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CUSTOMER SERVICE... IT'S ALL ABOUT THE CUSTOMER

Behind the Scenes

Every day, a team of 15 people at Spot Image brings customers a comprehensive service spanning needs analysis and implementation of solutions to technical tracking of requests. A crucial and often complex mission.

In a survey conducted this year, 79% of Spot Image's customers said they were very satisfied with the company's customer service, giving it a score of 8^{1/2} out of 10. A result like that deserves to be underlined and confirms the quality of a service so fundamental to commercial success. The front-line team of 15 at Spot Image's Customer Service is a vital link in the service chain. *"We're the first point of contact with customers,"* explains Jean Bobo, Customer Service Manager. *"So making a good first impression is crucial. That means always being ready to help, listening closely and showing that we fully understand the customer's needs."*

Closely analysing customer requests

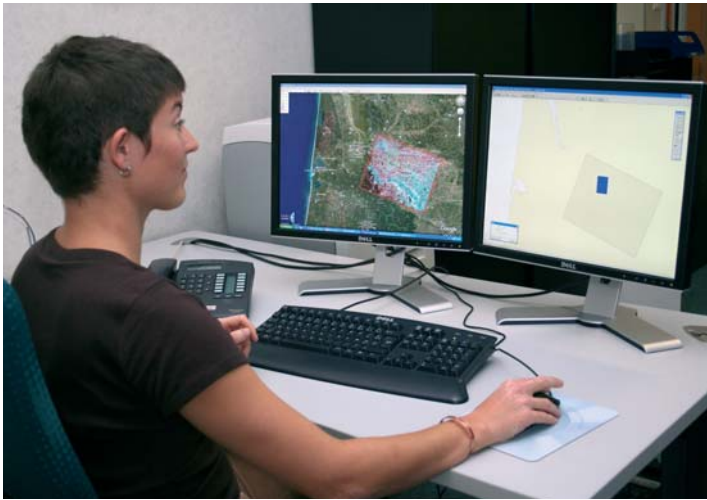
The first time customers call, they generally explain their need. This may consist, for example, in building up a data archive, monitoring change, promoting SPOT imagery or responding rapidly to a crisis. Customer Service first identifies the area of interest and checks the feasibility of the request. The golden rule is that the same contact at Spot Image handles the customer's request from start to finish, each team member being allocated a specific geographic zone. To check feasibility, the team searches the global archive of several million SPOT scenes

and sorts which data match the customer's need. This is the most time-consuming part of the process. If there are no archive data matching the request, the customer is put through to the Production department, which devises a turnkey application solution. Customer Service receives between 150 and 200 such requests a month. That's a lot of requests to handle and it has to answer them as quickly as possible. *"Of course, we have to respond carefully and precisely,"* stresses Jean Bobo. *"But it's vital that we also respond in timely fashion, which obviously depends on the complexity of the request."* And the job doesn't end there for Customer Service. In addition to answering customers' requests, searching for data, sorting them and helping to define tailored solutions, it also manages and tracks requests and is responsible for product delivery and billing. In other words, the team maintains a close relationship with the customer to guarantee a high-quality service.

ANDORRE

In addition to online services, the ANDORRE* automatic orthoimage production system lets customers orthorectify imagery themselves. Spot Image provides theoretical and practical training for ANDORRE users, covering image processing, geometry and the Reference3D database, as well as management and maintenance.

* Atelier Numérique D'OrthoRectification



Search result for a French vineyard performed with MAPInfo and displayed in Google Earth Pro.

Technical and online services

Besides maintaining this close relationship, Jean Bobo's team also manages related services like archive searching and exploitation. For small or large areas, a four-person team searches Spot Image's multisatellite archive for imagery matching the customer's criteria—acquisition dates, angles of incidence—and so on and sends search results in the requested format, which today is most often KML file format for immediate display in Google Earth. Another service it offers is Customer Technical Support (CTS), which complements sales. CTS has two people advising and supporting customers on technical issues, before or after product delivery.

Customers can also easily gain access to many of Spot Image's products and services on line, beginning with the Sirius Online product catalogue. Sirius Online lets you search, display and select imagery of an area of interest according to various sort criteria—for example, location, acquisition period, cloud cover and angle of incidence—and then ask for a quote and order products. Although the Sirius Online interface has been designed to make it easy to use for the general public, today it is used chiefly by professionals.

SPOTMaps Online lets users display, order and receive products of their area of interest per square kilometre. SPOTMaps are seamless, orthorectified national or regional mosaics generated from SPOT 5 2.5-metre colour imagery.

SPOTOrtho Online offers a service for orthorectifying SPOT or FORMOSAT-2 imagery and the ability to order orthoimages on line.

MyFormosat2 is another on-line professional service providing access to geoinformation in real time. This service allows customers to visualize, task and produce imagery from the FORMOSAT-2 satellite over wide areas via the Internet, without having to install a direct receiving antenna.

And last but not least, Spot Image's on-line SPOTGallery shop offers photo-quality prints of a striking selection of Earth imagery. ■



TRAINING TO WORK BETTER TOGETHER

- Since 2007, Spot Image has started providing training twice a year from over 20 domain experts for new members of its distribution and receiving station networks. The four-to-five-day sessions are attended by 10 trainees from around the world. Topics are tailored to suit participants, covering products, solutions, production processes, satellite tasking and receiving terminal management. To complement presentations, attendees are also given a tour of production systems and numerous opportunities to talk with engineering and sales teams.

- Spot Image also offers off-the-shelf training on its premises for companies wanting to acquire a common base of thematic or technical expertise. And it provides training for application projects in collaboration with domain expert partners.

- In the near future, Spot Image will be offering online training including tutorials for users of its website and on-demand video presenting the company's new products and solutions to far-flung partners and employees.

