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*Sustainable results in
subsequent quarters*

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The Red Carpet customer

Differentiated service for high-value customers

Ambition

Despite clear differences in the needs and expectations of high-value customers, a financial services provider continued to use a “one size fits all” service strategy.

Senior management wanted to break free from this mentality and commissioned a cross-functional team to design a differentiated customer experience for these customers, using the existing infrastructure and capabilities.

Approach

A cross-functional team was built including representatives from Marketing Segments, the Customer Contact Center, Marketing Intelligence/CRM and ICT. This team evaluated the current situation, defining the opportunities and the constraints that the project team was facing.

Together the team developed a customer experience blueprint outlining the attributes of the “red carpet treatment”.

- 1. *Where lies the potential added value for the high-value customer?*
- 2. *How to place this in the customer journey?*

Results

Customer satisfaction increased 15 points in the test segment (compared to control group)

Success of the pilot lead to structural change in organization

Approach

The Red Carpet

Together, the team develops a customer experience blueprint containing the contours of the "Red Carpet" operation. Where lies the potential added value?

Cross-functional project

While Marketing, Marketing Intelligence and Customer Contact Center define the customer experience, the IT department develops a specific routing scheme.

DeltaForce team

Marketing does not have the content knowledge to come up with a good conversation structure. Together with the call center staff good (new) sentences are formulated and tested.

Critical Success Factors

● *Cross-functional team*

Representatives from key departments with decision making authority

● *Out-of-the-box mentality*

Optimize the possibilities

● *Passionate management*

Continuous focus on the end goal, leveraging the politics to succeed

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:

'More intelligent customer contact with customer profiles'

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