



### The Challenge

## Involving Staff and Customers in Improving Customer Experiences

A software firm was not achieving the customer satisfaction, sales growth and reputation for top customer experiences that it wanted. Executives were not sure why – although they had customer research – and could not agree how to improve.

### Schmalensee Partners' Approach

We . . .

1. Assessed the situation through discussion with executives, focus groups with employees and improved customer research
2. Developed a prioritized list of the best ways to increase customer experiences, satisfaction, sales and reputation
3. Facilitated executive team planning that produced action plans to improve
4. Trained executives and others on process improvement, leadership and communication throughout change
5. Built customer satisfaction into a dashboard of measures
6. Created Satisfaction Stewards in all operating groups to facilitate change and serve on improvement teams
7. Helped involved customer Users Group in improvements

### Results

- Satisfaction rose from 55% to 80% in two years
- Reputation improved
- Sales climbed
- Firm committed to continuous improvement

