

Case Study

NICE · Satmetrix



CUSTOMER PROFILE:

Waste Management

WEBSITE:

www.citybin.com

LOCATIONS:

Ireland

BUSINESS NEEDS:

- Method to measure customer satisfaction that included benchmarks against competitors & businesses in other industries
- Drive change within the industry using a customer-focused, service-led model
- Flexible customer feedback program that doesn't take a lot of resources to implement

NICE SOLUTIONS:

NICE Satmetrix

THE IMPACT:

- 50% increase in customer base
- NPS increase from 63 to 73, placing it in the top 5% of companies globally
- Identified areas of service delivery that mattered most to customers

Customer Experience Software Helps Irish Waste Collector To Boost Customer Base By 50 Percent

About The City Bin Co:

The City Bin Co. is a waste collection company based in Ireland and was founded in 1997 by Gene Browne. Today, the company is part of the averda group and provides a range of services, including household waste collection, commercial and industrial waste collection, skip hire, and a waste and recycling centre. Their mission is to be the global service leader in their industry.

In the 17 years since its inception, the company has grown from having just one truck, two customers and four bins, into one of the largest waste collectors in the market.

Since founding The City Bin Co., Gene Browne has consistently adopted a customer-first approach to business. He recognised from the outset that in an industry where customer expectations hadn't reached the same levels as in other service industries, such as air travel or dining, there was a serious gap in the market for a waste collection firm that places customer needs at the heart of the company.

Challenge

From the outset, Gene Browne and his team worked via a customer first mind-set, intent on measuring satisfaction either by designing their own surveys or hiring partners to design and compile research reports on their behalf. However, the shortfall with this approach was that the company was unable to benchmark itself against competitors, as well as businesses in other industries.

With this in mind, the founder's goal was to establish if it was possible to differentiate a utility company using a customer-focused, service-led model and, in doing so, drive change throughout the rest of the industry.

The overall challenge was for The City Bin Co. to become a successful, sustainable, service-led business with a competitive edge in an industry where there are difficulties in terms of generating passion and excitement amongst customers.

Solution

After reading an article by Fred Reichheld on Net Promoter® Score (NPS) in Harvard Business Review, Gene Browne was instantly attracted to the simplicity and intuition of measuring customer satisfaction with a single number.

NPS measures the loyalty that exists between a provider and a consumer. The business asks, "how likely are you to recommend The City Bin Co. to your friend or colleague?" The question is asked using a scale from 0 to 10, in which 10 is extremely likely and 0 is not at all likely. The calculation then takes the percentage of respondents that select a rating of 9 or 10 (classified as 'promoters') minus the percentage of respondents that select a rating of 0 through to 6 (classified as 'detractors').

As the co-creator of the Net Promoter Score methodology, NICE Satmetrix offers the software solutions to overcome The City Bin Co.'s challenge.

Crucially, the NICE Satmetrix solution provides The City Bin Co. with real-time data analytics that enables the business to better engage with customers by closely monitoring their feedback and tailoring the experience based on direct feedback.

"NICE Satmetrix has provided us with a new found confidence and credibility that stems from the ability to send strong, and informed, messages to our customers and employees."

- Gene Browne, Founder & CEO at The City Bin Co.

Results

Since partnering with NICE Satmetrix, The City Bin Co. has seen a massive 50 percent increase in its customer base, with its NPS increase from 63 to an impressive 73, putting it in the top 5% of companies globally and on par with technology giant Apple®.

The City Bin Co. believes that by focusing on and measuring customer satisfaction, NICE Satmetrix has helped to successfully guide their business since program implementation. By engaging with customers and providing the ability to make feedback-driven changes, The City Bin Co. has been able to achieve the following:

- Change customer perceptions and gradually transform 'detractors' into 'promoters'
- Pinpoint the areas of service delivery that matter most to customers, learning that a service believed to be a 'nice to have', can in fact, be core to customer loyalty
- Encourage 'promoters' to share positive feedback and comments on social media

Overall, the insight provided by NICE Satmetrix gives The City Bin Co. an even greater edge over its competitors which, as far as Gene is concerned, are not offering anything similar in terms of their customer-service model.

"NPS has acted as our compass over the last year and a half, providing valuable insight and enabling us to make more informed decisions that benefit our customers and help the business to continue to grow. Being able to accurately measure business performance in real-time, identify trends, risks and new business opportunities has further strengthened the relationship we have with our customer base."

– Gene Browne, Founder & CEO at The City Bin Co.

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