



CASE STUDY

# From Mailboxes to Mindsets

## Navigating Tradition to Modern Customer Centricity

Celebrating 175 years of excellence in logistics and postal services, and currently one of Switzerland's largest employers, Swiss Post Ltd went on a transformative journey to redefine customer experience (CX). Recognising the need for strategic alignment, Swiss Post embarked on a game-changing CX programme with InMoment, integrating CX seamlessly into its corporate objectives, and setting the stage for customer loyalty and operational refinement.

# The Strategic Stamp of Approval

Swiss Post stands out for its strategic focus on measuring customer experience to improve customer loyalty and streamline company processes. Key elements of their successful approach include:



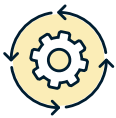
## Alignment with Corporate Objectives

Swiss Post integrates CX measurement seamlessly into overarching corporate objectives, ensuring that customer experience plays a pivotal role in the company's strategic direction.



## Clear Accountability and Adherence to Specifications:

The company defines clear roles and responsibilities for analysing feedback, ensuring a consistent and focused approach in understanding, acting upon customer insights and responding to customer needs effectively.



## Incremental Implementation and Continuous Improvement:

The implementation of CX measurement starts within a defined framework, allowing for a gradual roll-out, and is followed by a commitment to continuous refinement and enhancement. The company's dedication to ongoing improvement ensures that CX remains at the forefront of its strategic evolution.



## Strategic Utilisation of Knowledge:

The insights gained from CX measurement are actively utilised to shape and optimise the overall channel strategy, ensuring that the organisation evolves in tune with customer expectations and preferences.



## “Less is More” Philosophy:

Swiss Post adheres to the principle of “less is more” when collecting customer feedback, emphasising the importance of not overwhelming customers with excessive questions to maintain engagement and accuracy. This ensures meaningful insights without compromising customer engagement and accuracy.



## Integration into Project Planning:

Swiss Post seamlessly integrates CX measurement into the planning of new projects from the outset, ensuring that customer experience considerations are integral to the development of any new initiatives.

# First-Class Innovation: The CX Evolution

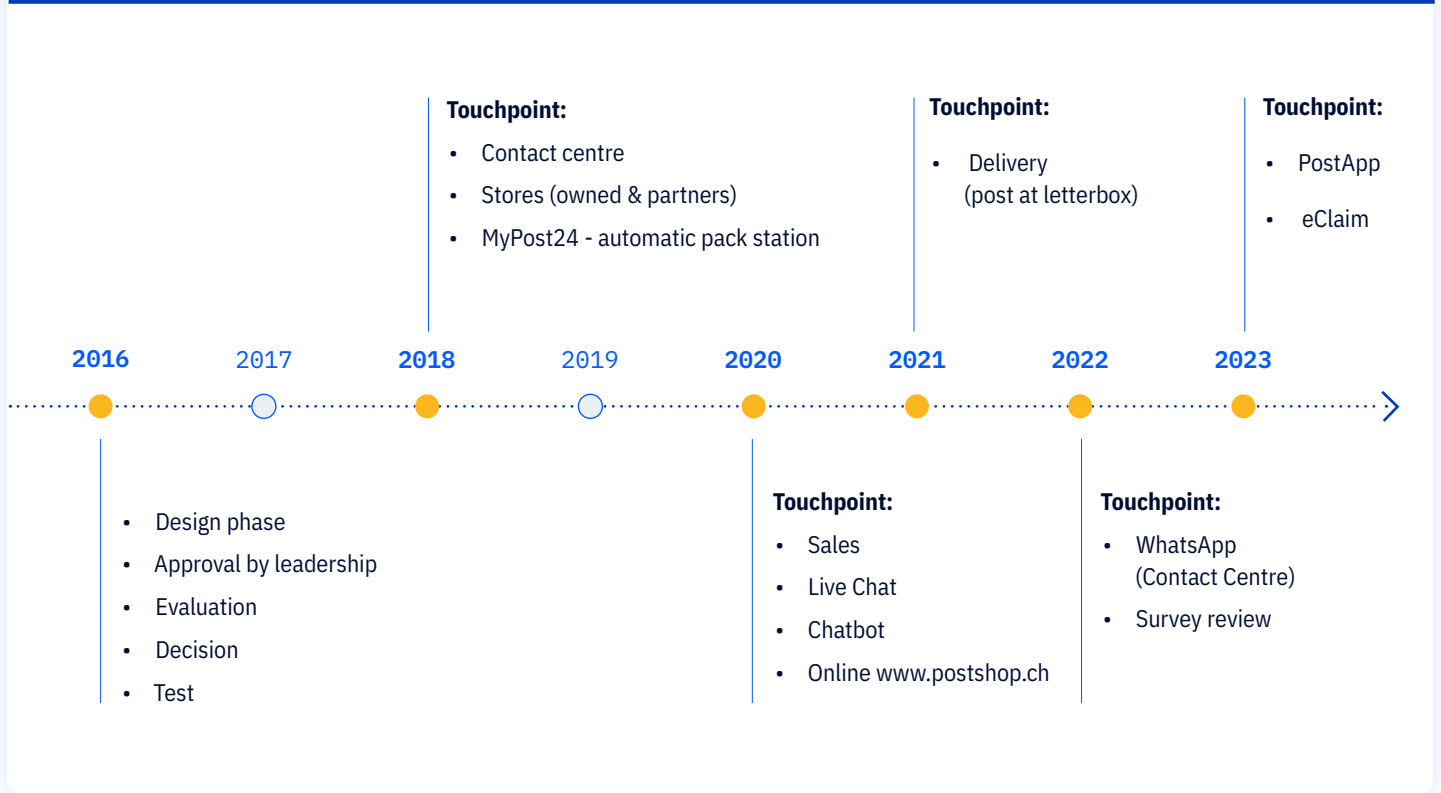
With a rich tradition, Swiss Post recognised the need for modernisation in response to evolving customer expectations. To adapt to the contemporary customer landscape, the organisation underwent a cultural transformation. The initial challenge involved persuading management to prioritise customer feedback as a fundamental aspect of the core strategy. Collaborating with InMoment, Swiss Post seamlessly incorporated customer feedback gathered from various touchpoints such as contact centres, parcel machines, and traditional post offices. This

