

# The Business Impact of Legendary Customer Experience



Meet...



Duralift partners with the construction industry to provide safe and reliable access equipment solutions such as scissor lifts, boom lifts, vertical mast lifts, duct lifts and forklifts. As a customer-obsessed business in the construction industry, Duralift relies upon customer feedback to discover what actually matters to their customers.

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



**Ellie Chippindall**  
Business Development  
Manager **Duralift**

*As a Business Development Manager, I am involved directly with customers on a day-to-day basis and part of my role is making sure they are raving fans!*

# Why and How Ellie Helps Duralift Turn Customer Feedback Into a Business Impact

Duralift even goes so far as to visit top customers regularly with thank you gifts, and keeps all their customers in the loop with a monthly email. It's these personal touches that delight the customers.

## Customer Experience Hack?

*"Donuts!"* Ellie said. "Everyone loves donuts."

## Customer WOW Moment?

Duralift's legendary customer service wowed a customer into helping them reach out to other businesses. "A customer called up, as a result of receiving the survey, to offer us a range of ideas on how to get in touch with new business within his network and how to go about it," Ellie said.

Proof that customer advocacy drives fans who, in turn, drive growth opportunities.

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

"[AskNicely] helps us to get referrals and get feedback on what actually matters to the customers," Ellie said. "That way we can focus on those areas within our business and see things from the customer's perspective."



[www.asknicely.com](http://www.asknicely.com)

