

## Dental Supply Distributor Utilizes Satmetrix to Gain Insights Into Their Customer Journey

Benco Dental is the largest privately-owned full-service distributor of dental supplies, dental equipment, dental consulting and dental equipment services. The company has remained family-owned and is in its third generation of leadership. During the company's 90-year history, Benco Dental has grown from a single storefront location in Wilkes-Barre, Pennsylvania, into the nation's fastest-growing dental distributor, with multiple showroom locations and five distribution centers servicing over 30,000 dental professionals.

In 2016, Benco earned recognition as one of the top 20 Great Places to Work® in Health Care, by Fortune magazine. Benco has been selected 12 times as a "PA Best Place to Work".



NPS® GREW 7.4%



### SIGNIFICANT INCREASE

in the proportion of customer base that rates their customer experiences as a 10



### DATA CONTINUOUSLY LEVERAGED

in follow-up surveys leading to additional customer journey improvements



## CUSTOMER PROFILE

INDUSTRY	Dental supply, equipment/equipment services and consulting distributor
WEBSITE	benco.com
LOCATION	Pittston, PA
GOALS	<ul style="list-style-type: none"> <li>• Thorough re-examination of customer journey</li> <li>• Measurable improvements in overall customer satisfaction</li> <li>• Superior closed-loop quality management</li> </ul>
PRODUCTS	<ul style="list-style-type: none"> <li>• NICE Satmetrix</li> </ul>



## 01 THE CHALLENGE

### Growing customer service for a growing customer base

Customer satisfaction has always been the lead driver of this family-owned company's ability to maintain their status as an industry leader. To that end, Benco's Chairman also serves as their Chief Customer Advocate. Any customer at any time can reach out to him with a concern or a compliment and speak to him directly.

As Benco's footprint expanded across the US, in order to continue being able to successfully leverage the uniqueness of that service level, they realized their need for a supplemental measurement of the customer journey outside of what was coming in from their contact center and through their territory representatives.

Benco not only desired to examine their customer journey overall but they also wished to identify the different layers and pockets within their customer journey- what was working well, what was average, and what wasn't working. From there, they would aim to make necessary adjustments to how they handled customer experience feedback and utilize that data as a catalyst for improvements.

## 02 THE SOLUTION

### Getting actionable insights

Benco found that the relationship and transactional surveys offered by NICE's Satmetrix solution perfectly aligned with their needs. The fact that these tools could then be further enhanced through the power of keyword analytics was the proverbial icing on the cake.

While the phone surveys the company had been using provided a glimpse into the customer journey, they did not allow for the granularity and visibility afforded by an electronic survey. Essentially, this method's limitations meant Benco was missing out on the core of what they felt they needed to see in order to actually implement change.

As a starting point on their revamped campaign, Benco mapped out where they wanted to take their customer journey. Specifically, they sought to start by obtaining a baseline of their net promoter score (NPS®) and work to both maintain and raise it. This keen focus on their desired results drove what they were looking for in a platform and new system.

Direct involvement of Benco's sales team throughout the entire process was key. Territory representatives from all 26 regions were consulted as to better understand what pieces of information were most important to them and how pulling in that data would prove most useful to their region.

#### The Power of a Strategic Rollout with Expert Guidance

In keeping with their penchant for operating in the most strategic manner possible, Benco opted to go live with Satmetrix across the country with only a select 25% of their customer base.

This thoughtfully paced approach proved quite beneficial especially when handling unexpected challenges such as email bounce rates. Dental offices often transition staff between offices, and many Benco clients are independent dental practices leveraging personal email addresses resulting in an ongoing challenge to maintain accurate email addresses.

Once Benco had selected Satmetrix, a Satmetrix employee guided them through implementation and successive stages of rollout and program refinement that included amelioration of email list maintenance. With support from that dedicated advisor and then by carefully restructuring and fine-tuning the subject line and body of their emails, Benco was able to move forward in their quest for more seamless external communication and work their way up to surveying 100% of their customer base.

#### Internal Communication Maximizes Impact

Benco realized early on in their implementation of Satmetrix that in order to maintain their improved survey scores and enhanced customer journey, the need to discuss their program internally is just as important as their dialogue with their customers. With that in mind, they initiated the following methods of engagement to keep their momentum going:

- Adding an Associate to the Chief Customer Advocate to support the closed loop process. On top of survey management, she provides direct support to regional managers and ensures customers always receive the personal Benco touch.
- Hosting quarterly awards luncheons celebrating their associate milestones with a focus on NPX and celebrating regional success stories.
- Providing a thorough report on NPX at the company's annual meeting as well as monthly progress updates during virtual coffee break sessions at which they also examine what was learned in the last month.
- Emailing their customers to let them know exactly what Benco has done/will be doing with their feedback.





