

CASE STUDY - CUSTOMER CENTRICITY SCAN: DETERMINING THE EFFECT OF CUSTOMER MANAGEMENT

BUSINESS CHALLENGE

Changing the customer process requires an in-depth evaluation of the customer experience.

RESULTS

The client implemented a complete new process to improve the customer experience. The results of the customer experience scan not only helped to determine if the new process was successful, it also pinpoints the key areas of attention. The associations and storytelling exercise provided input on the latest experience of customers, which was very positive and received above benchmark scores. Also, on process quality the company was able to outperform other companies within the category. Service consistency was not (yet) improved.

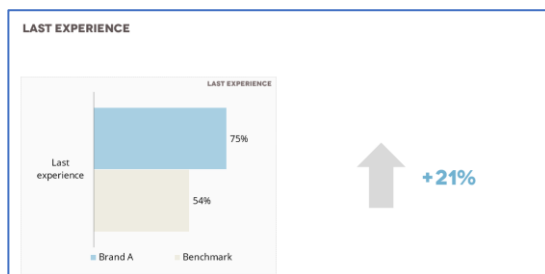


Figure 1: Last experience against benchmark

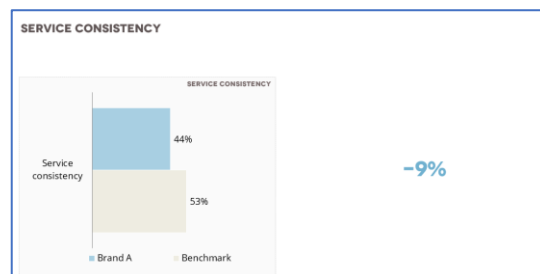


Figure 2: Service consistency against benchmark

KEY TAKE OUT

The results showed the client that they can continue with their new customer experience process. However, a stronger focus on providing consistency in their service is necessary to improve the long-term perception.