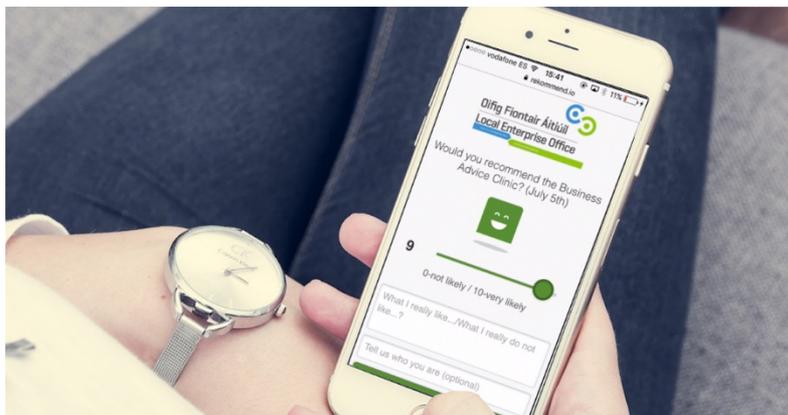


Dublin City Council
Local Enterprise Office (LEO)
Testimonial - for Rekomend.io

A case study with Gráinne Denning, Senior Enterprise Development of Dublin City Council and Rekomend.io



The [Local Enterprise Office \(LEO\)](#) promotes entrepreneurship, fosters business start-ups and develops existing micro and small businesses to drive job creation.

We provide accessible high quality support for business ideas and run courses for entrepreneurs at all levels of business in the Dublin area. As the largest and busiest Local Enterprise Office, we provide services and supports to thousands of entrepreneurs, across hundreds of courses annually.



For 2017, we wanted to assess the value of the current training courses curriculum and understand what is working well and where improvements are needed as seen by the course attendees. We also wanted to improve the measurement of our overall value proposition and improve engagement to encourage entrepreneurs attend the next relevant course on their journey.

Our current feedback mechanisms using traditional long form survey did not provide the response rates we desired and as a result the we lacked the insights and fast response we needed to improve. If busy entrepreneurs are going to engage in providing

feedback it needs to be easy and fast to complete. With this in mind we engaged with [Rekommend.io](https://www.rekommend.io) and immediately could see the attractiveness of their feedback software tool. Complete with our branding in a simple and effective mobile-first user interface, it allowed us to ask custom questions and end users could respond in seconds with a score and a comment.

After a very quick set up, the question of “Would you recommend this course to others?” (https://www.rekommend.io/DUBLIN_81A7/5298) was sent out to the attendees of one of the courses. Responses started coming back very quickly!

Users provided a score and submitted comments about what matters most to them - positive and negative. The Rekommed.io tool sends an automatic notification to a designated email which is a great way to monitor incoming responses in real time for any escalations that require immediate attention. In one case after one low scoring feedback, we were able to promptly contact the sender from the details collected by the tool and subsequently understand and resolve her issue!



Now we ask a question for each course and we have a trackable score and a PDF report of all the feedback comments which provides a great pulse on satisfaction and engagement levels. An added benefit is that we are able to share the feedback with the course instructors which they welcomed as it provides them the feedback they need to improve course content and delivery. We also get comments about the training locations, facilities, wifi, course content topics and much more. easily

What differentiates Rekommed.io is the ease of administration and set up for us as a busy Local Enterprise Office, the fast response and visibility to feedback immediately and the ease of use for the end user. As a mobile first design it presents cleanly on a smart device and the reporting on the back end meets our needs. An added bonus is the team are based locally in Dublin and they really '*practise what they preach*' in terms of customer Success. Responsiveness and support has been first class offering phone and email and face to face support when needed. We are very happy with the benefits of Rekommed.io has brought to our organisation and can see further uses as we get more familiar with it in the future.

About rekommend.io:

Our mission is to make feedback a better experience for all parties involved. We are a team of developers and customer experience practitioners based in Dublin and Madrid, passionate about helping organisations improve their businesses by connecting with their customers. We provide the tools to do this that are easy for businesses and easy for end users to respond. People don't have time to complete long surveys, yet you as a business need to know what is working well and what are the things you need to fix in your business to improve customer engagement and retention. Rekommond.io helps you achieve this easily and cost effectively and your customers, members, employees will love you for it! Get in the game, give it a go.

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About LEO:

[The Local Enterprise Offices\(LEO\)](#) are the local first-stop shop for new entrepreneurs and existing micro-enterprise and small business owners. The [LEOs](#) are the front door through which all information on State supports for small and micro-businesses can be accessed and signposted to other supports and bodies with programmes relevant to small business as well as important local services and compliance requirements can be provided.