

Centralizing Global CX Program

The Client challenge

A major German building materials company was looking for a way to centralize their global Customer experience program and empower all local subsidiaries to measure and track their Customer experience in a unified manner. The company required a highly customized system to fit all global and local criteria for survey execution. At the same time, unified program implementation around the world was one of the main goals of the organization.

The GemSeek Approach

Our team worked together with the organization and the local subsidiaries to create the best fitting platform for their specific needs. The high level of customizability of RecommendIT allowed our client to implement their specific survey flow, create a unique customer organization structure and survey rules, and fit the corporate identity requirements to the entire system. Our value-added services also included additional analytics provided by our specialists that created actionable, easy-to-understand insights and allowed management to always be on top of things and act upon the identified improvement areas.

The Deliverables

After the implementation of RecommendIT, the company increased the engagement of their local subsidiaries with the Customer experience program. Customer feedback became the basis for creating and executing improvements in our client's organization, placing the customer at the heart of the business.

