

Measurement and Continual Improvement



Sony Ericsson

Sony Ericsson have a desire to exceed their customers' expectations. They want to ensure they have a good understanding of how customers' perceive their business and the Sony Ericsson brand. They really want to know what it feels like to be a Sony Ericsson customer and work towards continuously improving the customer experience. They also want to see how they compare to similar organisations.

A Partnership

They have asked H&Y to work with them to evaluate their customer experience through call analysis and by investigating what it is like to work on the Sony Ericsson front-line, talking to customers. This is an ongoing project.

➤ What we did:

- Periodically evaluate customer calls and create a benchmark of how it feels to be a Sony Ericsson customer
- Provide the benchmark information in scientific, on line, user friendly format
- Give qualitative feedback from H&Y experts on how to implement sustainable improvements
- Evaluate the internal customer experience, how does it feel to work for Sony Ericsson and how does this impact the external customer experience
- Understand how staff feel about and deliver against the required customer experience
- Identify what is working well in the current environment
- Identify areas where changes are needed to improve efficiency and effectiveness
- Determine what approach is likely to work best for both managers and front line staff.

➤ The result

Sony Ericsson use the information gleaned from this project to guide their approach in managing both external and internal customer relationships. They are able to see quickly what is working well and what needs to improve. The most encouraging result is that their Benchmark results indicate that the customer experience is continuously improving!

➤ Quote

"H&Y provide an essential external view into key areas of our business. Acting in a truly independent manner they are able to identify opportunities for improvement to differentiate our propositions. The feedback is well presented with full back-up information always available to support their findings."
Gary Acors – Customer Services Manager