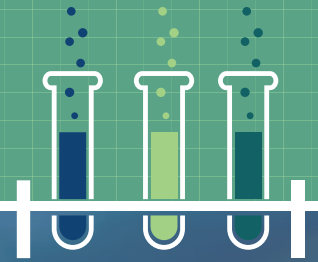


THE SCIENCE BEHIND CUSTOMER SATISFACTION

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**.



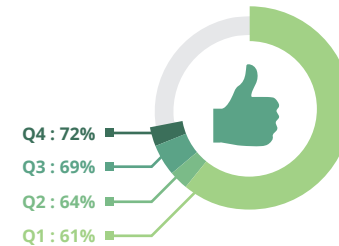
The Solution

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

