

# The Business Impact of Legendary Customer Experience



Meet...



Founded as a rotational signage company with deep roots in professional sports, over the past 20 years ANC transformed into the preeminent technology service provider for stadiums, entertainment facilities, transportation hubs, and retail venues.

...and their **Living CX Legend**



**Mary Gray**

Manager, Client Services

ANC

*"Our customers drive our business. I am in constant daily contact with the customers I am servicing. I'm responsible for being one of the faces of our company and therefore have to approach every situation with our [client] businesses' best interests in mind."*

# How Mary Gray and ANC Turn Customer Feedback into Business Impact

ANC prides itself as being at the forefront of innovation in their industry and customer service is their guiding principle.

Mary strives for the company to be proud of how she approaches interaction with clients, and because of this she is somewhat of a “question master.”

“I always want to go above and beyond for our customers, so I always ask questions to ensure we're getting it right and that they feel they are getting the most out of our partnerships, whether it's during a busy or slow time.”

ANC is all about being a proactive organization. “We are constantly trying to get ahead of customers and know what they need before the request it,” Mary said. “This has been a major push of ours because we've seen how great it works and how happy our customers are as a result.”

## Customer WOW Moment?

“Whenever a grand opening, opening night or special event goes smoothly, that is always a ‘wow’ moment that we share with the client. Being able to see a project from the sales process through the first event, and all the hard work on all sides that has gone into it, is always fun.”

## Customer Feedback Hack?

“I don't know that I have a ‘hack’ per se,” Mary said thoughtfully. “But in my short time in customer-facing roles, the easiest way to get customers to talk about your brand is honesty. Whether it is in crisis, last minute needs or an issue has come up with a client, tackling it head-on, being out in front of it, and being honest goes a long way. Customers may not always be happy, but they will appreciate that and it will show how much their partnership means to your brand.”

### ... and **AskNicely?**

“Previously, we had no way of receiving customer feedback. Occasionally and more realistically, rarely, did a customer send an email (positive or negative) to us, to let us know how we are doing. As a growing company, in the short time we've been using AskNicely, we've already been able to see trends and how it can help improve our customer experience in multiple facets.”

