

Client Case Study—Results Driven Consulting

PayPal: Delivering a Branded Customer Experience

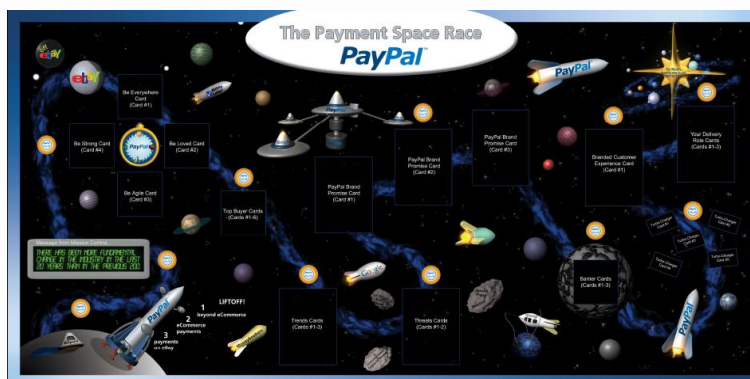
The Challenge:

One of the world's leading online payments company wanted to make important improvements to the customer experience for both consumers and merchants.

The Solution:

SPCI partnered with Smith+Co, our UK alliance partner, to design a multi-stream implementation plan that began with executive education and included:

- Customer research
- Development of a Balanced Scorecard
- Internal communications that included an innovative learning map: “The Payment Space Race”
- Re-design of both the consumer and merchant experiences
- A plan for enrolling and equipping managers and employees to deliver the new experience



The Results:

PayPal's success has been nothing short of extraordinary. This project contributed to improvement to Top Buyer retention and product mix that increased profitability of active customers and help position PayPal as a premier player in the payments market.

The Service Profit Chain Institute

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