

Client Case Study—Results Driven Consulting

CA Technologies: Reigniting a Customer Focus

The Challenge:

CA Technologies is an IT management software and solutions company with expertise across all IT environments – from mainframe and distributed, to virtual and cloud. CA wanted to take decisive action to improve the customer experience, including design of a customer listening program that channeled the Voice of the Customer directly to business teams assigned to improve those critical touchpoints that mattered to customers.

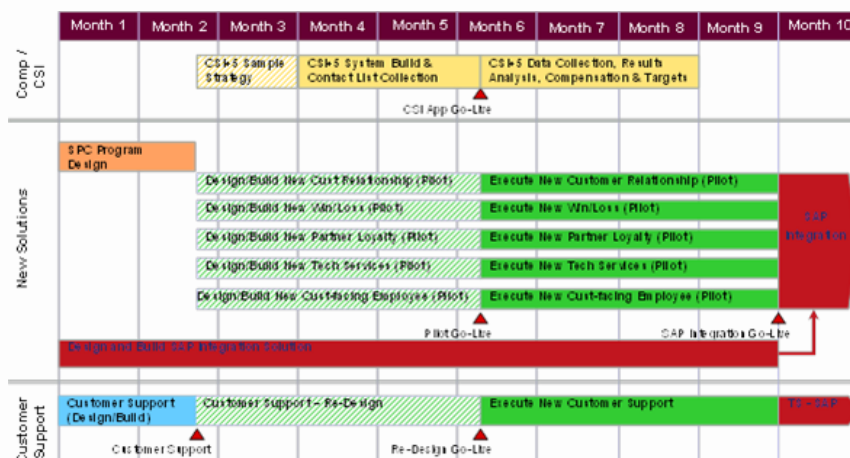
The Solution:

SPCI consultants researched the root causes preventing CA from achieving higher customer satisfaction scores and developed a transformation roadmap to guide the change effort. Elements of this plan included:

- Development of a new Vision, Mission and Core Values with the Executive Team
- Leadership development to the top 120 executives
- Re-designed and implementation of a new global customer measurement system utilizing the Net Promoter® Score
- SPCI led training for Global Account Directors on a new account review process that embedded customer feedback into the process

The Results:

Customers liked what they were seeing and CA's Net Promoter® Score has improved quarter by quarter along with the quality of client account reviews.



The Service Profit Chain Institute

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