

Transportation Service Provider

Business Challenges

- Lower retention in an increasingly competitive market
- Bias towards business process optimization (to reduce cost) had unintended consequence of low service innovation
- Recession-era cuts impacting historical “customer first” culture

Business Solutions

- “Outside-in” customer experience diagnosis for current and declining customers
- Intended customer experience definition and refined brand platform
- Strategic plan prioritization process, driving focus on most impactful projects

Business Results

- Strategic planning process now fully incorporates customer experience
- Customer measurement program established to correlate with customer maps
- VoC program revised and aligned to desired future state
- Extensive list of projects designed to close gaps and address strategic issues

Why
CFN?

“In an environment where customer experience was a new discipline, we took the need to develop a solid structure for embedding the customer experience mindset across the organization very seriously. Embraced by our most senior leadership, this foundational work transformed the way our business moves forward.”

– Senior CX Lead