

The Business Impact of Legendary Customer Experience



Meet...



Ellevation Education is on a mission to help school district professionals spend less time on administrative processes and more time on instruction. They've put their focus on customer experience. Ryan wrestled with the problem of incorporating customer experience into their culture.

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



"I'm creating business processes and systems that allow us to keep CX at the forefront of everything we do."

Ryan Irwin

Senior Product Manager - Business Solutions

Ellevation Education

How Ryan Helps Ellevation Turn Customer Feedback into Business Impact

Ellevation Education creates its customer experience culture by stressing that they listen to their customers and respond and repeat continuously to improve. This listening and responding culture has allowed employees to win customers over with every interaction. Whether it's an innovation in data delivery or helping strategies for their program, customers come away wowed by their interactions.

Customer WOW Moment?

"We're often amazed by our one-on-one conversations with clients on how much of an impact our software has throughout a school district." Ryan said.

... and **AskNicely?**

"AskNicely helps us measure and elicit feedback on our product," Ryan said. "With the Salesforce integration, we've finally been able to put that front and center for the whole organization."



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