



Gaining Customer Intimacy Through a 360° Voice of the Customer

“We were in the middle of our biggest contract and I wasn’t convinced we had the data we needed to prioritize the improvements. When I got to this job no one could tell me what the challenges were. All anyone said was ‘the customer loves us.’”

*-Vice President,
Strategic Initiatives*

Company Background

Company X is an innovative solutions provider, supplying integrative solutions to government agencies across the country.

Challenges

Company X was five and a half years into a 7-year contract and intent on making meaningful performance improvements to both retain the existing work and further the relationship with their client. They had used on-line surveys in the past to collect the customer’s perception of performance and had additionally taken advantage of government tools, such as open ratings. Their experience with these options was that the tools were flat in their ability to gather data. There was a sense of barely scratching the surface of real issues and subsequently limited ability to create effective change.

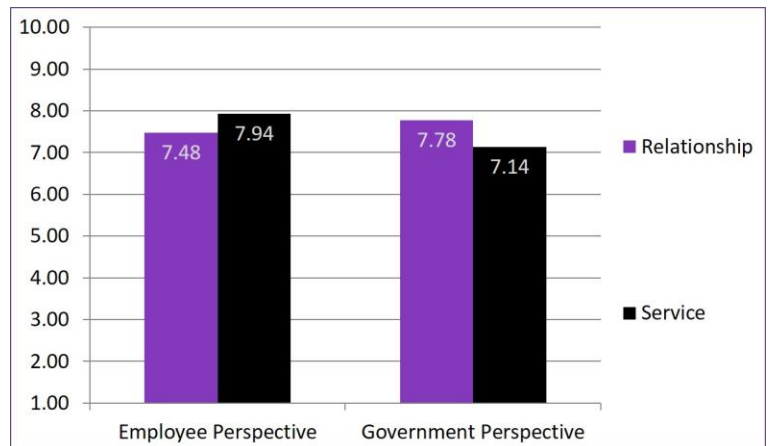
In deference to our customers' proprietary concerns, we do not disclose specific company names and government accounts, however all information enclosed reflects the sentiment of an actual TIP Assessment

Company X attempted to gather the customer's perspective on performance by using their own people to talk to their government customer. Because of this, the customer was guarded in their responses. Further, because the questions did not go deep enough, the responses were frequently close ended and often lacked the detail to be actionable.

How a TIP Assessment Helped

Company X decided to utilize a TIP Assessment after learning about the rigor and discipline of the interview and analysis process. There was concern about getting access to the customer, as they dealt with a government client who had a critical mission in a dynamic environment. Once Company X explained the TIP Assessment process and value in wanting to improve performance for the team, there was immediate buy-in. The number one benefit Company X saw was the transparency and depth of responses the government gave when dealing with a 3rd party. Not only did the government provide meaningful input but frequently offered suggestions on what performance improvements they were looking for.

Because the TIP Assessment process included speaking with the employees of Company X as well, management could validate the criticality of the messages they had been hearing and understand what their employees really cared about.



By using a 3rd party for the interviews, the employees were open to providing frank input. With the TIP methodology of overlaying the data from the Company employees with the government perspective, Company X could validate suspected challenges as well as uncover blind spots in performance across the contract.

Results and Future Plans

Because the output of the TIP Assessment was both broad and deep, Company X gained insight into areas which previously had not been measured. They created an on-going employee engagement plan centered around the issues uncovered by the Assessment. Additionally, they have expanded their existing customer call plan so that every one of the managers is regularly meeting with their customer and able to provide an on-going update relative to issues identified in the TIP Assessment. The customer is seeing meaningful change and Company X has significantly expanded their ability to interact with their customer through detailed knowledge of customer concerns and priorities.

"The TIP Assessment gave us actionable data that allowed us to see our performance through the customer's eyes on issues that were both tactical and strategic. It is the single most effective and impactful performance tool we have used."

-Vice President, Strategic Initiatives