Case Study

NICE·Satmetrix

RagingWire®
DATA CENTERS
An NTT Communications Company

CUSTOMER PROFILE:

Data Center Colocation Provider

WEBSITE:

www.ragingwire.com

LOCATIONS:

Global

BUSINESS NEEDS:

- Expand their focus on customer experience to sustain their high customer satisfaction rating
- Evolve from a largely reactive customer support model to a more proactive approach using customer feedback
- Gather and act on customer feedback strategically

NICE SOLUTIONS:

NICE Satmetrix

THE IMPACT:

- Facility and customer portal improvements based on customer feedback
- Company wide engagement through NPS® KPI reporting
- NPS® of 61, well above the all-industry B2B average
- Industry leading 98 percent customer retention rate

Using Client Feedback Strategically to Nurture and Sustain Growth

About RagingWire:

RagingWire Data Centers designs, builds, and operates mission critical data centers that deliver 100% availability and high-density power. The company currently has over 80MW of critical IT load spread across nearly one million square feet of data center infrastructure in Northern California and Ashburn, Virginia, with significant growth plans in both locations, Texas, and other top North American data center markets. RagingWire is also affiliated with the global network of over 140 data centers operated by NTT Communications as part of the NexcenterTM brand.

With customizable colocation environments and flexible designs for retail and wholesale buyers, a carrier neutral philosophy, extensive compliance, and the highest customer loyalty in the industry as measured by the Net Promoter® Score, RagingWire meets the needs of top internet, enterprise, and government organizations. The company's patented power delivery systems and EPA ENERGY STAR rated facilities position RagingWire as an industry leader in reliability and efficiency.

"Since we are growing so fast, there can be a tendency to focus on operational and financial data and to lose sight of the client experience. Not only does the NPS program provide a valuable leading indicator for client loyalty, it also fuels our client centric culture. From a systems perspective, when we invest in continually improving the client journey, we reinforce our other business objectives."

- Scott Smith, Senior Manager, Client Services, RagingWire Data Centers

Challenge

RagingWire designs, builds and operates mission-critical data centers delivering highly reliable and scalable colocation solutions that include high-density power and cooling, integrated telecommunications, and physical security for enterprise and Internet computing systems and applications.

RagingWire has data centers located in seismically stable Sacramento, California and fiber-rich Ashburn, Virginia. The Sacramento campus is the largest data center footprint in the state of California with over 52 megawatts of high density critical IT capacity spread across three fully integrated buildings totaling 680,000 square feet. The Ashburn, Virginia campus is currently spread across two fully integrated buildings totaling nearly 300,000 square feet of data center space with plans to expand by another 2 million square feet in the near future. The data center design features RagingWire's patented 2N+2® architecture, which delivers 100 percent availability of high density power and an operational model that exceeds the Tier IV standards of the Uptime Institute by being concurrently maintainable and fault tolerant for power delivery even during a utility outage.

NTT Communications made a strategic investment in RagingWire and established RagingWire as its data center platform in the United States, affiliated with NTT's Nextcenter data centers in over 140 locations around the world.

Customer satisfaction has always been at the core of RagingWire's strategy. In fact, the company had been tracking customer satisfaction since it was founded, eventually achieving a customer satisfaction rating of 97 percent. However, RagingWire knew that to sustain its growth over the long run, it would need to expand its focus to the full customer experience. It wanted to change from a reactive approach of responding to day-to-day customer requests to become more proactive about using customer feedback to inform its business strategy and evolve its data center offerings.

To gather and act on customer feedback strategically and proactively, RagingWire implemented an enterprise-wide customer loyalty initiative using the Net Promotor Score® (NPS®) and discipline.

Solution

One of the core values that RagingWire espouses in its mission statement is to delight customers. Because NPS® clearly supported corporate objectives, the effort has strong executive support with three C-level executives sitting on the NPS® Steering Committee.

As part of the client experience process, RagingWire performs two types of surveys on an ongoing basis: relationship surveys and transactional surveys. The team sends out relationship surveys to select decision makers at client companies quarterly, with individual companies surveyed twice a year. The relationship survey asks whether the contact would recommend RagingWire to a friend or colleague, how they'd score the company and why they assigned it that particular score. Transactional surveys go out after the completion of each trouble ticket for internal and external customers alike. These surveys focus on the quality of delivery to resolve ticket requests.

Once surveys are complete, a dispatcher determines whether any immediate action is required or any comments require clarification, captures action items in a SharePoint table, and forwards requests to the Client Services Project Manager for the account. To improve customer relationships and retention, the Client Services Project Managers must respond to detractors within two days and to promoters within seven days.

Taking advantage of NICE Satmetrix NPX software's ability to categorize issues, the company also plots a wide range of data on dashboards to determine whether any global issues need to be addressed. The dashboards track issues that include survey response rates, NPS® scores over time, NPS® designations over time, scores for individual project and account managers, and the issues about which customers are commenting. Additional reports look at revenue at risk and top clients.

Results

RagingWire uses feedback from NPS® surveys to improve ongoing operations and drive new initiatives that will better differentiate its data centers to speed customer acquisition and growth, as well as to hold employees accountable for ensuring customer delight.

As the company rolls out new data centers, it is incorporating a wide range of customer suggestions for improving the customer experience. These improvements include:

- Adding more parking spaces
- Locating security teams to improve access to buildings
- Streamlined facility layout and hallways
- Enhanced lighting and signage
- Adding amenities such as workstations and large-screen TVs in the customers' lounges, client-only conference rooms, separate cafeterias, a fitness room, and even a climbing wall.

Based on relationship feedback, RagingWire continues to improve the client portal that customers use to access the status of day-to-day data center operations. RagingWire's client services project managers have long used the client portal to onboard customers as well as demo and rollout new functionality. The portal also allows customers to directly communicate with the development team so they can brainstorm solutions to their issues and request enhancements. The company is currently undertaking an upgrade to the portal that will give clients even greater control over their information and further improve the customer experience.

NPS® survey results and other customer feedback also play a key role in developing and maintaining a customer-centric corporate culture. Whenever a survey finds a particularly positive or negative customer response, the client services team investigates and documents what happened. The team shares helpful findings at corporate meetings and regularly celebrates success. Customer feedback even informs the characteristics that RagingWire looks for in the hiring process. And the company reports its NPS® key performance indicators to all levels of the company, including the executive team and the Board of Directors.

Net Promoter® scores validate RagingWire's success in enhancing the customer experience with its data centers. The company reports an NPS® of 61, well above the all-industry B2B average of 23. This attention to customer experience has resulted in an industry leading customer retention rate of 98 percent that will enable the company to continue to thrive and grow.

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