

# Digital feedback promotes engagement



## Improved customer engagement helps SEAT evaluate quality

### Business Need

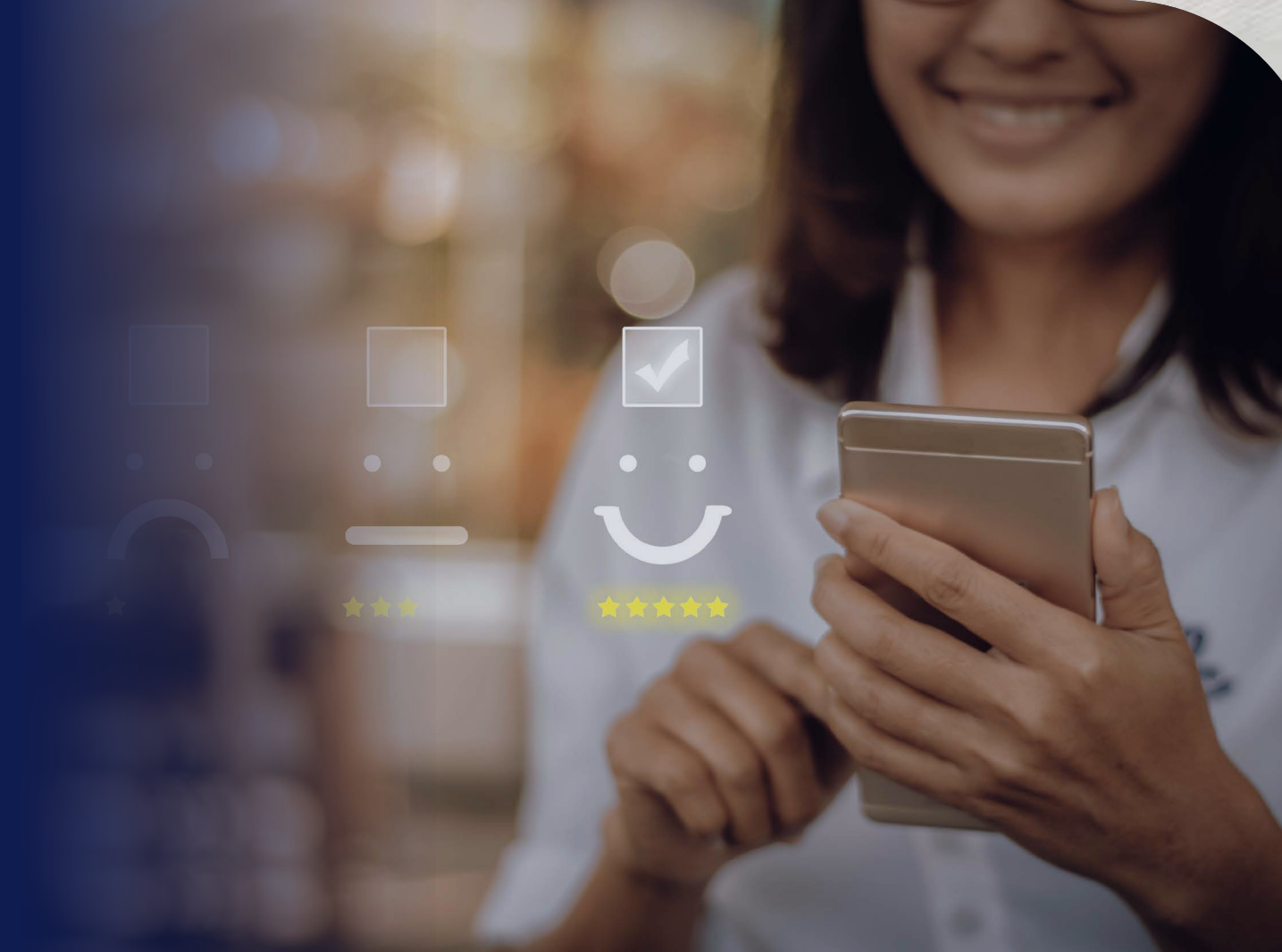
Every car maker carries out numerous quality checks, but customer feedback provides another key opportunity to check for quality issues, as well as helping to identify which features are customer favourites.

SEAT wanted support from us to move customer reporting functions online, making them easier to analyse and manage.

### Solution

We developed mobile and web platforms that allow customers to evaluate their cars and report back. This enables SEAT's quality control systems to analyse and manage reports more easily.

By digitising the existing process, the solution has helped to increase the volume of customer feedback and improve customer engagement, with SEAT able to offer faster responses, as well as highlighting the features that clients consider to be key.



NTT DATA is a top 10 global business and IT services provider with more than 120,000 professionals in over 50 countries.

**NTT DATA can help develop the tools and systems you need to gather feedback and optimise the customer experience.**

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