

CUSTOMER LOYALTY ACCELERATION

Esher Advisory

OVERVIEW

1. Situation

- ✓ A major UK business with a significant customer base sought to enhance customer loyalty by reducing negative interactions and improving service responsiveness. The company needed a structured approach to gather, monitor, and act on customer feedback more effectively, aiming to transform insights into tangible improvements in customer satisfaction

2. Task

- ✓ As a Senior Consultant, I led the strategic initiative to boost customer loyalty by overseeing the creation and deployment of the Customer Satisfaction Panel (CSP) and customer feedback dashboard. This role involved developing a structured system for gathering and analysing customer feedback, providing the organisation with actionable insights to support data-driven decisions aimed at reducing negative interactions and strengthening customer loyalty

3. Actions

- ✓ 1. Structured CSP Framework:
 - Developed and launched the CSP framework, driving accountability and collaboration across executive and operational teams
 - Set clear guidelines for collecting and analysing customer feedback, ensuring insights were actionable and aligned with business objectives
- 2. Enhanced Feedback monitoring:
 - Improved the collection and analysis of customer sentiment data, introducing more advanced and granular feedback mechanisms
 - Performed in-depth segment evaluations to pinpoint key areas for improvement, guiding strategic priorities
- 3. Data-Driven reporting:
 - Designed and implemented a reporting system that translated customer feedback into actionable insights for senior stakeholders
 - Delivered comprehensive, insight-driven reports to inform decisions, directly contributing to improved loyalty strategies

4. Results

- ✔ - Established CSP framework resulted in improved operational accountability and stronger cross-functional collaboration
- Enhanced feedback monitoring uncovered crucial insights, leading to targeted actions that improved customer loyalty
- Data-driven reporting led to evidence-based decisions, driving customer satisfaction improvements—App Store ratings rose from 1.0 to 3.8, and Trustpilot ratings increased from 1.0 to 4.2 within six months

5. Affected parties

- ✔ Client C-Suite, Client Operations and Client Customers