

CUSTOMER SATISFACTION

HOW FOCUSING ON THE CUSTOMER EXPERIENCE TRANSLATES INTO BOTTOM-LINE RESULTS



Company Profile

A prominent Fortune 100 medical products supplier with annual sales

EXCEEDING \$1 BILLION & OVER 1,500 EMPLOYEES

The Challenge

Despite its financial well-being and competitive advantages in a crowded health care market, this marketplace leader sought to **accentuate its core strengths** and shore up a few known vulnerabilities by taking a deep dive on identifying and improving in those **areas that mattered the most to customers.**

The Solution

In collaboration with CCMC, this front-runner genuinely reformed its VOC survey approach. Armed with metrics that translated **"customer satisfaction" outcomes** into **"bottom-line" implications**, the company built an engaging and enduring methodology for not just listening to, but acting on customer experience, insights, and opportunities.

The Results

Steadily increasing satisfaction levels among new customers.

Q4 : 72%
Q3 : 69%
Q2 : 64%
Q1 : 61%

11%-point annual increase in new customer satisfaction

Soaring satisfaction for new customers with core product.

78% increase in new customer satisfaction for a core product (from 49% to 87% Very Satisfied)

49% Very Satisfied **87%** Very Satisfied

Improved visibility of credible customer experience metrics yields many operational improvements including:

- Improved on-time delivery results** (represented by a truck icon)
- Better contact center experiences** (including decreased wait times) (represented by a headset icon)
- Fewer customer complaints** (represented by a clipboard icon)
- Greater product availability** (represented by a warehouse icon)