The Business Impact of

Legendary Customer Experience

Meet…

iClinic

iClinic is a SaaS company in the medical space. They believe that health professionals shouldn't have to worry about technology issues. With that in mind, they offer an efficient and extremely easy-to-use system, which allows healthcare providers to increase productivity, reduce costs, decrease patients' wait time, and save time so they can focus on what they love to do: care for their patients.

…and their **Living CX Legend**

"I lead the CX team here at iClinic. The whole team (is) always looking (out) for the best interest of our customers."

Fernando Ponciano
Head of Customer Experience
iClinic

Why and How Fernando Helps iClinic Turn Customer Feedback Into Business Impact

Their goal is to spread customer obsession and customer feedback to the entire company. In order to do that, they have weekly meetings with the other teams to make sure every decision is based on helping the customer achieve their desired outcome using their product.

"By sharing the daily feedback from our customers with the whole company," Fernando said, "(We share) the idea that our customer is the most important part of us. So we must think of their success in every decision we make."

Founded in 2011, iClinic maintains its headquarters in Ribeirão Preto, one of the most advanced and renowned technology and health centers in Brazil.

iClinic's Best Customer Hack

iClinic provides a unique experience for the customer by understanding the customer's "jobs-to-be-done," acting on it, connecting with them and giving them the best support.

Customer WOW Moment?

"Our favorite 'wow' moment is when a customer comes to us because of our product, but finds out that we want to be much more than that," Fernando said. "We (want to be) a partner that supports (the customer's) success in business. I think our relationship with them, our caring support, and our transparency can be described as great "wow" moments (for) our customers."

… and **AskNicely?**

"AskNicely plays an important role. (It helps us know) how much our customers would recommend us, (and that is) information that we can use to understand how they feel about us as a company and also about our product. (Also) what we are doing right, and what we need to improve." AskNicely helps to segment satisfied customers so that iClinic can work on different projects and understand them from the customer's point of view.

"Also, we share all the answers we receive in Asknicely with the entire company to spread the customer vision through all departments."

Ask Nicely