CASE STUDY – CUSTOMER CENTRICITY SCAN: MONITORING PERFORMANCE ON CUSTOMER EXPERIENCE

BUSINESS CHALLENGE

Monitoring the performance and perception of the company on customer experience and customer centricity.

RESULTS

The customer centricity scan allows the client to monitor the appreciation of the company, through a frequent evaluation of the performance and perception of the company by customers. The results showed that the performance of the company is improving, and especially on employee behavior an increasing trend is visible. This also leads to a higher overall perception of the company, with an increasing level of trust. The main area of concern is service consistency, with scores that remain below benchmark.
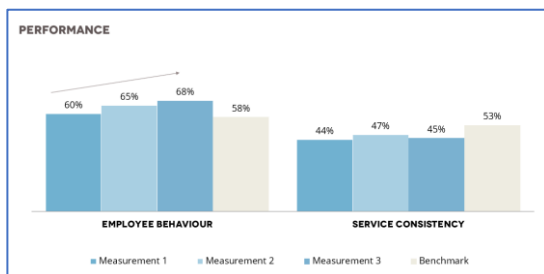

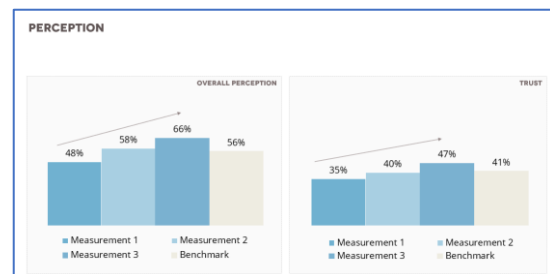Figure 1: Development on employee behaviour and service consistency

Figure 2: Development on perception

KEY TAKE OUT

The client was able to improve their performance on employee behavior, but they require a stronger focus on service consistency to significantly improve the perception of customers and to be able to outperform other category competitors.