



Scaling Up CX Efforts Based on Best in Class Rules and Processes

Situation and Challenge

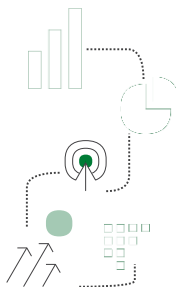
Our client, one of the largest cement, ready-mix concrete and aggregates producer in the world, was looking to launch their Transactional, Relational and Competitive NPS programme in more than 40 geographies across 4 different business segments. There was a pressing need for structured centralized rules which ensured consistency, integrity and comparability. The presence of regional competitors and small competitors created additional complexity.

Business Impact

As part of the NPS Rulebook, our experts designed a complete set of rules for setting-up and executing transactional, relational and competitive NPS. These rules also covered aspects in relation to the KPI integrity, analyses of root-causes and drives, actionability of insights, stakeholder engagement, closing the loop.

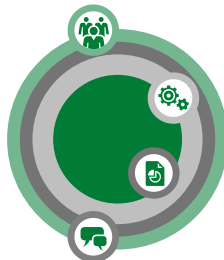
1. Scope definition

Product area, definition of the scope



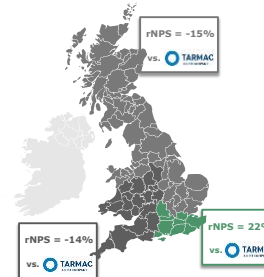
2. Fieldwork

Rules for designing and executing measurements



3. NPS Score

Data processing and score calculation, reporting on regional level



4. Innovative benchmark incl. against small competitors

Small competitors also come into benchmark as aggregated yardstick

