

SUCCESS STORY

Client-focused Reputation Brands POP an Industry Leader

A 40-point increase in POP's Net Promoter Score® proves that a company-wide commitment to improve satisfaction and elevate its client-centric culture can pay off.

THE BACKSTORY

Boasting an impressive resume of clients such as Nike, Microsoft, and Target, digital agency POP has long appreciated the advantage a differentiated service experience can have in a competitive market. Poised for real growth, the Seattle-based agency realized that adopting a more formalized process to better understand its growing client base would have wide-ranging benefits.

POP's executive team acted swiftly and engaged Satrix Solutions to measure satisfaction levels and reinforce best-practice service behaviors across the organization. Three years after the engagement began, POP grew agency revenue by 93% and was acquired by Advance Publications.

THE WINNING STRATEGY

With minimal demand on POP's time, Satrix Solutions designed a semi-annual relationship survey instrument in accordance with industry standards. This crucial step would later serve as the foundation for subsequent surveys and enable the agency to accurately identify and analyze recurring themes affecting the client experience.

From the outset, POP has been committed to building a strong client-centric culture. Satrix Solutions supports this objective by developing best practice educational guides that are circulated to all relevant POP employees. As the designated feedback champion, POP's Vice President of Client Services, Erin West, also relies on Satrix Solutions' strategies and advice to keep the program and its goals alive year-round.

Reporting has also proven to be both informative and actionable across the agency. During each relationship survey cycle, Satrix Solutions presents trending analyses and segmentation reporting to the leadership team. Every six months, POP's reference list is validated and expanded so the sales team avoids reference fatigue when connecting prospects with enthused clients. Account Directors are also armed with a list of clients most likely to purchase additional services or make introductions to other departments for cross-sell opportunities.

"Satrix Solutions gives us the insights to grow our business, fix issues that are the source of dissatisfaction among clients, and to reinforce behaviors that drive continuous improvements in the service experience. There are quite a few agencies vying for the same clients, but at POP, we leverage our stellar reputation and raving fans to differentiate from the competition."

- Erin West, Vice President of Client Services

SITUATION

- POP saw an opportunity to create a sophisticated mechanism for measuring client satisfaction
- The agency was missing valuable upsell opportunities with existing accounts
- POP was lacking necessary data to address service issues before they evolved into larger challenges

SOLUTION

- Implement a Net Promoter Score® Survey to measure client satisfaction and loyalty
- Appoint an internal champion to make the "client-first" mantra a more prominent part of the discussion
- Give employees a clear line-of-sight into client satisfaction levels with individual reports and training guides, emphasizing transparency and consistency
- Accelerate revenue growth by identifying clients primed for expansion opportunities and increasing referrals
- Counsel leadership on client informed improvements likely to maximize ROI

RESULTS

- By pinpointing attributes most highly correlated with loyalty, nearly half of POP's clients are now Promoters
- POP averages a 72% survey response rate, which shows clients believe their feedback will lead to action
- The client-centric commitment is deeply embedded in the corporate culture as result of employee empowerment