

Global Logistics Company

Business Challenges

- Attract and retain B2B customers in Europe and APAC
- Redesign onboarding experience to grow customer account activation
- Pilot solution to prove ROI
- Build cross-functional capabilities to realize double-digit revenue growth

Business Solutions

- “Outside-in” and “inside-out” customer experience diagnosis
- Integrated redesign across multiple channels, countries and customer segments
- Standard global template for rollout, with “freedom within a framework” for local variances
- Local deployment with on-going linkage to central analytics and management

Business Results

- Customer Retention: 65% to 77%
- Activation Rate: 15% to 30% increase across regions
- Process Compliance (billing): 33% to 88%
- Customer Attachment: Top Box 86% higher
- Clearer accountabilities across sales, marketing and customer contact teams

Why
CFN?

“We needed to bring in a new way of thinking – grounded in the customer voice, challenging norms and creating new customer experience solutions for what were, in some cases, long-standing leadership headaches. CFN’s collaborative and structured approach helped the company realize the benefits of thinking differently.”

– International CX Lead