



Amplify Your Customer's Voice to Drive Accountability

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Maritz **CX**

CX TALKS
CHICAGO

Amplify Your Customer's Voice to Drive Accountability

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Practice Lead*

Maritz **CX**



Lynette Lager



Wolters Kluwer

*2018 Global
Innovation Award
Winning Team*

Sig. % Increase

YOY improvement
in customer
retention

\$ Tens of Millions

1-year loss
avoidance due to
close-loop system

\$ Seven Figures

Expense run rate
improvement

Double-Digit %

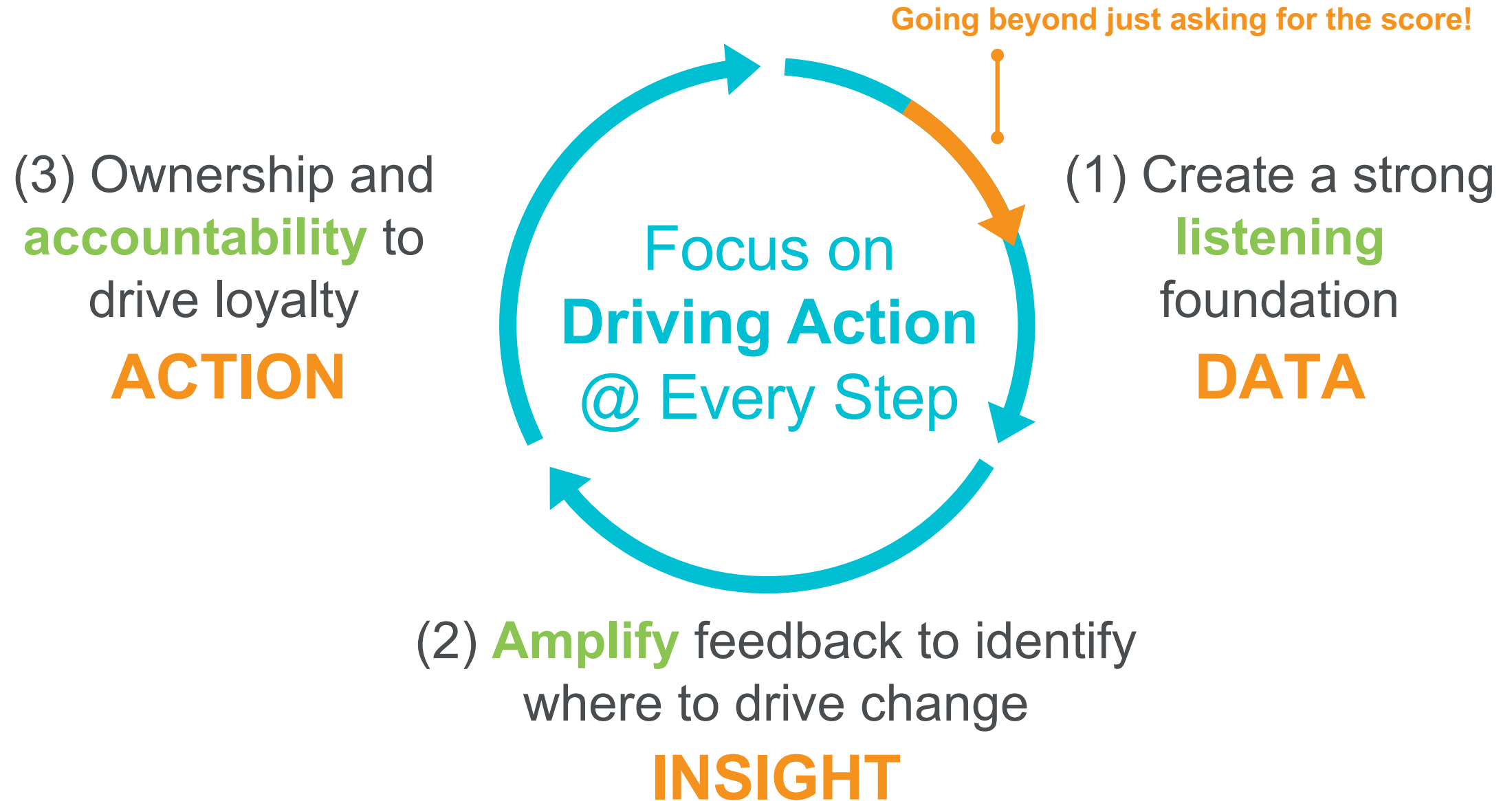
Reduction in number
of calls around billing
questions

Data Foundation: **listen** to every customer

Insights: **Amplify** feedback to identify where to drive change

Action: Ownership and **accountability** to drive loyalty

Wolters Kluwer's CX Vision



1 Effective Listening

Listen to your Stakeholders!

