

Mopinion appoints Ashley Williamson as Managing Director for the UK

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Customer feedback management software specialist Mopinion announces the appointment of its new Managing Director for the UK, Ashley Williamson. Ashley joins the business to help it grow its UK operations, which were launched in London last year.

Upon the announcement, Ashley commented, "It is a privilege to be appointed to this new role at Mopinion, a company that has already had impressive success in Europe. The customer service market is a rapidly expanding one and an exciting sector to be working in. Many companies are realising the considerable value to their business in retaining customers as well as winning new ones and in a modern multi-channel environment this is increasingly becoming important. Mopinion's solutions join the dots for customer focussed businesses, showing where the potential issues may be, but also highlighting the positives so it is possible to see where future success can be achieved."

Udesh Jadnanansing, Founder and Managing Partner of Mopinion, also commented, "We are delighted to welcome Ashley to the Mopinion team and our recently founded London office. Ashley brings with him a considerable seven years of experience in management and innovation in the customer service market. Having been the Head of Partnerships for the benchmarking "Top 50 Call Centres for Customer Service" ranking at publishers UBM, he is acutely aware of the customer service market and the standards and practises that can turn a good business into a great one."

Reflecting on his plans for the new role, he added, "Mopinion has a proven offering which understands customer leverage and offers real insight into what customers want and their pain-points. My new role will allow me to show businesses how our solutions can best predict, reflect and leverage behaviour patterns to create highly competitive competitor advantages."

Mopinion's expansion into the UK follows the strong demand for its software products in Europe, where the company already has a proven track record with Global Fortune 500 companies. Well known, internationally-recognised brands such as Vodafone, BMW, Volkswagen Audi Group (including the Audi, Volkswagen, SEAT and Skoda marques) Schiphol Airport in the Netherlands and Deutsche Telekom, all use Mopinion solutions to gather insight into their customer's opinions and activity, to offer insightful service and products.

At the heart of its proposition is Mopinion's software platform, which collects feedback from all the different touch points within an organisation and allows it to analyse this information from customers and staff on a structural basis. Fully customisable, Mopinion's solution uses this data in the most appropriate way for the organisation, sending insights to the right department or team in order for staff to take appropriate action. Additionally, Mopinion's software also monitors if these actions are leading to the required improvements and alerts the response team if not. These measures allow a business to stay abreast of its client's needs and to maintain a positive and engaging perception in the mind of the customer, to cultivate loyalty and repeat business through an enhanced reputation of customer care.