SAINT-GOBAIN

Understanding the Voice of the Customer in Every Language

Saint-Gobain designs, manufactures and distributes materials and solutions for the construction, mobility, healthcare and other industrial application markets. Developed through a continuous innovation process, they can be found everywhere in our living places and daily life, providing wellbeing, performance and safety, while addressing the challenges of sustainable construction, resource efficiency and the fight against climate change. This strategy of responsible growth is guided by the Saint-Gobain purpose, "MAKING THE WORLD A BETTER HOME", which responds to the shared ambition of all the women and men in the Group to act every day to make the world a more beautiful and sustainable place to live in.

NICE

GREATER VISIBILITY ACROSS THE CUSTOMER JOURNEY

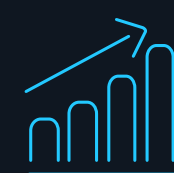**IMPROVED SALES, SERVICE AND MARKETING INTERACTIONS**

FASTER, SYSTEMATIC RESPONSES TO CX CHALLENGES

EFFECTIVENESS OF CX INITIATIVES CAN BE MEASURED

YEAR OVER YEAR IMPROVEMENT TO THE KEY METRICS INCLUDING NPS®

CUSTOMER PROFILE

INDUSTRY
Manufacturing

WEBSITE
saint-gobain.com

LOCATION
Worldwide *(Please note: This story pertains to select Saint-Gobain businesses.)*

GOALS
- Accurate voice of the customer
- Customer satisfaction
- Customer loyalty
- Customer service

PRODUCTS
- NICE Satmetrix

Case Study

01 THE CHALLENGE

Better customer feedback

Customer experience is a key pillar of the Saint-Gobain approach to business. Several years ago, the corporation initiated a project to gain a fuller understanding of the voice of the customer and to measure customer loyalty more effectively.

Customer satisfaction surveys had been conducted once every one or two years. This was not frequent enough to produce actionable insights in a timely manner and it also posed a risk of customers withholding concerns or praise in an attempt to influence Saint-Gobain's strategic decision-making.

Moreover, feedback was not coming from most of the people with whom Saint-Gobain actually interacted in the companies it served. Rather, the corporation was hearing primarily from a single point of contact during interactions with a Saint-Gobain salesperson. The voice of the customer team decided that it was necessary to extend the efforts to collect feedback to include personnel in customers' engineering, R&D, purchasing, and other departments.

The team began mapping the customer journey, noting that there were many possible pain points for which action plans would be necessary to address any negative feedback. They intended to survey customers about their end-to-end experience with Saint-Gobain services and expertise, not just feedback about company products.

However, the attempt to build customer experience programs fell short due to a lack of tools to effectively capture the voice of the customer or follow up on it. This meant that it was not possible to measure whether customer satisfaction initiatives were effective in meeting customers' needs or improving loyalty.

Saint-Gobain needed to identify a solution for quickly and efficiently collecting customer feedback, as well as turning it into actionable insights to improve the company's services.

02 THE SOLUTION

Finding the right tool for the job

NICE Satmetrix was identified as meeting Saint-Gobain's requirements for robust surveying, reporting, and multilingual capabilities. The solution provided the business team what it needed to increase targeted interactions with customers based on their feedback.

In addition, the company considered NICE's long-standing record as a leading enterprise solution provider and the fact that NICE Satmetrix was developed by creators of the NPS® metric, giving the NICE team unique insights. NICE Satmetrix incorporates analytics based on NPS®, proactive surveys, and more, which it leverages to provide real-world insights, reports, automated action alerts, and suggested workflows.

Applying NICE Satmetrix Where It Counts

As Saint-Gobain is a B2B company that often interacts with large organizations, it developed workflows for reaching out to individuals in various departments for feedback. This expanded the company's understanding of the voice of the customer to include many more real-world perspectives.

The surveys Saint-Gobain developed and is managing with NICE Satmetrix are sent out regularly and frequently.

They include relationship and transactional surveys, depending on the specific line of business, and focus on the customer's comprehensive experience with Saint-Gobain.

The survey questions include evaluation of services and expertise, support, and products. As a global corporation, Saint-Gobain strongly leverages NICE Satmetrix's multilingual capabilities. Each survey is released in whatever languages are necessary to obtain feedback from relevant customers, with consistency across all texts to allow effective global analysis. One such survey, for example, is created in at least 10 different languages.

NICE Satmetrix dashboards and reporting present the collated data from Saint-Gobain's customer surveys with rich analytical options. Currently, Saint-Gobain reports focus on NPS® and a few other metrics derived from text analytics, with options to organize the results by region and other business parameters.

In order to best leverage the customer experience insights revealed by NICE Satmetrix, Saint-Gobain developed action plans for addressing issues identified in relationship surveys. Frequent surveys, with consistent metric measurements, allow the company to easily see the impact of their improvements over time.

