



CASE STUDY

Australian Telco Moves Beyond Chasing Numbers to True Experience Improvement

Keeping Australians connected to the internet at lightning speed is no small task. In fact, one of Australia’s leading telcos is in charge of keeping millions of consumers and thousands of businesses connected and running smoothly. When it comes to improving experiences for these businesses, this telco uses relationship surveys to keep a pulse on both account growth and customer retention, and take action on customer intelligence.

Teaming up with InMoment in 2017, the telco deployed a best-in-class experience program that has seen account contracts rate soar and the highest NPS rates in three years.

Moving Beyond Score Chasing to Unlocking the “Why”

Many businesses can relate to the idea of chasing an NPS score. In fact, when it comes to dashboards and reporting, NPS is usually the biggest number on the page, prominently shown front and centre. This means executives are typically fixated on the score, instead of understanding the “why” behind the numbers—but where are the actual opportunities for improvement?

The team was determined to change this.

The business implemented a number of best practices throughout the feedback collection unit to inspire real change around the business. The goal was to help stakeholders understand their true impact on customers, increase survey response rates, and move detractors into passives.

“The InMoment team has helped me understand best practices, and they give us all the help we need to make our program smoother. No other vendor I’ve previously worked with has provided me with this level of support.”

ANALYST AT AUSTRALIA’S LEADING TELCO PROVIDER

Here are some of the tactics this telco used to pioneer a positive culture:

- 1. Design Strategic Interviews.** The team decided the best way to build relationships is to send an executive to interview customers and help identify opportunities. Prior to the interview, each executive was briefed with background information, previous survey conversations, and a full understanding of the account history. By acknowledging the conversations from previous surveys, the telco was able to show customers that they are listening and committed to the account’s success.
- 2. Optimise Staff Incentives.** In the past, the business used to have staff commissions in place targeting NPS scores, which meant employees were fixated on chasing the score. But now, these incentives have been levelled up to enforce a true culture change. Positive feedback is highlighted alongside the negative ones, which gives the sales teams a more holistic picture of the impact of their work.
- 3. Improve Survey Tactics.** When it comes to relationship surveys for B2B programs, there is a unique survey methodology that should be considered. Tactics need to be super tailored to the customer contacts and their preferred communication channels. For example, some



of the senior contacts might not communicate via email survey, so it’s important to reach out to them on the phone. Without these voices, the business would have an incomplete data set, and miss opportunities for growth and development.

- 4. Build On Learnings.** Every time the telco sends out a relationship survey, learnings are documented and shared across the business. The business strives to avoid making the same mistakes twice, and is committed to making each survey better and more efficient.
- 5. Choose the Right Technology Partner.** With such a lean team, this telco knew it would need help setting up and maintaining a best practice experience program. The business chose InMoment as it’s experience partner to help them get the most out of customer insights, turn those insights into action, and ultimately, see business results that correlate to return on investment.

“The Customer Success Managers on my account have helped me understand best practices, and they give us all the help we need to make our program smoother. No other vendor I’ve previously worked with has provided me with this level of support.”



- 6. Take Action on Insights.** The team is constantly looking at feedback with the lens of, “what will we actually do with this customer intelligence?” The business knows that its customers value when feedback is acted on lending. Further, they were able to pinpoint the underlying behaviors and processes each of these colleagues should focus on to improve customer satisfaction.

The Result? Record-Breaking Contract Rates

The hard work certainly paid off. The business saw a 15 point spike in contract rates— from 8% to 24% in twelve months! The business has also recorded the highest ever NPS rates in three years for the program’s three main customer segments.

What’s Next?

This brand is always looking to improve—from survey response rates, to better quality questions, to taking action on insights, the experience roadmap is ever-evolving.

If you’re looking for help implementing a best practice experience improvement program, we would be delighted to assist! Get in touch!

To demo a product or to contact us call:

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