How customer centricity

> Customer-centricity is engraved in our DNA here at PŸUR, and we want to do whatever we can to better support our customers and employees.

Carsten Hilbers
Director of Customer Experience, Customer Journey Management & Digital Self-Service, PŸUR

5% increase in revenue for promoters.

Medallia

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PŸUR began using Medallia because of its sophisticated text analytics and ability to hone in on areas needing individual and structural improvement.

At the time, the company wanted to increase its Net Promoter Score (NPS), and it needed better service and product differentiation to become even more competitive.

Creating a CX transformation program from scratch, PYUR decided to use Medallia Experience Cloud as its CX management platform. With better data, communications, and higher customer and employee engagement, PŸUR has optimized its customer centric service, as well as drive product quality enhancements, increase in revenue and decrease in churn.

By using Medallia and learning from their customer comments, important initiatives have been developed which make life for PŸUR's customers easier. Some examples of the improvements are a digital technical incident management tool, a proactive digital communication on important incidents, a neibrn.

PŸUR is the third largest operator in the German cable network market with over 3 million homes connected across Germany. As the company's CX transformation has evolved, a dynamic market environment — including rising customer expectations, interchangeability of products, easy product comparability, and market dynamics/consolidations within competition — has helped drive the need for greater customer focus and product/service differentiation.

As a customer centric company, PŸUR turned to Medallia to help increase their NPS and identify areas of improvement within the business.

According to Carsten Hilbers, Director of Customer Experience | Customer Journey Management & Digital Self-Service at PŸUR, "We chose Medallia because of the sophisticated text analytics capabilities. We knew that having deeper insights and understanding what's important to our customers would be incredibly powerful."

Combining the power of Medallia and a set of thoughtful CX transformation strategies, PŸUR aimed to both digitize and optimize the customer experience. Customer centricity was anchored within the whole organization in order to:

- Increase brand identification and engagement of the employees.

- Improve customer centricity and focus in particular within the customer touchpoints.

- Align brand image and communications internally and externally.

- Inspire behavior regarding relevant Business KPIs and engage employees with ludic learning activities as best practice sharing.

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Communication has been key to PŸUR's successful CX transformation. Linking inner (individual) improvements with outer (process) improvements through their customer feedback program has been incredibly important as well. Changing the way callbacks to customers with open requests are handled and the closing of those requests have decreased churn rates by almost 45%. Working

of employees working in different areas e.g. in customer service, in technical areas or behind the scenes. The idea of the videos is to bring customer centricity to life, humanizing the company as customers increasingly view PŸUR as approachable, authentic, and responsive. As an added bonus, these videos are also helping attract job applicants to PŸUR.

Systematic use of Medallia has provided a strong foundation as PŸUR transformed its customer experience. As a result, they have spa8.6 (h)-3.(A)-1.a of teos a51i51iesls a5s.