Another way in which Saint-Gobain is leveraging NICE Satmetrix is through integration with Salesforce. Sales, marketing, and customer service personnel are looking at customer satisfaction analytics for specific clients or product lines directly from within Salesforce. Their goal is to have as much information as possible before an interaction with a given customer, including what kind of feedback they've provided in the past, in order to provide optimal service and improve sales outcomes.

NICE

SAINT-GOBAIN

Case Study

Better customer relationships

After implementing NICE Satmetrix, Saint-Gobain has successfully created more consistent relationships with its customers, including obtaining a more accurate image of their experience at all levels of interaction. The result has been a rapid, progressive increase in customer satisfaction.

- 30 point improvement in NPS® (from 23 to 53 points) in one division.
- Greater visibility into all customer journey touchpoints.
- A comprehensive view of customer experience.
- Improved sales, service, and marketing interactions, tailored to meet specific customer needs.
- Faster, systematic responses to customer dissatisfaction or CX challenges.
- Ability to measure changes in customer experience over time, including in response to proactive CX initiatives.

Continuous improvement

Saint-Gobain plans to further advance its ongoing commitment to improving customer experience. This will include building upon the surveys already designed for use with other lines of business.

The company is also examining options for drilling down further into customer feedback with additional analytics, such as identifying key drivers and root causes for customer satisfaction.

Net Promoter Score, Net Promoter, and NPS are trademarks of NICESystems, Inc., Bain and Company, Inc., and Fred Reichheld.

"What was most intriguing with this product were the **robust reporting capabilities** as well as the multilingual capabilities."

PATRICIA DORION
DIGITAL MARKETING MANAGER
SAINT-GOBAIN
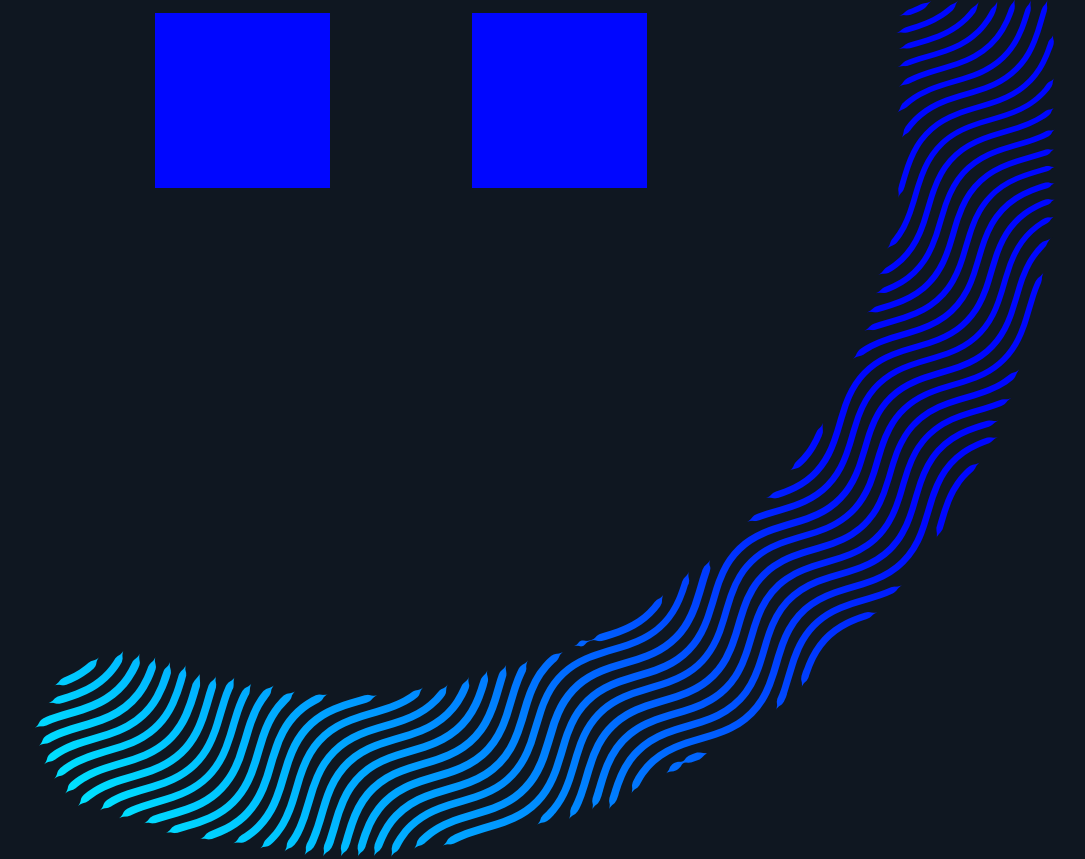
About NICE

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

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http://www.nice.com/nice-trademarks

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