approach provided a comprehensive understanding of customer sentiments throughout their distinct journeys. Going beyond conventional post offices, Swiss Post extended its services to include sales, aligning with the demands of the modern customer.

## Integration of New Feedback Channels

Partnering with InMoment, Swiss Post executed a successful and strategic integration of customer feedback channels. Starting with the contact centre, the company expanded its efforts to include various communication channels rapidly.

### Relevant touchpoints for CX measurement



InMoment's intuitive dashboards not only simplify the handling and analysis of collected data but also seamlessly connect to the CRM system, enabling comprehensive evaluations encompassing employee performance, products, and processes.



A hallmark of success in Swiss Post's CX evolution is the rapid adaptation to new feedback channels, facilitated by the partnership with InMoment. Integrating communication channels such as WhatsApp and voice-to-text reflected an acute understanding of evolving customer preferences. This bold move not only improved accessibility but also streamlined internal processes, showcasing Swiss Post's commitment to staying ahead in the digital realm.

The introduction of new integrated communication methods allows Swiss Post to achieve meaningful results quickly. Employees now have more authority to provide financial support to customers more quickly, leading to a more generous company attitude. This change is also reflected in the customer experience measurement.

### The collaboration with InMoment yielded tangible results, enhancing the overall customer experience:

---

- ✓ Improvement in KPI's across communication channels
- ✓ Significant NPS score increase
- ✓ Higher customer satisfaction
- ✓ Reduced waiting times in contact centres
- ✓ Efficient service delivery

”

**“Practical experience quickly showed that customers expect quick answers. Our early integration of measurement proved to be a great advantage here. The intensive analysis of comments quickly showed the customers’ need for quicker responses compared to before,”** explained Manuela Niendorf, Competence Centre Marketing + CX, Swiss Post **“This was a significant added value for the CX team, as the functionality and correct application of the processes can be quickly understood.**

MANUELA NIENDORF, QUALITY MANAGER CONTACT CENTRE



As the journey continues, Swiss Post, alongside InMoment, remains committed to enhancing all channels. The focus is on capturing and processing more customer feedback, streamlining internal processes, and fostering a customer-oriented culture.

---

”

***“The collaboration with InMoment and the introduction of the new CX strategy has had a noticeable positive impact on our key performance indicators (KPIs) in the context of customer experience measurement,”*** explained Manuela Niendorf, Competence Centre Marketing + CX, Swiss Post ***“The Net Promoter Score (NPS) is improving across various communication channels and customer satisfaction is increasing, which has been positively received by management. The importance of short waiting times is particularly clear in the contact centre. At the same time, the internal positioning of the contact centre within the company is becoming more relevant.”***

MANUELA NIENDORF, QUALITY MANAGER CONTACT CENTRE

To request additional information e-mail [sales@inmoment.com](mailto:sales@inmoment.com)