

*From Program Design to Expansion:*

# A Cross-Regional Approach to Customer Experience



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# From Program Design to Expansion: A Cross-Regional Approach to Customer Experience

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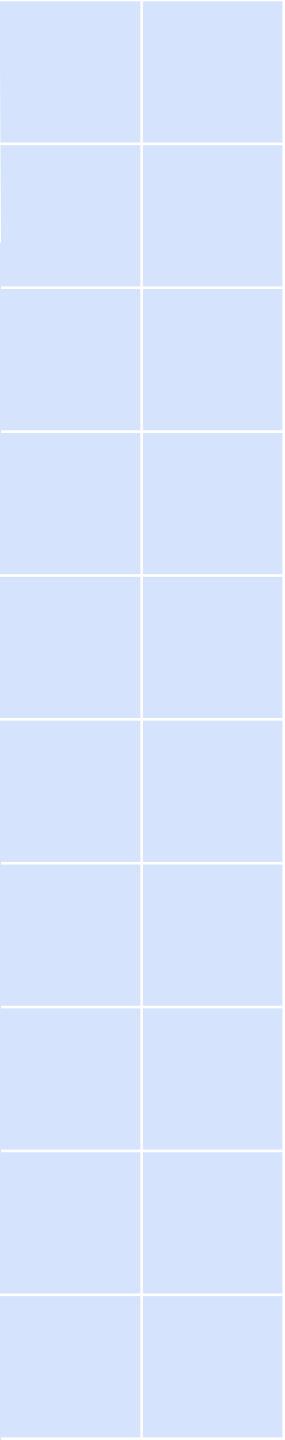
Aesop is a skin, body, hair and homecare brand that was founded in 1987 in Australia. The products are built with natural botanic ingredients and essential oils, focused on creating a sensory experience for customers.

Australia is one of the smallest markets for Aesop. They've grown into 20 countries, all with a focus on creating excellent experiences, no matter which country or demographic their customers are in.

Aesop doesn't engage in traditional marketing like TV, billboards, or social media influencers—instead, they've grown by word of mouth, competing on customer experiences to stand out from competitors. The brand wants to maintain the things that make Aesop special, while adapting to the need of different markets.

## **The VoC Approach:**

- People need to own the global program. It's difficult to be the “voice” of the VoC program if all the teams are in different time zones.
- Compare feedback and results across multiple locations. Look at store performance and check if customer feedback is differentiated across markets.
- Coach and train teams using customer insights.
- Celebrate wins and success by sharing customer feedback.
- Measure and track improvement initiatives using customer feedback.
- Centralise social media feedback in one location.



# Pro Tips

1

## Start With the “Who” Instead of the “Why”

Successful delivery for Aesop meant creating a program which could provide value to the entire business. By carefully considering the different teams across Aesop, the business was able to tailor a solution that would provide value at all levels of our structure. Customising reporting and outputs based on the specific needs of different teams and departments helps maximise the impact of customer feedback.

2

## Align The Organisation

The survey experience needed to match the brand experience—not too wordy, aesthetically beautiful, and intentional. As a global brand, Aesop needed to strike the right balance between being consultative and trusting our understanding of our audience. The brand included verbatim comments as a key part of the delivery plan, prioritising what was really important to customers. In the end, the brand kept the survey short, easy to manage, and focused on what mattered most.

3

## Empower Your People

It was important for the different teams to own the customer feedback, especially regional teams who may interpret feedback differently based on language, culture, and nuance. By building the program with the audience in mind, Aesop was able to embed the voice of the customer into our teams’ daily routines. The team has expanded listening posts by integrating with chat and communication channels and onboarding feedback via Google+ Reviews. This allows Aesop to share interesting and important feedback from our customers and support Aesop in understanding their needs.



# Related Reading

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Three Tips for Building an Award-Winning CX Program



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How to Leverage All Your Data, Not 'Just' Survey Feedback, to Meaningfully Improve Customer Experiences



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Designing, Actioning, and Proving an ROI-Focused Experience Program



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BACK TO TOP