

Customer Excellence Assessment Industry Super

Case study

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Our Client:

AUSCOAL Super (AUSCOAL) is the industry super fund especially designed for people working in or associated with the mining industry. AUSCOAL serves over 75,000 members and 4,000 employers across Australia. As a niche fund operating in an increasingly competitive and constantly changing sector, AUSCOAL recognised the strategic imperative to differentiate itself based on a singular focus on its customers. In 2010 it embarked on a comprehensive business transformation program aimed at improving its overall customer management capability. The ultimate goal was to deliver an exceptional level of service and experience and to drive high levels of loyalty and advocacy.

The program has involved the review and redesign of AUSCOAL's overall customer strategy, refinement of customer processes and experience design, organisational restructure and cultural change along with changes to its supporting systems and technology.

The Need:

Following the completion of a CMAT[®] customer management benchmark assessment in 2010, AUSCOAL established a set of long term objectives across a broad set of customer management capabilities. In order to gauge its progress towards these Customer Management (CM) goals and the overall success of the program, AUSCOAL elected to conduct an assessment of its capabilities and practices in late 2014 using Customer Connect Australia's Customer Excellence (CEXa) survey tool.

In addition to the internal assessment, AUSCOAL were particularly interested in understanding their member's perspective, to obtain a truly 360 degree of its progress towards its goals. The CEXa tool provided a unique combination of internal and external assessment incorporating quantitative and qualitative techniques that satisfied this need.

The Result:

Conducted over a 3 week period, a large sample of customers and the majority of AUSCOAL staff were surveyed using the unique CEXa online assessment.

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Obtaining the customer's perspective on the achievement of our goals was seen as vitally important.



