

The Business Impact of **Legendary Customer Experience**



Meet...

connectnow.
We get things sorted.

Connectnow is a service organization with over ten years experience helping busy people save time when they move. They provide a broad range of providers and products that enable clients to arrange essential moving service in one simple phone call.

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



Dale Clifford

Change Implementation
Manager **Connectnow**

"As Change Implementation Manager, my role is not just about implementing changes in the business, but also influencing the business to be more customer-centric in everything we do."

Why and How Dale Helps Connectnow Turn Customer Feedback Into Business Impact

According to Dale, visibility is the key to creating a customer-centric culture. “We now have customer responses on our AskNicely TV dashboard and all managers have the AskNicely app on their phones so we can deliver timely feedback to our staff.”

Customer Hack

“We’ve recently implemented the Automated Workflows to get more reviews using AskNicely,” Dale said. “And we’re already seeing excellent results with many five star reviews on a product review website.”

Connectnow set up workflows that automatically reach out to people who are happy with their service (Promoters) and ask for a review.

They made it simple for happy customers to leave a review and are reaping the results.

Customer WOW Moment?

Connectnow recently recruited multilingual staff. “We found out through AskNicely that customers love being able to speak with someone in Mandarin,” Dale said. “These customers have been strong advocates through word of mouth.”

... and **AskNicely?**

“For us, we needed an agile, lightweight NPS provider that could help us test and learn to get the most insights from our customers,” Dale said. “Now, we’re able to monitor customer feedback in a timely manner and get statistically significant insights so we can make better informed business decisions.”



www.asknicely.com

