



THE FAST LANE TO SUCCESS:

## Inside Volvo's Award-Winning CX Action Planning Module

Today, people's lives are as turbocharged as Volvo's vehicles. In a transforming automotive industry, customers simply don't have the time, desire, nor incentive to complete long satisfaction surveys. The challenge for Volvo has been to shift gears. Instead of focusing on top box scores, the business saw an opportunity to identify and capitalise on key drivers of great customer experience. It knew customers would be more inclined to offer that feedback with shorter questionnaires, which would lead to positive operational outcomes.

## VOLVO'S CHALLENGE



**Create Shorter  
Surveys**



**Recognise Top  
Performers**



**Act on Insights  
Quickly**

### SALES BOOST

**Industry research shows asking open-ended questions to generate deeper customer comments can boost sales dramatically.**

Partnering with InMoment (formerly MaritzCX) Volvo shortened and simplified its survey, shifting the focus to encourage richer customer comments. This is allowing them to truly share their customer experience stories. Open-ended survey questions lead to individual experiences that Volvo can act on. For example, if an employee at a certain Volvo dealership performed well, customers have the opportunity to call out that individual specifically so they can be recognised and celebrated. Conversely, deeper responses from customers can point to specific areas at each location that need to be improved.

**Better questions. More actionable answers.**

**With InMoment's survey, Volvo can delve deeper into individual customer experiences by encouraging the customer to provide detailed comments.**

Armed with more actionable intelligence, Volvo also strives to act on feedback quickly. To do this, Volvo and InMoment designed an action planning module as part of its Customer Experience Monitoring Programme to affect real change across the organisation at each dealership. With this module,

dealers and employees can define and complete specific action plans for challenges they face in creating positive customer experiences. Action plans are measurable, realistic and deadline-driven. Employees are held accountable to those action plans.

**Volvo uses InMoment to design action plans that address individual dealership challenges when it comes to creating meaningful customer experiences.**

Using text analytics and implementing action plans, Volvo acts on each customer comment individually and finds patterns in customer sentiment throughout the organisation. As a result, the automotive brand received recognition in the 2019 CX Elite Awards. This innovative approach to managing customer experiences led to Volvo winning the award for Best CX Transformation.

### AWARD-WINNING INNOVATION

**Volvo was awarded Best CX Transformation at the 2019 CX Elite Awards at the Annual CX Forum in London.**

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