

Case Study

NICE Satmetrix



CUSTOMER PROFILE:

Software Defined Networking

WEBSITE:

<https://www.masergy.com/>

LOCATIONS:

North America, Netherlands,
United Kingdom, Philippines

BUSINESS NEEDS:

- Quantify the high levels of customer satisfaction the company knew it was providing.
- Find gaps where customers felt the company could do better to continuously improve.

NICE SOLUTIONS:

NICE Satmetrix

THE IMPACT:

- By continually addressing customer issues, Masergy has steadily increased NPS: from 45 to 51 to 59 to 66 to 70.3 to 74. In contrast, B2B NPS scores average about 24.
- Annual revenue growth of 20%, while competitors' growth is negative or in single digits.
- Customer churn is virtually nonexistent at less than 1%.

Masergy Differentiates Itself with Unmatched Customer Service

About Masergy:

Masergy is a global IT service provider that offers hybrid networking, managed security, and cloud communications solutions. Masergy began disrupting the enterprise IT ecosystem in 2001 with a series of innovative solutions and they continue to be on the forefront of key developments that help organizations reduce IT complexity and increase security.

The Challenge

In an industry often characterized by its cookie-cutter solutions and sub-par customer service, Masergy has distinguished itself by leveraging its innovative technologies to deliver superior solutions that are both scalable and agile. The company has long set itself apart by customizing solutions with embedded analytics and service controls to meet customers' unique business and performance requirements.

The Masergy team continuously strives to exceed client expectations with unparalleled support, 24x7 availability of technical engineers, and continuous proactive monitoring of every client solution.

“Our innovative technology, customizable solutions and unmatched support gives clients peace of mind that they'll spend less time managing their vendors and more time focusing on strategic business incentives,” said John Dumbleton, senior VP of business development for Masergy.

Eleven years ago, despite the company's ongoing focus on customer service excellence and use of touchpoint surveys to gather client feedback on critical operational activities, Masergy had no quantifiable overall customer satisfaction metrics. “We knew our customers loved our solutions and service and that we had industry leading customer retention rates. We wanted to quantify overall customer satisfaction and use the numbers to track the impact of our continuous improvement efforts and to differentiate ourselves in the marketplace,” Dumbleton said.

“Masergy is able to glean actionable intelligence and drive improvements in overall operations across departments. Customer inputs from the NPS survey also help the company prioritize its innovation agenda to solve specific customer challenges.”

– John Dumbleton, SVP of Business Development, Masergy

The Solution

While Masergy had conducted customer surveys in the past, it wanted to consolidate those activities on a single platform. After considering a number of options, Masergy chose the NICE Satmetrix platform for its flexibility and robust capabilities, particularly:

- The ability to measure customer loyalty using “hard” numbers.
- Dashboard reporting, which allows Masergy to filter customers by revenue, solution category and geographical segments and easily identify trends. For example, Masergy can see that the top 10 percent of customers have an average NPS of 81 and that their managed security customers have the highest Net Promoter Score (NPS)[®] across all solutions.
- Hierarchical access to data that enable sales reps to see their own customers’ survey results. Regional VPs can see the results for all customers in their regions. Executives can see all customer surveys, compare market segments and identify global trends.

Today, Masergy uses NICE Satmetrix to perform both relationship and touchpoint surveys. The relationship surveys look at all key customer touchpoints including solution design, sales collaboration, service implementation, technical support, and billing. These surveys are distributed to all customers at the end of each fiscal year.

Additionally, transactional touchpoint surveys periodically query customers about their specific experience with service implementation, customer support calls, billing, and security operations.

NICE Satmetrix has provided Masergy with an established, well-defined closed-loop process for survey follow-ups. Each survey is assigned to owners for follow up. They receive alerts after each survey is completed and any alert that is not closed or acted on within a specified period is automatically flagged by the software and escalated to a manager.

If a client has a concern with a particular department, the department head reaches out to the client directly to understand and address the concern. If a client concern spans multiple departments, their customer experience representative engages the client.

Customers who are identified as strong promoters are leveraged to provide customer references, in the form of a testimonial, quote, case study, or sales reference. Customers who are detractors are contacted immediately by a Masergy team member to take action to resolve any outstanding issue.

“We really believe in this program. Everyone says they can provide great customer experience. Masergy has measurable numbers to prove it. Customers love us and we’re making a difference. That’s what makes us want to come to work in the morning.”

– John Dumbleton, SVP of Business Development, Masergy

VISIBLE DATA AND CONTINUOUS IMPROVEMENT

Masergy leverages a hierarchical data structure for survey feedback. All sales people have access to survey data for their accounts, while management keeps up with survey results for their teams. Executives have dashboards in Satmetrix NPX with all of the NPS and customer experience numbers by region, solution category, and customer revenue tiers.

Department heads and executives meet regularly to review customer feedback and NPS trends. Executives also present results to the Board of Directors at quarterly meetings. Managers at all levels tie goals to NPS data and analytics with quarterly goals assigned to each department.

Masergy is able to glean actionable intelligence and drive improvements in overall operations across departments. Customer inputs from the NPS survey also help the company prioritize its innovation agenda to solve specific customer challenges.

EMPLOYEE INCENTIVES

The overall Net Promoter Score is part of every full-time salaried employee's annual bonus incentive. Each employee is motivated to find initiatives to improve customer satisfaction in their particular areas of customer interaction. Often, when a customer recognizes the efforts of a particular employee in their verbatim comments, that information is sent to the employee's manager and fellow team members. The employee then receives recognition in the company's YouEarnedIt employee rewards program.

EXTRAORDINARY RESULTS

Over the past six years, Masergy's efforts have paid off with steady increases in NPS scores, revenue growth, and customer retention.

Masergy already had a high NPS of 45 when it migrated its NPS program to NICE Satmetrix software six years ago. In contrast, B2B companies have an average NPS score of about 24, while most networking providers have scores in the single digits. Since the initial survey, Masergy has worked consistently to improve the customer journey and has boosted its NPS each year, first to 51, then 59, then 66, then staying over 70 for the past three years.

Revenues have increased in lockstep with NPS. "Our revenues have been growing at a rate of 20% annually at a time when our competitors have seen negative growth or single digit growth increases," Dumbleton said, also noting that customer churn at Masergy is incredibly low, at under 1%.

"Everyone can make claims that they can provide a great customer experience. We have measurable numbers to prove it! Customers love us and we're making a difference. That's what makes us want to come to work in the morning," Dumbleton said.

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