

CASE STUDY

# Techtronic Industries (TTI) Combines InMoment and Salesforce to Power Record-Breaking Performance

You might not recognise the mega manufacturing brand name Techtronic Industries (TTI), but if you've been brave enough to undertake some household DIY, you may know its products; RYOBI, Milwaukee, AEG and Hoover, to name a few. With customers purchasing and servicing these products through authorised partners it used to be a real

challenge for TTI to truly understand the customer journey. However, TTI teamed up with InMoment to build a state-of-the-art technology stack and stitch together a complete view of its customers and figure out which initiatives are going to move the needle and grow the business.

EXPERIENCE IMPROVEMENTS AT-A-GLANCE:

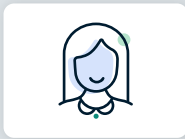
How has the customer's experience leveled-up?



Customer satisfaction increased YoY



The number of repeat repairs reduced



NPS in Customer Service increased by 20 points

BUSINESS IMPROVEMENT AT-A-GLANCE:

What is the business impact of experience improvement?



Three consecutive years of sales growth



Streamlined customer growth and closed loop processes through robust Salesforce integration



Complaints volumes reduced YoY

Product innovation is in TTI's DNA and it has the market covered for cordless power tools, hand tools, floorcare, appliances and more. But like many manufacturing businesses around the globe, TTI is taking on the transformational task of shifting its mindset from a product-focused business to a customer-focused one.

## Direct Relationships with Customers Can Be Tricky to Establish

TTI relies on its distribution partners like Bunnings, ToolShed and JB Hi-Fi not only as sales channels but it also needs to count on them for repair work. As a result, TTI didn't have a connected view of its customers' end to end journey, nor did it have a direct relationship with the DIY enthusiasts and tradespeople using its products. This gap in customer understanding resulted in constrained sales growth and made running the customer service function problematic.

## Combining InMoment and Salesforce to See Which Moments Matter

In 2017, TTI established a CX team to solve the problem. The team, like most CX functions, is dedicated to understanding customer insights, however their primary goal is to fuel the aggressive growth targets for the region, not just improve NPS.

To reach this goal, TTI teamed up with InMoment to connect its disparate data sources and create a 360 degree view of its unique customer - helping deliver personalised journeys and improve CX. Customer feedback is enriched via InMoment's Text Analytics which uses the latest Natural Language Processing (NLP) engine to create actionable insights. These insights are then fed in real-time into the Salesforce CRM platform incorporating the range of Sales, Service, Marketing, Communities and Commerce Clouds.

Using this modern technology stack, TTI can now help its customers by delivering the right information through the right channel at the right time. Speed of understanding customer pain points and the ability to develop agile solutions has delivered a competitive advantage to TTI's business.

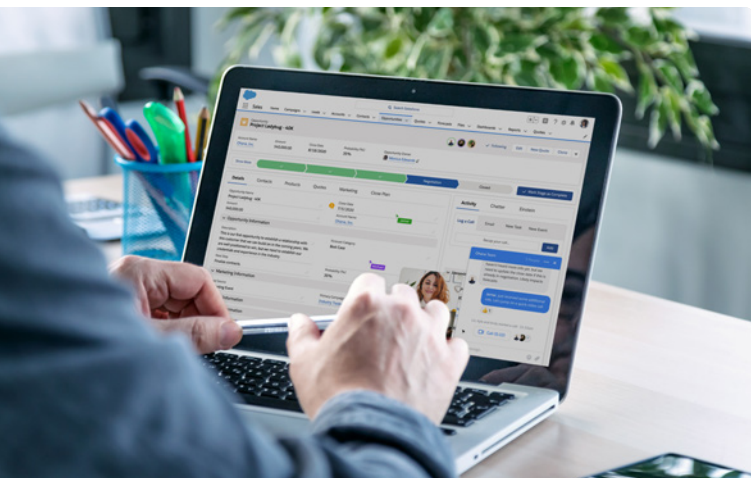
**“InMoment is not just a CX software for us, they are our CX partners and extension to our CX team at TTI ANZ.”**

ABBY SINGH, TECHTRONIC INDUSTRIES' VOC LEAD

## Three Consecutive Years of Business Growth

Connecting data points across the business has underpinned three consecutive years of accelerated sales growth and helped establish TTI as the dominant player in the power tool market.

The business is on its way to a deeper understanding and personal relationship with all its customers with over three hundred thousand customers and almost one million products now registered through its community portal.



This has led not only to customer satisfaction increasing year on year, but the business has taken significant market share experiencing record sales results.

This investment in a connected customer platform powered by Salesforce and InMoment has enabled TTI to collect and leverage stated, observed and inferred customer insights and address legacy warranty and repair related issues and embed new QA processes.

Driving consistent repair agent performance in conjunction with personalised customer communications throughout the service episode has resulted in:

- ↑ **Increased Customer Service NPS**
- ↓ **Decreased volume of complaints**
- ↓ **Reduced number of repeat repairs**

## What's Next for TTI?

TTI's CX team is using InMoment's technology and strategic services to continue improving customer experiences and overachieving their growth targets. They're establishing a CX Centre of Excellence to supercharge this growth, and will be feeding more social data into their platform to gain additional market insights. Following the roll out of the experience program for its end-user customers, TTI now plans to expand on their successful approach to include other customer segments like B2B (industrial buyers) and B2R (retailers) over the next two years.



**If you'd like to discuss your unique requirements and our experience in your industry, we'd be delighted to assist.**

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