HOW FASTLY MADE THE CUSTOMER EXPERIENCE AS GREAT AS THEIR PRODUCTS

When it comes to Voice of the Customer (VOC) programs, B2B organizations are often behind the curve, adopting best practices and innovations more slowly than B2C companies.

However, the expectation for B2B companies to deliver exceptional experiences is the same (if not higher) than their B2C counterparts. In fact, 80%[1] of corporate buyers say they have switched at least one supplier in the last 24 months because of customer experience gaps—including poor account management, lackluster support, and products not living up to expectations.

VOC programs *should* be helping B2B companies close these gaps, but they face unique hurdles which can suppress their impact (if unaddressed):

- B2B organizations often have fewer clients to collect feedback from, which can limit insight and action

- B2B client relationships are complex—simple 2-3 questions surveys don't tap into the real drivers of CX

- B2B companies must link client feedback to revenue in order to properly prioritize and drive impact

ABOUT FASTLY

Fastly is a US provider of cloud computing services. Fastly's edge cloud platform offers a content delivery network (CDN), internet security services, load balancing, and video and streaming services.

Fastly's solutions are used by some of the best in the web, including Yelp, Shopify, Kickstarter, Ticketmaster, Buzzfeed, and more.

1. "Service is the New Sales," Accenture, 2019.

Fastly reimagined their VOC program and delivered a 24-point increase in customer loyalty in one year.

Prior to working with Concentrix, Fastly faced many of the common B2B challenges while using a "do-it-yourself" VOC software platform:

- A heavy focus on reporting and brand-level metrics—with minimal changes and improvement

- Issues integrating systems, creating manual effort to close the loop with at-risk clients

- Inability to parse out high-value accounts and prioritize action accordingly

Fastly made the switch to Concentrix because our technology and unique B2B expertise closed all gaps and instantly elevated the program.

Here's what Fastly did and how you can apply these best practices to your program:

RESULTS

fastly

+23.5

increase in NPS in year one

			74.7	73.9
48.6	52.6	52.1		
Q2'20	Q3'20	Q4'20	Q1'21	Q2'21

Measuring the Real Drivers of CX

Fastly redesigned their survey to focus on the drivers of CX for B2B—including product satisfaction, ease of use, and ease of onboarding—with Net Promoter Score® being the primary loyalty metric.

To do this for your own company, it's important to evaluate whether or not your surveys cover all key B2B experience drivers and key performance indicators:
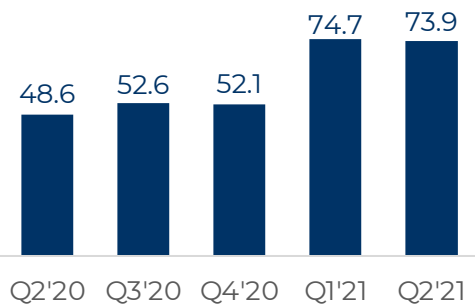
B2B Experience Drivers

Product
People
Process
Channel Interactions
Brand

Key Performance Indicators

CSAT

Loyalty

Effort

Business Outcomes

Industry Leader Status

Lower Cost to Serve

Increased Referrals

Improved Retention

Increased Penetration & Revenue

Seamless System Integrations

Fastly's client feedback was instantly synced with account history—which made it easy for the CEO to follow up with customers who had a poor experiences.

Integrations promote synthesis of customer intelligence within B2B organizations. To get started on this path, we recommend 2 priority integrations for B2B VOC programs:

VOC <> CRM Systems

- Push surveys history & results into CRM
- Push closed loop dispositions into CRM
- Pull CRM account data into VOC platform

VOC <> BI Tools

- Push VOC data that helps with predicting account attrition into BI tools
- Pull data that prevents the need to ask customers questions into VOC platform

Client Segmentation

Fastly also segmented accounts based on product type, account value, and perceptions of the brand—resulting in tailored action plans for each account segment and playing a role in immediate acceleration of NPS.

Approaching client segmentation can vary dramatically from one B2B organization to another. At a macro-level, here's one way to segment accounts based and prioritize action using VOC results:

Likelihood to Recommend

Likelihood to Continue Use

Segment your accounts based on both "likelihood to recommend" and "likelihood to continue the partnership." Looking at these metrics individually may give a limited picture of account health.

For example, a client who is very likely to continue with the partnership may also be very unlikely to recommend you. This may indicate a client is unhappy but feels locked into a contract, and will leave as soon as the opportunity arises. This segment of clients would require a different action plan compared to others.

REIMAGINING EVERYTHING CX

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"I just continue to be impressed with the partnership and ease of use of Concentrix."

KIM OGLETREE
SVP, Client Services