#### ME R C U S 0 Ε Ρ R N

MANUFACTURING AN EASIER, VALUE-ADDED, BRAND-ENHANCING CUSTOMER EXPERIENCE

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EING B2B



## **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 customerdriven 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.

### **BASELINE SURVEY**

Where are we starting from & what matters most?

### **ACTION PLANNING**

How can we operationalize changes?

#### **ANNUAL TRACKER**

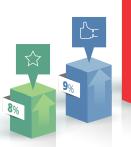
What's the impact of our actions?

## **The Results**

The company achieved no less than **TRANSFORMATIONAL IMPROVEMENT**. increasing overall satisfaction by 11%

points following the baseline survey stage.

> **Customers said** the company was..



W 8%-points more committed to excellence

**9%-points** easier to do business with

(?)32%-points more responsive to requests

# SCIENTIFICALLY POWERING EXTRAORDINARY EXPERIENCES



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