

CLIENT STORY



Creating a Customer Centric B2B Organisation With Triumphant Return on Investment

Founded in 1923, TRUMPF Group is a family owned German industrial machine manufacturing company working within the B2B environment and is one of the world's biggest providers of machine tools.



Operating in more than 70 subsidiaries worldwide



Over 14,700 employees



Annual Revenue of over €3.5 billion

TRUMPF is a market and technology leader in machine tools and lasers for industrial manufacturing. Their software solutions pave the way for their smart factory and industry 4.0 solutions, and in industrial electronics they enable high-tech processes.

Their main company objective is to satisfy their customers, employees, owners and community in equal measure, in

each of their sectors of activity and in all of their products and services.

Satisfied and loyal customers are of utmost importance to TRUMPF and they have created an initiative within the business to increase customer orientation which focuses on not only the collection but also the processing and actioning of customer feedback.



The Realisation to Become Customer Focused

In the past, the manufacturing B2B industry has typically focused on product quality as the key driver to business success. However, to gain a competitive advantage in their industry, TRUMPF decided they needed to invest in customer experience as well as product innovation and quality.

From analysis, the main problem TRUMPF faced was gaining knowledge about the “why” in their customer data and then working towards improving services and technology offerings based on the customers needs and perspectives.

The team at TRUMPF came to realise that the strategic customer survey which takes place every three to five years and their transactional survey wasn’t collecting enough data to make meaningful business decisions. In order to focus on the whole customer relationship and better understand their customers’ experiences, they needed to truly understand and connect with customers throughout their journey. Due to the good relationship between InMoment and TRUMPF in the past, the business decided to use the expertise of the InMoment team and appointed InMoment to help in design and implement the new programme.

In order to consider the customer in all decisions being made throughout the organisation and to be able to form deep relationships with customers on a global level, TRUMPF and

InMoment developed a new survey to gather meaningful data from their target audience. InMoment implemented a relationship survey programme called NPS+. The “+” stands for not just collecting customer feedback but also being able to close the loop with a top down approach so that management attends directly to customer needs and analysis is conducted from the key trends found.

Introducing NPS+

The new NPS+ survey was set up in parallel with the existing transactional programme and the long-term strategic customer survey. The findings from all surveys can be combined to get a holistic view of the customer which is shown on one platform dashboard.

NPS+ gives TRUMPF a new way of looking at NPS which goes beyond tracking a score. The programme gathers more information than just a standard NPS score to allow TRUMPF to gain deeper intelligence into different areas of the business, enable employees to share actionable insights with the wider organisation and leadership, and create action plans to develop positive cultural change and inspire customer centricity throughout the organisation.

As part of the NPS+ programme, TRUMPF developed its own Global Brand Performance Scores that can be reviewed by region to gain a more granular view of the customers. These indexes are in line with TRUMPF’s company values and track

two key business success indicators, with special emphasis on the measurement of customer loyalty and willingness to recommend TRUMPF to others:

- *The Innovation Index Score tracks product quality, innovation and product experience*
- *The Customer Centricity Index Score helps the team understand customer needs throughout their customer journey*

The global brand performance is measured by rating three statements in the innovation index section and three in the customer centricity index section.

By measuring the experience using the Global Brand Performance Scores, which gathers data in these key areas for the business, TRUMPF is now able to gain insight into customer loyalty, their brand image, buying behaviours and customer needs as well as identifying which customers are most likely to purchase from competitors. This gives them the insight they need to improve experiences for their customers, employees, and drive value for their business.

“By implementing a feedback programme that measures our performance across vital dimensions, we have seen significant positive impact on not only our customer satisfaction but also customer centricity within the organisation.”

INDRAJIT RANA, HEAD OF SALES EXCELLENCE AND CUSTOMER INTELLIGENCE AT TRUMPF SE + CO. KG.

Triumphant Results

The NPS+ programme helps TRUMPF to initiate concrete actions based on evidence from feedback to be able to serve their customers more effectively. Using customer feedback and the InMoment platform, TRUMPF is continuously working to address potential problems which may occur, boosting their customer centricity agenda.

TRUMPF has identified a significant return on investment with a €4.5 million increase in upsell opportunities, directly from the new NPS+ CX programme.

