

HOW TO BECOME #1 IN SATISFACTION

A PLAYBOOK FOR CUSTOMER EXPERIENCE DOMINANCE



Company Profile

A multinational financial services company with a



PORTFOLIO EXCEEDING \$7 BILLION



The Challenge

The sky wasn't falling. This blue chip company often beat the competition on reputation alone. Every now and then, it might even lay claim to a #1 satisfaction ranking in its industry. New leadership had a very different vision.

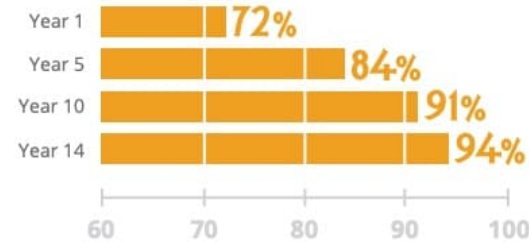
It believed that to thrive in an ever-increasingly competitive market – one with major and niche rivals – **the company needed to earn a #1 satisfaction ranking every year.**

Being the “best” and offering a consistently extraordinary experience would be no easy feat in the presence of volatile financial markets, routine leadership changes and workforce rotations, perpetual technology upgrades and continuous back office reengineering.



The Solution & Results

This company's steadfast and more-than-one-decade partnership with CCMC yielded remarkable benefits...



RANKED #1 IN SATISFACTION IN AN ANNUAL INDUSTRY-WIDE BENCHMARKING STUDY FOR 9 OF THE PAST 11 YEARS.

...and provided all companies possessing similar aspirations with a **playbook for customer experience dominance.**

IF YOU WANT TO BE #1 IN SATISFACTION....

- #1 Measure** the customer experience the same way, every year, **no matter what**
- #2** Don't (try to) boil the ocean; **focus** your improvement efforts on a **few things that matter most** to customers
- #3** When it comes to **taking action - trust, but verify**
- #4** Set your bar high - use **achievable but aspirational targets**
- #5** Give everyone **accountability for and visibility to satisfaction goals** and outcomes

SCIENTIFICALLY POWERING EXTRAORDINARY EXPERIENCES

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

