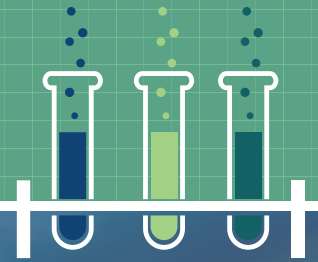


# THE SCIENCE BEHIND CUSTOMER SATISFACTION

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**.



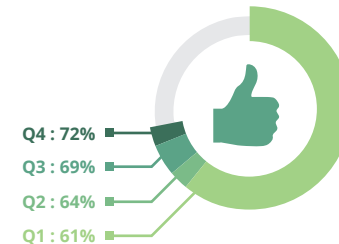
## The Solution

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.



**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)

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



Improved on-time delivery results



Better contact center experiences  
(including decreased wait times)



Fewer customer complaints



Greater product availability

**SCIENTIFICALLY POWERING EXTRAORDINARY EXPERIENCES**

To learn more about how CCMC can help your organization realize the tangible benefits of an improved customer experience, visit [customeraremc.com](http://customeraremc.com)

