

Client Case Study—Results Driven Consulting

California State Automotive Association: Getting Customer Measurement Right

The Challenge:

Northern California's largest auto/travel/insurance membership organization wanted to improve their customer measurement system to ensure the Voice of the Customer was heard at every level of the company.



The Solution:

An SPCI consulting team mapped their cross-channel customer experience to identify key touchpoints and measures. With a clear view of the customer experience, the team:

- Conducted interviews as well as a Voice of the Customer Maturity Assessment to identify strengths and opportunities of their current customer listening program
- Re-designed their Voice of the Customer Architecture to provide a powerful, yet cost effective, customer listening strategy
- Aligned customer measures to operational processes
- Designed the new Voice of the Customer organization
- Built a four-phased implementation plan

The Results:

The client told us, "This was the most comprehensive, high quality project I have ever experienced with any consulting company." They made changes to their customer measurement supplier and developed new roles and reporting capabilities to bring the promise of real time customer feedback to life.

The Service Profit Chain Institute

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