LIBERTY GLOBAL

CASE STUDY

Breaking down the silos to improve customer satisfaction

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> Looking at data from a customer perspective, rather than from a company perspective, is a big shift moving forward for us.

Rick Sletering
Senior Manager,
CEX Insights at Liberty Global

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Understanding the customer perspective

Liberty Global is a multi-billion dollar broadband, video and mobile communications services company that connects 85 million subscribers across Europe and the United Kingdom. According to Rick Sletering, Senior Manager, CEX Insights, "The big challenge in any large organization is silos. Gathering data from different sources is a challenge in itself [but] what I'm trying to do is connect the dots." With 14 different markets, aligning across business units is crucial to ensure teams are providing a consistent and seamless experience for their customers.

Identifying promoters and detractors

Like many large, consumer-oriented organizations, Liberty Global uses surveys to better understand brand loyalty and identify brand promoters and detractors. The problem with solely using surveys is that response rates can vary, and it may never be possible to achieve a perfect 100% response rate. In fact, Liberty Global's average customer survey response rate was 10%, which meant that 90% of the customer's attitudes were unknown.

To rectify this limitation, the Liberty Global CEX team developed a solution using customer experience analytics using artificial intelligence and text analytics. According to Sletering, "We did some cool stuff to create what we call a virtual NPS®, using all kinds of data... to figure out, 'Hey, this is a lookalike." The resulting analytics-based customer modeling has enabled the company to quickly and easily identify potential detractors and promoters in the moment.

Launching new products and services

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One issue that companies face is how to use customer feedback to proactively identify and resolve issues when you bring a product to market.

When Liberty Global introduced a new TV box to the market at the same time that another, older device was available, they soon discovered that one of the devices was outperforming the other. Digging into unsolicited customer feedback, examined using text analytics, the brand was able to pinpoint an underlying UI issue with the older model. "We discovered that the firmware on the old box was not performing as well as a new box," explained Sletering. Picking up on that insight enabled the team to accelerate the rollout of the better performing, newer model to improve customer satisfaction.

About Us

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. Medallia.com

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