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*Personalized service in  
both sales and service*

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## The effect of a WOW! Customer Experience

*Drive consumer loyalty and Net Promoter Score*

### Ambition

Research showed that consumers needed and expected better support from the consumer care organization of a large consumer products company. Senior management wanted to move quickly to deliver more value-added service. They wanted to ensure consumers remained loyal to the brand and would recommend their products and services to friends and family.

The goal was to educate consumer care agents on how to deliver a WOW consumer experience with compassion and understanding for the individual consumer, branding the consumer experience to drive loyalty and recommendation.

### Approach

The existing agent training program was used as a starting point in order to preserve the best parts as the basis for the future. Regional representatives from Brazil, China, Europe and North America developed a targeted list of requirements to build a revitalized training program designed around a consumer experience blueprint. The training program was broken down into 30 minute “work-out sessions” to drive both new hire and refresher training needs.

The WOW content is focused on four primary areas for the company:

1. **Branding**
2. **Consumer insights**
3. **Soft skills training**
4. **Product benefits and features**

### Results

*Consumer perception of  
agent skills increased 29%*

*Net Promoter Score increased  
17 points*

*Methodology rated as most  
important success factor by  
organization*

# Approach

## 10 persona's



*Clear understanding of the customers, tips & tricks and the best way to communicate*

## 9 products

*The core of the strategic supply of the organization*

## 21 customer experiences

*The entire spectrum of inbound and outbound customer contact; Handles to deliver the WOW! experience*

## The WOW!-method

A card system developed by us makes it possible for agents to experience the coherence between personas, product characteristics and the desired customer experiences.

## Critical Success Factors

### ● Card system

Experiencing the relationship between customer needs, products and customer profiles

### ● Global & local

Global template ensures consistent training approach, also room for local adaptations

### ● Train-the-Trainer

Regional trainers have extensive hands-on practical trainings and 1:1 feedback

# 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:

*'The power of a branded customer experience'*

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