“People want good partnerships. They don’t want to be told”

Active Listening to Customers

“If it can’t be actioned, don’t do it”



2 Amplify Insights by Integrating Data

END-TO-END LISTENING MECHANISMS

Journey
Mapping

Relationship
& Attitude
Studies

Transactional
Studies

Product Usage/
Support Tickets

Market
Studies

Voice of
Employees

Single Measurement Platform

Data Foundation: Listen to Customers & Employees

Delivering world-class service experience— and for all customers

Examples of Insights → Action

| FORM NO AND DESCRIPTION |
|--|
| AIB-BKCU55 AIB-BKCU55 8.5X 3.75 DG-55 I ACCT INFORMATION BKLT - 8.5X 3.75 DG-55 BLK-INK, IMPT 15 PANEL&COVER, 70# WHT SMOOTH OPAQUE COVER |

BEFORE

| FORM NO AND DESCRIPTION |
|---|
| AIB-BKCU55 – Account Information Brochure |

AFTER

“..I’ve been looking at some WK invoices and **they were incomprehensible** until I got to the **more recent ones**, then they suddenly **made perfect sense..**”

– Bank Client

Invoice simplification led to
16% fewer # of calls



Dear Fred Chico,

In July we conducted a survey of our customers. For those of you who participated, **I want to thank you** for doing so. For those of you who didn't, there will be **upcoming survey opportunities** to provide us feedback.

Based on our survey findings, I am proud to say we see progress as a result of our increased investments to enhance our operational performance, provide superior customer service...

Based on our customers' specific feedback, we are focusing on these important areas:

- Product Features: Increase our product capability with new features and applications [detailed explanation].
- Designing a World-Class User Experience: Our latest launch includes a new [detailed explanation].

There are **other opportunities** for you to share your voice, including attending our user group meetings and roadmap planning sessions, as well as our User Conference in Palm Springs in October, we hope you will

**Personalized
messages to each
customer based on
actual or projected
feedback**

3 Increase Transparency & Drive Accountability

Willing to Share Customer Feedback Widely

74%

\$\$\$\$\$\$\$\$

VOC program is
'Very Successful'
at *Improving*
Business Results

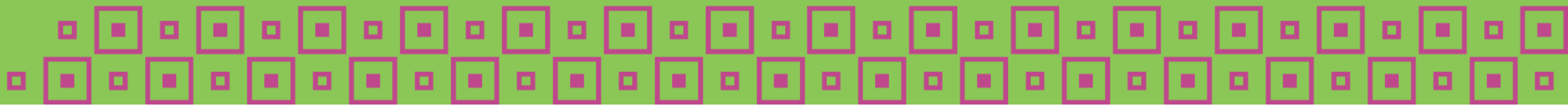
CX Feedback is **Not** Widely Shared across Org

