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STAR Awards

2023

2023 TSIA STAR Awards
Featured Application

INNOVATION IN CUSTOMER SUCCESS

Enhancing Customer Loyalty And Driving Growth Through Innovation

OVERVIEW

Innovation is in Moody's Analytics' DNA. We are continuously investing to better serve our customers, focused on our global risk assessment strategy. We do that by offering a suite of inter-connected data and solutions that enable companies, banks, insurers, and investors to efficiently originate, underwrite, price, and monitor, manage and report risk. Our data and solutions are uniquely differentiated by sitting on top of our proprietary "risk operating system" that draws upon the world's premier credit, verification, and identity engines fueled by extensive and curated data, analytics, and domain expertise spanning economics from properties, climate, ESG, to cyber. Further augmenting our risk operating system is an intelligent AI layer that provides early warning signals to enable our customers to rapidly know and respond to potential risks or issues.

Moody's Analytics has continued focusing on innovation through [acquisitions](#) and organic product innovation. Increasingly, our clients demand more integrated solutions that can help them navigate in the highly volatile business environment, and make better, faster decisions. With our customers in mind, we have set the goal of enhancing customer loyalty measured by Net Promoter Score (NPS) and Innovation Advocacy Rate to harness cross-selling opportunities and drive growth.

In the past two years, we have implemented the initiatives to achieve our goals:

- » To better understand customers' expectations on innovation, we conducted 100+ strategic and customer experience interviews internally and externally, and launched the first Moody's Analytics innovation survey, receiving 6,000 responses from the customers and bringing insights into client perception of Moody's Analytics as a trusted partner on innovation.
- » To gain deeper understanding of customer needs, we have formed a central team to engage with clients on the topic of innovation. We have also empowered Sales and Customer Success teams to do so. In addition, we have involved clients at the very beginning of the innovation process. For example, design thinking, beta testing and more.
- » Invite-only innovation and thematic online communities have been created for clients to ask questions and interact with Moody's Analytics experts.
- » Lastly, we have scaled Moody's Analytics Voice of the Customer with quarterly tracking of pain points reported by clients. With the use of Generative AI, it helps us quickly categorize pain points and prioritize action plans based on solution and business unit. For instance, we migrated Orbis and its thousands of customers to AWS. We achieved this by building a cloud footprint by leveraging cloud native technologies, delivering improved customer experience (in terms of speed and availability) and expanding customer outreach with novel engagement. To ensure we drive continuous improvements we have deployed an enhanced toolkit to better understand our customers behavior and experience within the solutions. We have mobilized faster Customer Success via Calls To Actions to respond (Gainsight deployment) and established "outer loop" action plan per solution quantifying pain points elimination.

BUSINESS IMPACT

As a result of the initiatives taken in the past two years, we have seen improvements in the areas of customer satisfaction and innovation. With the continued investment and engagement with customers, we have launched new solutions integrating risk assessment, for instance, [EDF-X](#) and [AI Review](#). Below are the details of the business impact:

- » Moody's Analytics' Net Promoter Score (NPS) has increased 8 points in the past two quarters. Orbis's NPS has increased 10 points in the same period of time. [Orbis](#) is one of our flagship solutions, and the migration of Orbis to AWS is enabling integration of new products and services.
- » In the Q3 2022 survey, Moody's Analytics' innovation advocacy rate is at 86%, meaning 86% of clients are likely or very likely to recommend Moody's Analytics as a trusted partner on innovation.

- » We have been recognized by reputable award programs and industry analysts for our continued efforts in bringing innovative solutions to the market. Some of the recent recognitions include category winner of [Innovation: Credit Risk in the Chartis RiskTech100 2023](#), [Best AI-based Solution for Fraud Prevention in the AI Breakthrough Awards 2023](#), [Best Reference Data Provider in the WatersTechnology Inside Market and Reference Data Awards 2023](#), AIFintech100 by Fintech Global. View all our recognitions [here](#).
- » In June 2023, Moody's Analytics announced the roll out of Copilot, an internal Generative AI tool, across Moody's to empower the organization to create more integrated risk management solutions. See Moody's CEO Rob Fauber's [LinkedIn post](#).

CUSTOMER IMPACT

Significant improvements in stability and speed following our modernization efforts (i.e., datacenter upgrades and cloud migration of Orbis) measured by the decrease in pain points seen from sentiment NPS feedback over the last two quarters (Q4 2022 vs. Q1 2023) for Orbis:

- » Stability (the reliability and consistency of the product): 40% improvement
- » Speed (the performance and response time of the product): 50% improvement

Highlight of customer quotes from the latest NPS campaign:

- » "EDF-X offers a one stop solution over ratings, credit profiles and industry news, very comprehensive" – Bank in EMEA
- » "Orbis is an amazing resource and tool to review entities for risk." – Corporate in EMEA
- » "Orbis is a fantastic app. It lets us identify companies and associates of the subject company and executive in a snap." – Education in USA
- » "Orbis does not stop amazing me!" – Government in EMEA
- » "Convenience, speed and accuracy of information" – Bank in EMEA





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