



Success story

Digging deep

Holistic feedback concept
for power machines

Since over 40 years Atlas Weyhausen GmbH is manufacturing compact wheel loaders for versatile use cases. As one of the few medium-size minted players in the market, the partner-orientated relationship to customers and retailers is of central importance. To ensure and enhance customer satisfaction and retailer satisfaction the company is relying on a branded version of

mQuest® – free downloadable from Apple App Store and Google Play. With digital feedback forms the rating of machines and processes e. g. services and instructions, but also suggestions for improvement and customer satisfaction, are received. Automatically transmitted results help Weycor to develop and optimise machines and services.

Deployed product: mQuest®

Comprehensive audience feedback concept

Feedback options via text, audio, video and picture input

Automatic e-mail notifications to the back office

Individual forms for machine and process related feedback

Branded app – free downloadable via Apple App Store and Google Play

Services



Programming of questionnaires



Automatic e-mail notifications



App branding



Support

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The satisfaction of customers, retailers and employees is for us, at Weycor, of special importance. Thanks to the implemented feedback system, based on mQuest®, we will be able to respond in a better way to the wishes and opinions of our partners and users.

Ingo Schwengels, Head of After Sales
Atlas Weyhausen GmbH

Further information about the customer
www.weycor.de

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www.mQuest.eu