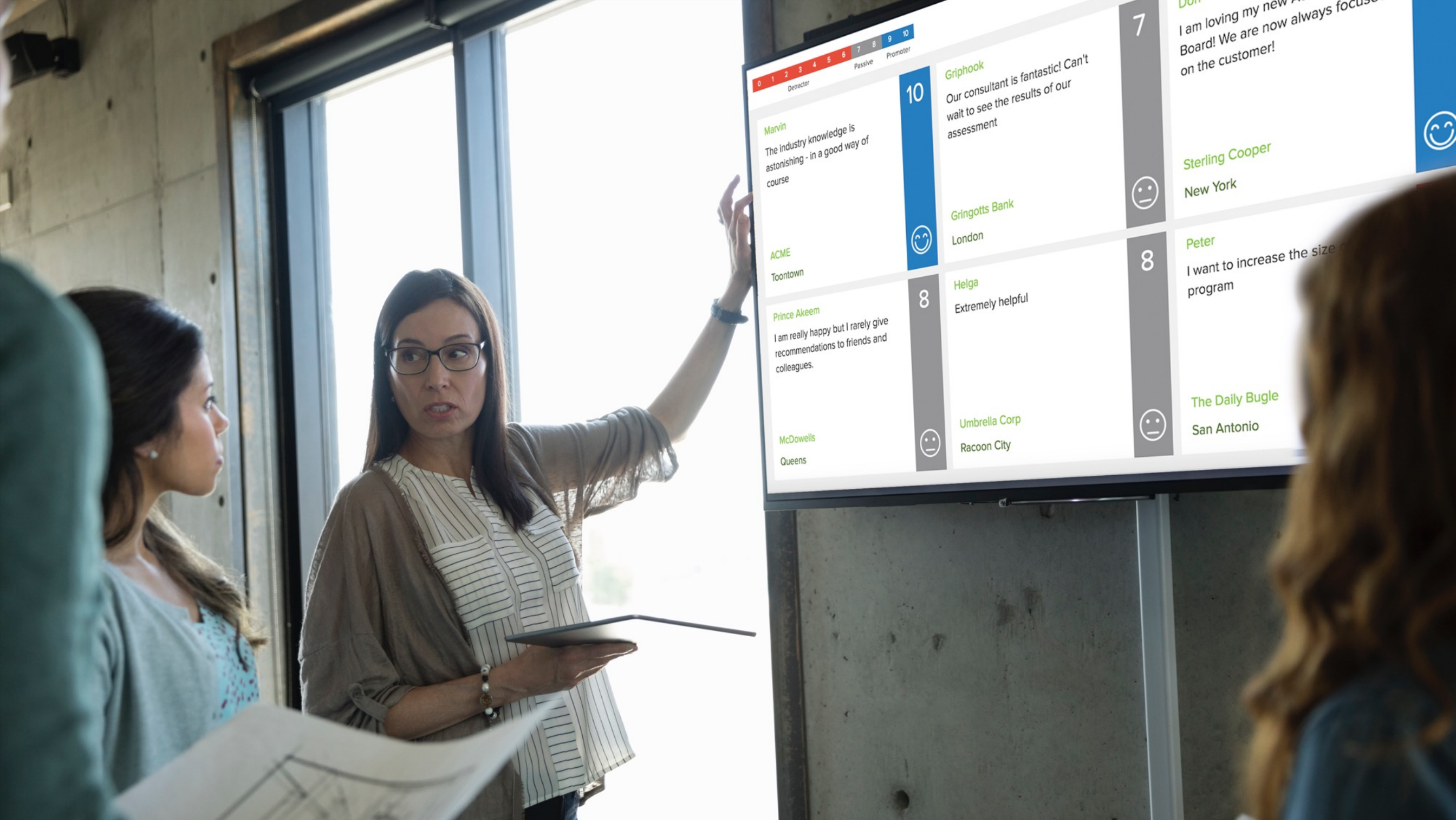
Only
20%

\$\$

VOC program is *'Very Successful'*
at *Improving*
Business Results

SOURCE: 2015 CXEvolution Study of CX Stakeholders





0 1 2 3 4 5 6 7 8 9 10
Detractor Passive Promoter

Marvin

The industry knowledge is astonishing - in a good way of course

ACME

Toontown

Prince Akeem

I am really happy but I rarely give recommendations to friends and colleagues.

McDowells

Queens

10

Griphook

Our consultant is fantastic! Can't wait to see the results of our assessment

Gringotts Bank

London

8

Helga

Extremely helpful

Umbrella Corp

Racoon City

7

I am loving my new Board! We are now always focus on the customer!

Sterling Cooper

New York

8

Peter

I want to increase the size of program

The Daily Bugle

San Antonio

FOCUS ON ACTION

1 IF IT CAN'T BE ACTIONED, DON'T SURVEY

2 AMPLIFY INSIGHTS BY INTEGRATING DATA

3 INCREASE TRANSPARENCY & DRIVE ACCOUNTABILITY



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