



IMPACT STORY

STORZ + inmoment

KARL STORZ—ENDOSKOPE

The Context

Headquartered in Germany, KARL STORZ has been a leading provider of reusable products for endoscopy and related medical technologies for over 70 years. The company boasts 15,000 products in over 50 locations within 44 countries as well as 7,500 global employees. The cost, complexity, and real human impact of what KARL STORZ sells means the company's clients need a "white glove" level of service—from inquiry to installation and beyond.

The Opportunity

With InMoment, KARL STORZ is able to mine both structured scores and unstructured comments, giving the company the ability to understand the customer journey, replicate exceptional experiences, and identify areas for improvement. The real-time solution also ensures supervisors are notified—in real time—of specific issues that require immediate resolution. Using prescriptive analytics, InMoment provides coaching reports to supervisors, empowering them with qualitative and quantitative tools to drive individual

improvement. InMoment also collects feedback from employees, getting their perspective on what's causing customer concerns. Additionally, InMoment provides regular reporting to executives that offer both a high level view of key organizational metrics like NPS, as well as the ability to drill down into specific stories.

The Impact

By providing always-on listening channels to both customers and employees, KARL STORZ has achieved faster resolution times, better customer experiences, as well as an increased ability to identify root cause. In less than a year after partnering with InMoment, KARL STORZ's customers reported a 98 percent likelihood to purchase its products again and a 96 percent likelihood to recommend the company to others. KARL STORZ also saw significant increases that year in these two key areas of a third-party best practices evaluation: five percent in timeliness of resolution and six percent in knowledge of the representative.

What's Next

KARL STORZ has done a phenomenal job understanding and providing a stellar customer experience at a transactional level. It is now adding a new dimension to that understanding by gathering intelligence about the overall relationship. Additionally, KARL STORZ will soon be launching an initiative to get employees' perspectives, the root causes behind customer pain points, and positive experiences.

SUMMARY

- **98% likelihood to purchase again**
- **96% likelihood to recommend the company**
- **5% increase in timeliness of resolution**
- **6% increase in knowledge of the representative**