen to what they have to say? And shouldn't we share their feedback with the employees who can act on it? That's just what Ville Levaniemi's company, HappyOrNot, is doing. The company's globally recognizable feedback system uses smiley faces—and frowny faces—to instantly turn consumer responses into clear, actionable information. Believing data should be both transparent and democratized, Ville is looking to disrupt the way organizations relate to their employees and instantly get feedback to the frontline workers who need it most. Join us this week as we chat with Ville about the power of harnessing real-time feedback and how it can revolutionize the future of business and the customer experience.

HappyOrNot

Ville Levaniemi

@VilleLevaniemi

THEMES & INSIGHTS

1. Performance data shouldn't go into a black box or a monthly report nobody ever looks at. Instead, the workers who are being measured should own their data and have direct line of sight to feedback on how they're doing.

2. Building long-term customer relationships requires a commitment to mutual success and an eye towards the future. Transactions are merely touchpoints along the way.

3. If we dare to trust and empower our frontline workers with the feedback from their direct customers, we unlock their potential by communicating their value to the consumer experience ecosystem.

COMBUSTION QUOTES

🔥 "I'd like to claim that we really disrupted the quality of the CX, customer satisfaction, and employee satisfaction data. We took it entirely to the next level. We made it actionable in real time. We democratized it; we made it transparent."

🔥 "If you are a hardworking person in the front line who actually is being measured, what kind of service are you providing to your customer, you should be the one to own the data as well."

🔥 "It just seems to be that the companies who jumped to do this, and to actually disrupt their business, give the power or responsibility to the frontline people in the form of the data and insights so that they can actually learn from their own doing, become better in what they are doing, become prouder of what they are doing, instead of just working there. It's just awesome to see the results it can bring to the companies."

CALL TO ACTION

"Don't be afraid to be transparent and think about your people, the hardworking frontline people, as assets. They are not a burden. They possess a huge, unlocked potential."

RESOURCES

HappyOrNot Smiley Touch™   HappyOrNot - Case SEA Group