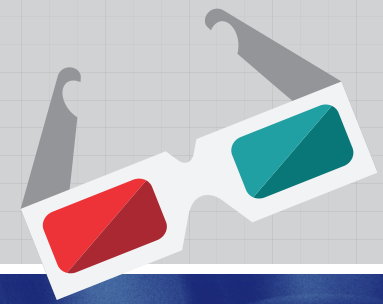


SEEING B2B IN 3D

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



Company Profile

A leading B2B global manufacturer with **ANNUAL SALES EXCEEDING \$1.75 BILLION**



The 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.



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?

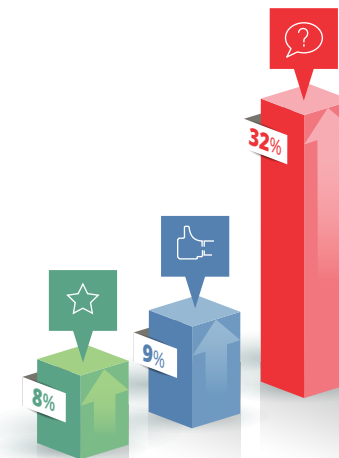


The Results

The company achieved no less than **TRANSFORMATIONAL IMPROVEMENT**, increasing overall satisfaction by **11%** points following the baseline survey stage.



Customers said the company was..



☆ **8%-points** more committed to excellence

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

❓ **32%-points** more responsive to requests