

# Bioscience Technology Provider

## Business Challenges

- Regain position as market leader
- Competitors delivering a better customer experience
- Siloed company struggling to work as one
- Cultural integration after recent acquisition

## Business Solutions

- “Outside-in” and “inside-out” customer experience diagnosis
- Intended customer experience definition
- In-flight project prioritization driving focus on projects most impactful to the experience

## Business Results

- Clear plan to regain market leadership leveraging customer experience as key differentiator
- Clearer accountabilities for the customer experience across the business

Why  
CFN?

“Although we had a successful VoC program, it just wasn’t delivering the results the business needed. CFN provided an outside-in view that brought a new perspective on some well-known issues. In particular, focusing on experience design, not just processes, set us on a path to truly differentiate.”

– CX Leader