

The Challenge

The front line staff in this business were frustrated that they kept dealing with the same customer issues again and again.

Many complained that the changes that occurred seemed misaligned with customer needs. The business as a whole needed a way to prioritise changes based on real customer needs.

Key Points

- Engaged front line staff to identify and quantify issues based on Voice of Customer
- Established a continuous process
- Immediate results and payback from identified improvements
- Whole of business engagement in customer issues

Our Solution

Limebridge worked with the business to put in place a process where front line staff reported "What Our Customers Are Saying (WOCAS)" and started logging critical issues and their frequency.

To complement this, we established a process to prioritise critical issues and make those accountable in the rest of the business take ownership of solutions. A cross business prioritisation process was put in place as well as mechanisms to report back to the front line on which changes were occurring and why.

The Results

Within months several changes had been put in place that produced a payback many times the original investment. Some of these changes prevented unnecessary calls, other reduced complaint costs", while the organisation was able to start tracking the impact on lost customers.

The company also measured a marked improvement in engagement of front line staff some of whom reported it as "the best thing the company has done. The company continues to work the process to drive out more benefits and the process won a range of internal awards.