



PROJECT
Wholesale Customer Satisfaction Study



CLIENT
Global Wholesale Carrier



OBJECTIVES

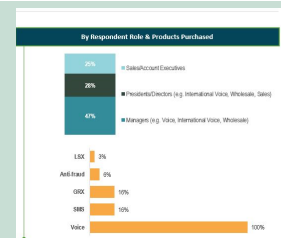
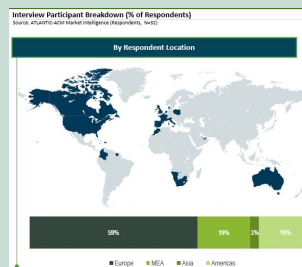
- Understanding their strengths and weaknesses with regard to customer-facing operations and general customer experience
- Identifying key areas for improvement and operational focus prioritized by customer / revenue impact and efficiency of implementation
- Developing actionable insights to improve customer experience going forward

CASE STUDY

ATLANTIC-ACM conducted 30+ interviews with high-priority customers of a global wholesale provider which wanted to compare its customer experience positioning relative to others

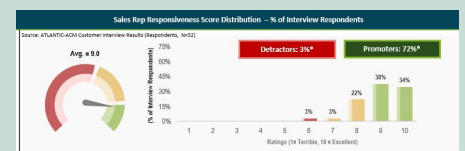
APPROACH

ACM conducted 30+ interviews with high-priority customers to evaluate their experience with the carrier



Interviews were transcribed into a data collection tool and data was exported, tagged with respondent information, organized into functional areas, and analyzed

Findings were synthesized in a concise and comprehensive presentation



OUTPUT

ACM provided the client with an in-depth analysis of customer perception, quantitative scores for customer-facing ops, as well as key pain points, go-forward recommendations, and calls to action

