

From Satisfaction to Loyalty: A Strategic Move Toward Customer Love.



RagingWire designs, builds, and operates mission-critical data centers that deliver high-density power and 100 percent availability. Although the company had been tracking satisfaction for 10 years, and although satisfaction was at 97 percent – a recent expansion led RagingWire to want more its data than a short-term, day-to-day view of operations; the company wanted data that would inform its overall business strategy.

THE CHALLENGE



Ensuring a consistent customer experience in an expanding company.

In 2012, RagingWire expanded from its original location in California to a second data center in Virginia, shifting to become a national player. The client services team knew that, along with this external shift, the company needed an internal shift as well, moving beyond customer satisfaction to customer centricity, and ensuring operational consistencies and a seamless customer experience across both locations. To foster that internal shift, the team implemented an enterprise-wide customer loyalty initiative using the Net Promoter Score® (NPS®) and discipline, which would allow the company gather and act on customer feedback at a strategic level.

“Customer satisfaction has been part of RagingWire’s company DNA since we started back in 2001. Transitioning to the NPS system in 2012 offered an established framework and system to measure customer loyalty, a more sensitive indicator of a customer’s experience. The NPS operating model gives us the opportunity to benchmark our data, manage ongoing customer engagement programs, and compare our progress to those of our competitors, all while informing overall business decisions with a metric that carries weight at the Board level.”

Jason Weckworth
Vice President of Data Center
Operations and Chief Customer Officer



THE EXECUTION

Gaining buy-in and creating a customer-focused framework.

To secure buy-in, the client services team educated senior executives about the strategic aspects of the Net Promoter® methodology. When executives learned of the link between NPS and financial performance, as well as the level of insights the program would provide, they agreed that a transition to measuring customer loyalty would be a positive company-wide change. To demonstrate top-level commitment, they appointed a chief customer officer (also the vice president of data center operations) and began reporting Net Promoter as a KPI in their Board package.

Today, client services measures and acts on relationship feedback for each touchpoint: sales engagement, customer installation, customer service, network operations, and the customer portal. The team formalized reporting so that, once a survey effort closes, the system can distribute follow-up actions efficiently to different departments, as well as role-based PowerPoint decks to each team member for rapid knowledge sharing and decision making. Management drills down into segmented reports for insights using driver charts. To improve customer relationships and retention, the service team follows up with Detractors within one business day. The company also follows up with all other survey respondents, even Promoters, within five business days.

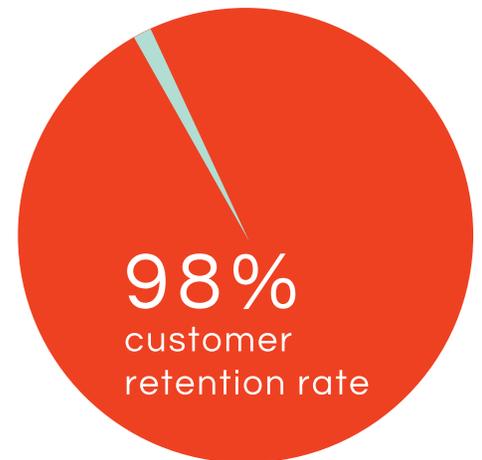
Based on this new relationship feedback, the company has improved its customer portal, which customers use to access the status of day-to-day data center operations. For instance, the team discovered that clients wanted even more data than the portal already provided, such as a more detailed view of power utilization down to each circuit, information that clients find helpful for budgeting and monitoring efforts. Many competitors do not offer that level of detail, helping RagingWire to differentiate its service.

THE RESULTS

Gaining buy-in and creating a customer-focused framework.

Since implementing Satmetrix's cloud-based software in July 2012, RagingWire has created a roadmap based on the customer corridor, and offered its clients a seat at the table for shaping the customer experience at all levels, from improving support procedures to amenities provided at its data centers. The company is also identifying further improvements, building on employee recognition programs, and automating manual processes for analyzing NPS survey data. The chief customer officer ensures that Net Promoter results are on the agenda at every executive meeting—and in the minds of every employee as they go about their workdays.

RagingWire is proud of its industry-leading 98-percent customer retention rate, and now actively leverages the 64 percent of its client base that has identified as Promoters to cross-sell and upsell. The company has also achieved an NPS of 59, well above the all-industry B2B average of 23.



2.5X
B2B average

About Satmetrix

Satmetrix is the leading global provider of cloud-based solutions for managing and improving overall customer experience. As co-creator of the Net Promoter® methodology, Satmetrix combines unrivaled NPS expertise with a powerful, yet cost-effective SaaS-based software solution to provide continuous, actionable, 360-degree customer insights. Leading organizations of all sizes and across multiple industries use Satmetrix solutions to drive customer retention, improve customer affinity and maximise positive word-of-mouth to deliver overall improvements in customer lifetime value. With more than 1,000 deployments in 40+ languages, Satmetrix provides a holistic view of the customer experience and the necessary expertise to help accelerate customer experience program success.

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