

# The Business Impact of Legendary Customer Experience



Meet...



Thankyou Payroll is a New Zealand-based social enterprise which strives to offer small businesses and charities affordable payroll services. A social enterprise is a commercial organization whose goals are to focus on social and environmental impact instead of shareholder profits.

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



*"My role is all about finding what makes the customer tick. I'm obsessed with why they choose our product over another."*

**Catarina Gutierrez**

*Digital Marketing Manager*

**Thankyou Payroll**

# How Catarina Gutierrez and Thankyou Payroll Turn Customer Feedback into Business Impact

They believe small businesses are the heart of communities and assist with what is often the largest operating cost and source of stress: payroll services. A share of their revenue received from the IRD subsidy goes to the Thankyou Charitable Trust to provide grants for underserved community groups.

They are customer obsessed and have a feedback and appreciation channel in Slack to gather customer stories. They conduct outreach by going on trips to meet with clients in person to see how they are doing, and even take photos to share and cross promote their business.

## Customer WOW Moment?

“The WOW moment for me was when we received a testimonial from our Client #3 who also went on to become the Mayor of our fair city.”

## Customer Feedback Hack?

“Our dog-friendly office makes it easy for customers to come visit a (rather tech-heavy) office and call centre,” Catarina said. “Everyone loves a good dog photo or video from us too!”

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

“AskNicely has helped us create a baseline of our support services for our customers,” Catarina said. “From here, I wouldn't be surprised if we create more customer happiness centric roles for people to slot into and be more proactive with feedback. Traditionally, we were a company that had a helpdesk for people to call only when they had an issue. Now we can capture the positive feedback too and help us improve our interface and services with AskNicely!”



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