

CASE STUDY

Designing a Voice of Customer (VoC) Analytics Toolbox to Showcase CX Impact

EXPERIENCE IMPROVEMENTS:

- 15,000+ new customers
- Market share increase for the first time in 10 years
- Record NPS levels across Medibank and ahm

Medibank is one of Australia's largest health insurance providers, and Nathan Chung is the Service NPS and Voice of Customer Team Manager. He shared practical tips for leveraging experience data to strengthen CX influence across the business, which resulted not only in significant NPS uplift, but also improved business performance.

Key Takeaways:

- There's always a way to find a connection between financial metrics and CX program results
- Use data analytics to defend and add credibility to your CX program across the business
- Logistic regression is a statistical tool to determine which variables have the highest impact on NPS
- Correlation is useful for aligning various survey programs to improve NPS
- Predictive analytics can be used to reach non-respondents and pre-empt churn
- Text analytics has been instrumental in helping Medibank employees across the business to stay on the same page through unified data and visibility displayed through customised dashboards



Nathan compared building a VoC program to building a house from the ground-up. Like building a house, you'll need permits, funding and a blueprint to create a sustainable CX program.

Data analytics is a way to continually strengthen and provide credibility to a CX program.

To do this, the team looked for simple analytical tools that would have the strongest impact. They mined annual reports for references to key figures and programs that were important to Medibank. If they could tie CX metrics to key

business priorities like churn, profitability, and acquisition, influence would follow.

Whilst some analytics tools are complex, some are simple to use. To demonstrate how employee NPS relates to service NPS, Nathan's team used correlation – a simple excel formula =RSQ() that told a powerful story.

To help prioritise efforts, Nathan's team used logistic regression to conduct driver analysis and understand what is critical to driving NPS. Sifting these drivers using regression to understand the predictive performance of each driver allows you to focus and streamline business initiatives. Every new business case must now indicate the expected NPS improvement, and the targeted priority drivers.

Using a combination of decision trees, AI and Machine Learning, Medibank has been able to find the operational drivers for NPS, which allows the team to predict promoters and detractors without needing to survey them. Medibank can then apply the model across their customer base to help personalise service and optimise investment.

Finally, Medibank implemented text analytics, an automated solution for categorising customer comments. The capability enables the CX team to automatically sort, find, track and understand what customers are saying at scale. Because of text analytics, employees across the business are on the same page through unified data displayed through customised dashboards.

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