



## Case study: Customer Radar



### Scaling up to go global

Customer Radar is a Kiwi innovation success story. Watch this space because they're about to take the world by storm. What do they do? Customer Radar makes it easy for customers to provide live feedback to businesses they've just bought from. Those businesses can then deliver more of what their customers like and less of what they don't.

In development since 2009, Customer Radar delivers a robust means of measuring customer satisfaction, in real-time, that is a first in its market. Unlike other ways of measuring customer feedback, live results mean that if anyone says anything negative, it can be dealt with straight away before it has had a chance to impact badly on a business' reputation.

ClearPoint got involved in the Customer Radar journey at the beginning of 2013. While their software had a strong foundation, Mat Wylie, CEO and Founder of Customer Radar came to ClearPoint for their expertise in software development and cloud computing.

“What is really great about ClearPoint is the range of skillsets we get access to.”

Mat Wylie, CEO,  
Customer Radar.

### The journey:

Over the last five years, technology has moved and shaken the world. The advent of cloud computing has provided a springboard to take Customer Radar to a global audience.

Recognising this opportunity, Mat engaged ClearPoint to provide some consultancy on how to best go about achieving their aims. ClearPoint came up with a roadmap that would also help them meet some of the challenges they faced.

### About ClearPoint

ClearPoint is a New Zealand IT services company, using the smartest technology and the best IT talent to drive business improvements. ClearPoint provides IT strategy and architecture, software development plus IT project delivery services to large businesses and innovative start-ups in New Zealand and internationally.

ClearPoint was recognised in the Deloitte Asia Pacific Technology Fast 500 in 2010, 2011 and 2012. ClearPoint was a finalist in the Kenexa Best Workplaces Awards in 2013.



"What is really great about ClearPoint is the range of skillsets we get access to. We have ClearPoint people doing our coding and development and then we get strategic input from people like Nick Langstone [Software Development Manager]. A company like us couldn't afford to have someone like Nick sitting around here all the time but his input has been invaluable when needed. He's worked on technology projects that have been globally scaled and has seen and dealt with the issues surrounding that," said Wylie.

Customer Radar feedback used to be by text message only. With ClearPoint's help, feedback can now be posted online too, opening the system up to any device with internet access. Anyone that can access a URL anywhere in the world can use Customer Radar. That includes customers wishing to review up-to-the-minute feedback on their company, whether they are the Chairman of the Board or someone on the shop floor.

Customer Radar listens closely to its customers and only develops a new feature according to user needs and requirements. With ClearPoint's assistance, reporting capabilities have advanced hugely in line with customer needs.

## The outcome:

Customer Radar has seen a sea change over the last year. The business is scaling up globally and revenues have doubled thanks in part to the input of ClearPoint in helping the company take advantage of the latest worldwide technological developments.

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Mat Wylie, CEO, Customer Radar.

"ClearPoint are great to work with. They're really interested and engaged in what we're doing. With technology it's just a fact that things don't always go smoothly. Not that we've had many issues but when we do, ClearPoint gives them the attention and urgency that's needed. They've been like that from day one and the way people respond to urgent situations gives you a good sign for how they are to deal with long-term. ClearPoint give me a huge amount of confidence."



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