A Better CXP: Rules, Processes and Comparability

Situation and Challenge

Our client, a leader in global consumer durables, B2C and B2B lighting, as well as B2B big-ticket hospital equipment, has an ongoing NPS program which has to stay relevant in terms of businesses, competitors and customers studies, whilst maintaining NPS as a trustworthy KPI with comparability across periods for management purposes.

Business Impact

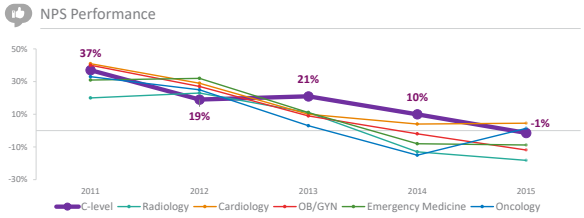
Our team helped in the design and the implementation of a CX program based on transactional, relational and competitive measurements, which led to closing the loop with customers and driving actionable insights for organizational improvement. In due course of several years, the programme has evolved and our team has helped drive improvements in processes, rules and organizational set-up, as well as executing the measurements and delivering CXP insights for growth.

1. Clear Competitive Benchmarking

Identify Treats and Opportunities

2. KPI integrity for change management

"Like-for-like" comparisons year on year, areas for improvement



3. Organizational improvement

BU level actionable insights, closing the loop with key accounts