## 03 THE OUTCOME

### Measurable results lead to a brighter future

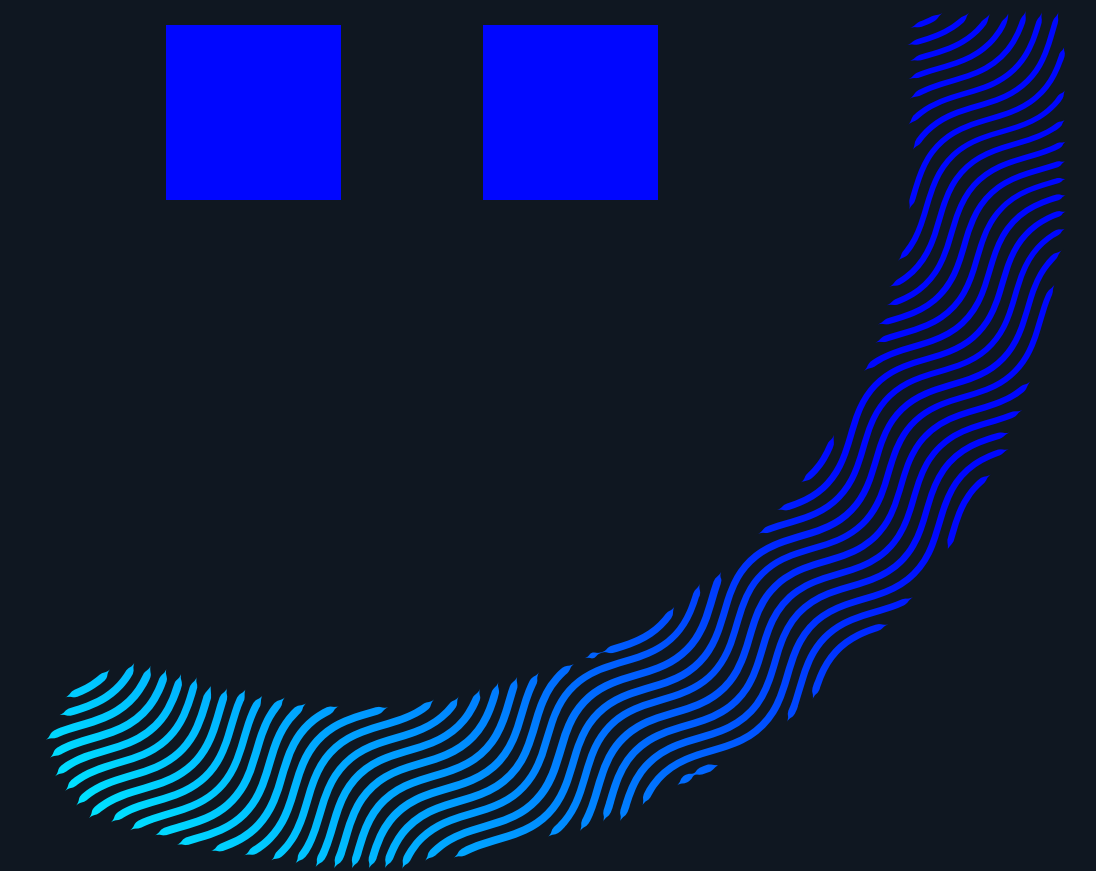
Since implementing Satmetrix, in the last three years, Benco has seen dramatic, measurable results:

- NPS® has continuously grown from 67 to 71, a 7.4% improvement.
- There has been a significant increase in the proportion of the customer base that rates their Benco experiences as a 10.
- Data collection has enabled Benco to compare the differences in annual spend between detractors, passive and promoter customers. By leveraging those differences in their follow-up surveys, they've obtained measurements in spend difference for those customers who moved up from passive to promoter and detractor to passive.
- They have recognized an increase in annual spend when customers are promoters and/or convert to a promoter. Their current transition now includes delivering the metrics that allow them to measure revenue impact by NPS®. This includes the internal analysis of the cost to gain a customer and the cost to lose a customer.



“There is great excitement over what Satmetrix lets us see and what can come from that. **Everyone is more open than ever before to the feedback and what they can do with it and learn from it.**”

JOANNE STITZER  
DIRECTOR, CUSTOMER &  
ASSOCIATE ENGAGEMENT  
BENCO



### About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

[www.nice.com](http://www.nice.com)

For the list of NICE trademarks, visit <http://www.nice.com/nice-trademarks>