Case Study: Developing and Implementing an Effective Global Customer Experience (CX) Program

Background:
A $3.2 million Global Financial Services Company required a Global Customer Experience (CX) Program within a B2B division, focusing on Net Promoter Score (NPS) and Transactional Onboarding. This program had been stagnant for several years. The CX program operated on a bi-annual survey schedule, aiming to gather comprehensive insights into customer satisfaction and onboarding processes.

Challenge:
The challenge at hand was multifaceted, involving the need to effectively prepare the division for surveys, orchestrate communications, conduct surveys, prompt feedback, monitor and report response rates, derive actionable insights, and subsequently produce playbooks tailored for sales and other departments at a global and regional scale.

Approach:
To address this challenge, CXMD was specifically brought in to implement a strategic approach. This would require cross-functional collaboration across sales, product, project management, operations, product and marketing with an integrated communications plan. In addition, the approach would leverage the Salesforce Platform and Qualtrics application. Finally, this would require global and regional focus.

Solution:
The solution involved the following:

1. Communications: Meticulously planned timing of communications, working backward from the survey date. Each global region underwent comprehensive education on the purpose, intent, communications, and timing associated with the surveys.

2. Technology: Leveraging the Salesforce Platform to curate a qualified list of contacts, ensuring accuracy through scrubbing. Develop, execute and analyze voice of the customer feedback using Qualtircs.

3. Close the Loop: Identifying moments that matter, prioritizing them for action plan, utilizing past feedback to edit accomplishments based on account history, and closing the loop with customers on improvements. Leadership played a key role in communicating these achievements to customers, ranging from innovative products to enhanced onboarding processes.

4. Voice of the Customer Execution: During the survey window, actively encouraged responses to fulfill the commitment to improvement.

5. Post-survey Action Plan: Disseminated results at both the account, regional and global levels, providing an overarching view across the division.

6. Playbooks: The final step involved the creation of playbooks for each account team. These playbooks aimed to highlight aspects that mattered most to customers, enabling sales to focus attention on critical areas such as product features, innovation, pricing, communications, and strategic alignment. Most effective at Quarterly Business Reviews (QBRs).

Results:
The results were tangible and impactful. The implementation of this comprehensive approach led to a notable improvement in NPS. Over the course of the initiative, we successfully elevated NPS from 48 to 52 and eventually to an impressive 69. In addition, the revenues increased correspondingly by 120%.

The NPS increase demonstrated a clear enhancement in customer satisfaction and validated the effectiveness of the program. The detailed insights gathered and shared across the organization provided a foundation for strategic decision-making and targeted improvements.

Conclusion:
In conclusion, the success of the Global CX Program at the company highlights the importance of a well-executed and holistic approach to customer experience management. The combination of strategic communication, data-driven insights, and targeted action items not only improved customer satisfaction but also empowered sales teams with the necessary tools to strengthen customer relationships and drive business success. This case study underscores the significance of a customer-centric approach in fostering growth and innovation within a B2B division.