THE CUSTOMER EXPERIENCE
SEEING B2B IN 3D
MANUFACTURING AN EASIER, VALUE-ADDED, BRAND-ENHANCING CUSTOMER EXPERIENCE

Company Profile
A leading B2B global manufacturer with ANNUAL SALES EXCEEDING $1.75 BILLION

The Challenge
It’s hard to see the customer experience in stereoscopic vision if you don’t own a pair of 3D glasses. Mostly, this company had observed the customer experience through a one-dimensional, product-centric lens. If it was to broaden its field of vision, it would need to do so by solving challenges, like how do we:

• Turn ourselves “inside out” and cultivate a more customer-driven culture?
• Obtain meaningful survey results when we have a relatively small, finite customer base?
• Harmonize the “hard science” of quality with “soft and squishy” customer experience data?
• Facilitate global consensus among independent, strong-willed regional stakeholders?

The Solution
Trusting CCMC’s four decades of experience in moving B2B front-runners from measuring to managing the customer experience, the company adopted a proven three-step solution.

<table>
<thead>
<tr>
<th>The Challenge</th>
<th>The Results</th>
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</thead>
<tbody>
<tr>
<td>Where are we starting from &amp; what matters most?</td>
<td>The company achieved no less than TRANSFORMATIONAL IMPROVEMENT, increasing overall satisfaction by 11% points following the baseline survey stage.</td>
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<td>How can we operationalize changes?</td>
<td>Customers said the company was..</td>
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<td>What’s the impact of our actions?</td>
<td>8%-points more committed to excellence</td>
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<tr>
<td>9%-points easier to do business with</td>
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<tr>
<td>32%-points more responsive to requests</td>
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The Results

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To learn more about how CCMC can help your organization realize the tangible benefits of an improved customer experience, visit customercaremc.com