The new CX programme allows TRUMPF to:



Identify at-risk customers who are planning to purchase from competitors



Reduce churn by creating action plans and gather feedback from lapsed customers



Increase customer acquisition



Identify cross sell and upsell opportunities



Create product and service roadmap decisions guided by the Innovation Index feedback



Train and coach employees to take a more customer centric approach

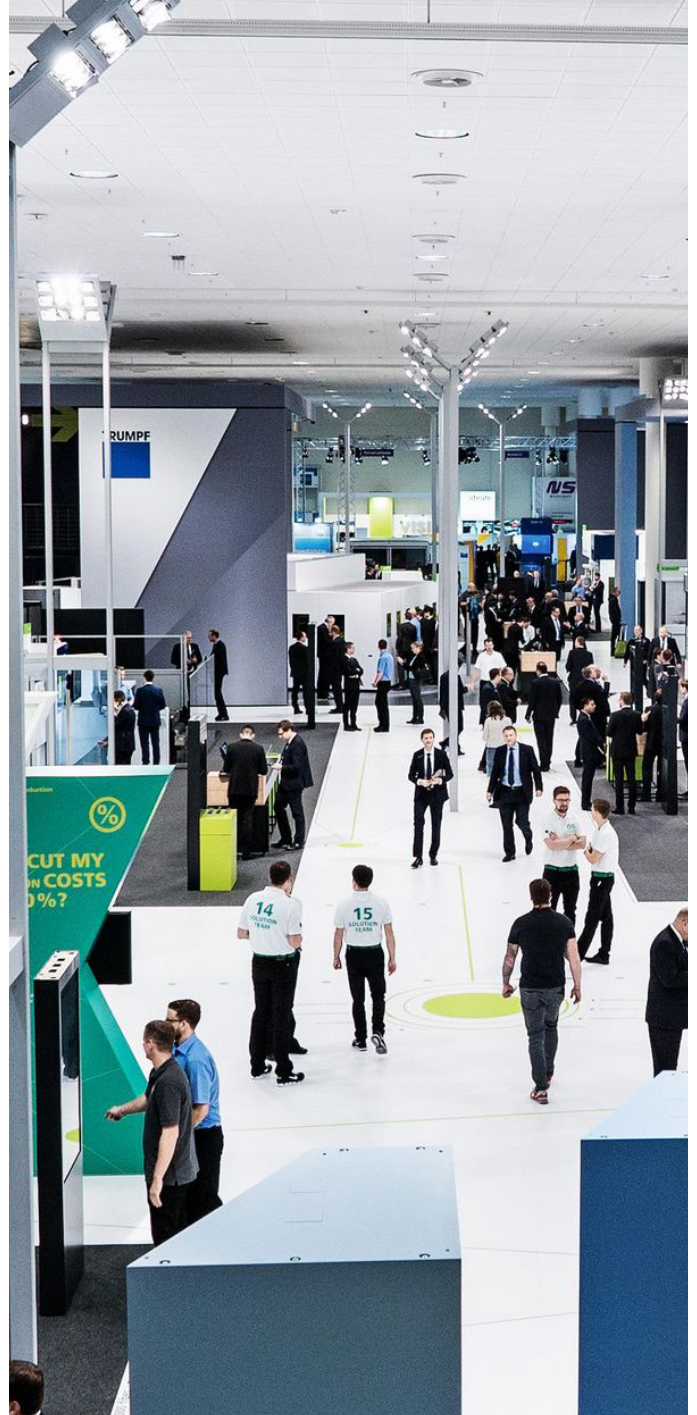
“Due to this initiative, we now have a better understanding of the holistic experience of our customers with TRUMPF as a brand. It goes beyond transactions and defines the path to partnership.”

INDRAJIT RANA, HEAD OF SALES EXCELLENCE AND CUSTOMER INTELLIGENCE AT TRUMPF SE + CO. KG.

Results from customer feedback are now widely circulated across all business units and the team at TRUMPF are working hard towards achieving a greater level of customer centricity from the frontline to the board level as a direct result of implementing transactional insight and actions using the Customer Centricity Index.

As part of their new programme process the team presents the insights to a global board, which represents each division and geography. The insights and actions are then funnelled down across the business so that everyone is aligned and actions can be implemented and followed up on.

The new feedback programme allows TRUMPF to access their customers' loyalty as well as their brand image and market position against competitors and enables them to report on NPS+ as their top KPI on a yearly basis.



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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