ROCKEND **+** QUALTRICS

For 38 years Rockend has been the property software leader in Australia and New Zealand. In order to maintain their position in an increasingly crowded market, Rockend invested in Qualtrics Experience Management (XM)—the only platform that would allow them to continuously monitor and improve the customer, employee, product, and brand experience.

rockend SUCCESS STORY

ROCKEND ACHIEVED ▶

Award winning customer service

Reduced data silos

Real-time customer insights

"Qualtrics allows us to gather and analyse experience data from all four core experiences on one platform. That enables us to connect more insights, make better decisions, and improve all stakeholder experiences."

SCOTT DOWNING, CHIEF CUSTOMER OFFICER

CHALLENGE

▶ Rockend was seeking to move beyond conventional metrics and make more decisions based on human feedback—whether that feedback pertained to the customer, employee, product, or brand experience. But with experience data only available to certain departments and personnel, they couldn't connect insights and drive company-wide improvement efforts.

SOLUTIONS, BENEFITS & RESULTS

▶ With Qualtrics XM, Rockend can gather and analyse experience data from all four core experiences on one platform.

▶ Touchpoints at every stage of the customer journey are now easy to monitor and improve in real time.

▶ Rockend is benchmarking and tracking its brand awareness, equity, and perceptions—which allows researchers to identify new client segments for more effective message targeting.

▶ Employees are becoming more engaged now that Rockend can identify training gaps, develop top performers, and optimise key moments across the employee lifecycle.

▶ Rockend is uncovering unmet product needs, prioritising features, measuring user experience, and predicting market adoption and change.

▶ Internal silos have broken down. Leaders are thinking horizontally and using experience data from all four applications of the XM platform.

▶ With Qualtrics' predictive intelligence, Rockend is more effectively prioritising stakeholder experiences across the organisation. Business leaders have greater confidence that they are making informed choices about where to focus efforts in order to have the greatest impact.

ABOUT ROCKEND

Serving over 5,500 customers in Australia and New Zealand, Rockend provides innovative, reliable, and easy-to-use property management, strata management, document management, and real estate trust accounting software.

ROCKEND.COM.AU >

INDUSTRY
Professional
Services

REGION
APAC

COMPANY SIZE
Medium

BUSINESS TYPE
B2B