



CASE STUDY

Re-Branding and Re-Launching a Legacy VoC Program

KEY TAKEAWAYS

- Challenge legacy ways of thinking when it comes to surveying customers – chances are there is an opportunity to improve feedback collection across every single customer group
- If you ask a question to your customers, act on their feedback visibly so they will know their feedback is valuable to the business
- Involve leadership in your customer experience program design to increase exec-level engagement later on

Commonwealth Superannuation Corporation (CSC) looks after super funds designed specifically for Australian Government and Defense Force employees. Chief Customer Officer, Peter Jamieson, and Customer Experience and Insights Manager, Katie Bogg, share their journey re-launching the VoC program and the success they've seen so far.

The business of CSC is less about managing super funds and more about creating retirement dreams. This idea is reflected at the heart of its CX program, as the business is focused on thinking about the result of their CX efforts, not just the efforts themselves.

Starting their journey in 2017 with disparate surveys, the business recently relaunched the VoC program with a renewed commitment to act on customer insights.



Ahead of re-launch, the surveys were carefully redesigned with questions that were less corporate and more colloquial and the business prepared itself to re-learn about their customer base from the ground-up. The team started brainstorming creative ways to collect feedback from legacy customers to make sure that no opportunities for valuable insights were missed.

An artefact of the newly re-branded CX program was “The Compass” to represent the CSC customer base. The goal of The Compass is to guide the business toward customer-centric decision making. Just like a compass will point you in the right direction, when the business focus shifts toward a direction that is not customer-focused, the idea was that the customers, or The Compass, will re-centre the team. Early feedback across the business is that The Compass has been a powerful metaphor to help sell the program internally, engage frontline staff and motivate cross-functional teams. After relaunching the program, CSC saw notable early wins. The re-launched program has brought a

renewed CX energy across the business. From frontline call centre staff to senior leadership, everyone is more receptive to hearing customer insights and acting on them.

CSC employees have always put the customer first, but with their improved CX program, the team is able to leverage employee feedback to improve experiences across different points in the customer journey.

One of these touchpoints is the process of claiming super from a deceased family member.

CSC was able to incorporate ideas from frontline staff to transform this sensitive process and remove friction from the customer experience. Improvements to the process include direct communication with the customer from the very beginning of the claim, opening up new communication channels and a quicker processing timeframe. Each of these efforts have had a positive impact on customer experience and CX metrics whilst also reducing cost to serve.

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