

Rate My Service (RMS)

Scenario

ABC Suites (Pty) Ltd

“Customer service should not be a department, it should be the entire company” – Tony Hsieh, CEO of Zappos

The Challenge:

At her previous company, Di Laughing (Customer Service) struggled to capture meaningful feedback from customers—both internal and external. Traditional surveys were infrequent and rigid, offering only a snapshot in time. There was no simple way for customers to rate individual interactions or highlight standout service moments.

Di wanted something more agile: a system that encouraged continuous feedback, motivated staff to deliver exceptional service, and gave managers the visibility to respond quickly—whether to celebrate a win or resolve a concern. She needed a solution that was embedded into everyday communication, not bolted on as an afterthought.

How ABC Suites uses epic:

Epic’s **Rate My Service (RMS)** feature gave ABC Suites the simplicity, structure, and responsiveness to elevate service culture across the organisation.



- **Embedded Feedback Link:** Every staff member’s email signature now includes a “Click here to rate my service” link. Customers can rate interactions instantly—no login, no friction.

- **Real-Time Visibility:** Feedback is visible to both the individual and their manager. This creates a shared sense of accountability and opens the door for timely recognition or resolution.

Alert Thresholds: Managers receive instant notifications when feedback falls below or rises above set thresholds—allowing them to act quickly, whether it’s a thank-you or a follow-up.

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Tone & Professionalism Boost: Di noticed a marked improvement in email tone and service quality. Staff became more mindful, knowing that every interaction could be rated.

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Brand Consistency: IT Manager Justin Thyme ensured that RMS banners and buttons were consistently applied across all email signatures, aligning with monthly campaigns and brand standards—something Brand Ambassador Luke Warne was thrilled about.

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Customer Confidence: Customers now have a direct, discreet way to share feedback—reducing the likelihood of public complaints and reinforcing ABC Suites’ commitment to listening and improving.

The result? RMS didn’t just collect ratings—it created a culture of service excellence, accountability, and pride. Staff feel seen, managers stay informed, and customers know their voice matters.

“From snapshots to service momentum—Epic’s RMS feature helped ABC Suites turn everyday interactions into moments of impact.”