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*Customers asked what's  
happening over there!*

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## The power of a branded and differentiated customer experience

*Bringing brand values to life*

### Ambition

A call center for a large Dutch bank had been floundering in their performance for more than a year. It gave them pause to think about what they could do to break through to a new level. It was the peak of the financial crisis: satisfaction was down, sales were declining and customers were very skeptical of all banks. Driving a turnaround in this environment would be a challenge but it was nonetheless necessary to take action before it was too late.

### Approach

Differentiated customer experience put the customer at the center of the business allowing the organization to think and act in the customers' best interests.

Early Bridge's customer engagement model (see next page) leads to a practical approach using the small things that make a big impact for customers:

- 1. **Positive language**  
*speaking in possibilities for the customer*
- 2. **Understanding the customer need behind the service question**
- 3. **Applying their knowledge filter for the benefit of the customer**

### Results

*Customer satisfaction 15%  
higher pilot group compared  
to test group*

*Employee engagement 56%  
higher in pilot group  
compared to colleagues*

*Sales conversion above  
average*

# Approach



## 5 Building blocks: 'the branded customer experience'

The customer engagement model has the ultimate objective to fulfill the brand promise, customizing the five building blocks to the business and the objectives.

## Critical Success Factors

### Engagement model

five building blocks customized to the business and the objectives

### Keep challenge small

Keep the challenge small for the organization, cut large projects into smaller activities

### Open minded

Turning the focus in management meetings on customer-centricity

# earlybridge.

DRIVING CUSTOMER PERFORMANCE

EarlyBridge is a specialist in customer experience and one-on-one customer contact.

We help organizations to become truly customer-centric to improve marketing, sales, and service results.

Relevant case study:

*'Activating the brand in one-to-one customer contact'*

[www.earlybridge.com](http://www.earlybridge.com)