

CASE STUDY - CUSTOMER CENTRICITY SCAN: PERFORMANCE AGAINST COMPETITORS

BUSINESS CHALLENGE

Uncovering the performance and perception of the company on customer experience and customer centricity, compared to other companies within the category.

RESULTS

The customer centricity scan allows the client to get a deeper understanding of the appreciation of the company, focusing on performance and perception. The client performed above benchmark on performance and was able to outperform other companies within the category. However, the study also uncovered areas for improvement. The perception of the company still lags, which is mainly visible in the score on trust (a long term KPI) and the amount of positive associations customers give the company.

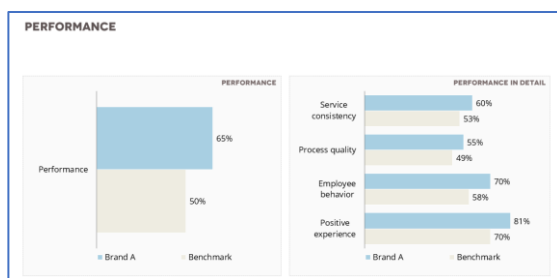


Figure 1: Performance - against benchmark

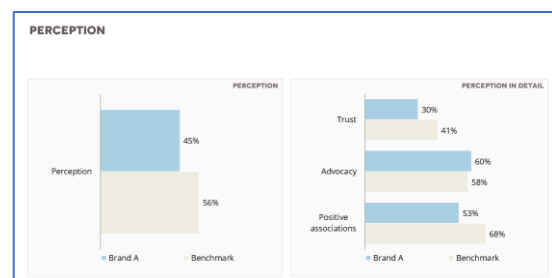


Figure 2: Perception - against benchmark

KEY TAKE OUT

The results showed the client can provide good experience for the customer, but needs to focus on the long-term goal, changing the perception of customers. Maintaining the high performance on customer experience is a necessity to become a trustworthy company that customers would recommend to others.