



# High Performance.

It's how you reach the summit.

# **achieved** it.

*A Fortune 50 technology company proves that achieving high efficiency and delighting customers and employees don't have to be at odds.*

“*The Achieve System™ helped our team prioritize resources while staying focused on creating a great customer (and work) experience.*”



**POINT A**

**Before the Achieve System™:** the VP of Customer Care at this Fortune 50 technology company had been tasked by the company’s CEO with a “cost-to-serve” challenge. It was a big one – spanning 27,000 total employees, 80 million customers and 1,000 employees just in her business unit alone. There was more. The charge was not simply to cut costs, but to improve the customer experience and increase employee satisfaction. To help, the VP was given a select team of Six Sigma black belts and the company’s brightest IT minds.



**POINT B**

**After the Achieve System™:** the organization saw a 20% reduction in operating costs and \$200M in savings in the first year; up to \$500M after 2-½ years. But what about creating better customer and employee experiences? Even while adding 20% more customers, the company swept JD Power awards for service for the next four years and consistently improved internal employee survey results. Done and done.

***Bottom line results?***

Enhanced customer experience, improved employee satisfaction and dramatically decreased costs – all while the customer base continued to grow.

***ROI Highlights***

A **20%** reduction in operating costs with **\$200M** in the first year.

After 2-½ years, cost savings reached **\$500M** while the customer based grew by **20%** during the same time period.

The company swept the **JD Power Best Customer Service Awards** for the next four years.

**Employee Experience & Customer Performance Recognition** survey results consistently improved.

Some of the most recognized brands in the world **achieve** high performance with us.



## Cut costs. Delight customers. Keep growing. And keep employees happy while doing it?

The CEO of this Fortune 50 technology knew it was a very big ask: **improve customer service effectiveness while reducing departmental costs and supporting customer growth at the same time.**

So when he tapped the VP of Customer Care for the job, he also assigned a specialty team of six sigma black belts and the brightest minds in the organization's IT department to help.

This superstar task force quickly determined that the underlying problem was a badly broken customer service process. But determining the right approach to *fix the process* presented a tougher challenge. Says the VP *"The usual way we approached such a task was to set a target and see what fixes and steps were needed in order to hit the target."*

This time, though, the team felt certain that their traditional approach would fail to deliver the desired results. They started looking for an outside partner who could offer some fresh thinking.

## Embracing a different approach: *Create, Dont' Fix.*

The **Achieve System™** immediately challenged the VP and his team to explore a different approach. Instead of gradually fixing their process problems with incremental goals and steps, the team would start by clearly visualizing what end-to-end success could look like across all aspects of customer service.

This new approach was invigorating. *"It included a new look at how we performed and behaved, how we felt about our customers, how we presented information, how we analyzed our customer feedback surveys, how we recognized our team members' accomplishments, how we use our*



*“My team and I not only fixed the process, we created an award-winning solution that improved the entire customer experience and dramatically decreased costs while our customer base continued to grow.”*

*“The Achieve Institute provided us a disciplined approach and a new way of thinking that gave us better results than we predicted – better than we we could have imagined with our old way of thinking – and it led to true breakthrough thinking.”*



*customer service desktop technologies, and more,” reported the VP, “Many things we would have never given a second thought about in our old mindset.”*

Achieve Institute performance experts helped the specialty team learn how to *connect to possibility* and *create new solutions* rather than fix old problems. The team rolled out their newly created solution to leadership first, then expanded it across the company. Ultimately, the VP noted, they directly improved what 30,000 employees did on a daily basis.

### **The bigger the task, the more spectacular the results.**

The results were even better than initially hoped for.

First, operating costs dropped by 20% for \$200M in savings in the first year, and generated \$500M in savings after two-and-a-half years. Meanwhile, the customer base just kept on growing – increasing by 20% during the same time period.

More remarkably, during this period of adding more customers while reducing customer service costs, the customer experience significantly improved – and the company went on to sweep the *JD Power Best Customer Service Award* for the next four years.

Of course, this all must have taken a negative toll on the employees, right? Wrong. *Employee Experience & Customer Performance Recognition* survey results also improved consistently the whole time.

The VP noted that he soon had other leaders in the organization showing up on his doorstep, asking for the *secret sauce* to his success. He tells them, *“If you use the discipline and tools of the Achieve System, you will see results.”*

# *achieve system*<sup>TM</sup>

The *Achieve System*<sup>TM</sup> is a proprietary methodology that helps you achieve, sustain and scale high performance.

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