

Customer Excellence Assessment Industry Super

Case study

BY ROSS SMITH

CASE STUDY | Dec 2014



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.

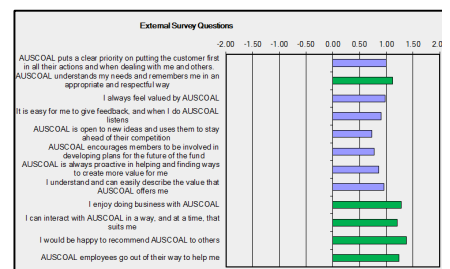
In addition to the internal assessment, AUSCOAL were particularly interested in understanding their member's perspective, to obtain a truly 360 degree of its progress towards its goals. The CEXa tool provided a unique combination of internal and external assessment incorporating quantitative and qualitative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

(continued)


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



“The results have validated and elaborated other recent research quickly and easily.”

The combination of quantitative and qualitative analysis provided by CExA is excellent.

(Customer Management Director)



The resulting report clearly identified that AUSCOAL’s efforts to enhance its customer management capabilities have been successful, evidenced by the strong feedback from customers.

The results also further reinforced and extended previous research conducted to understand what customers value from AUSCOAL.

In addition, a number of key areas were identified to further drive customer excellence at AUSCOAL :

- The need to provide more frequent updates to the executive team of key customer operational changes.
- Continued communication and reinforcement of key customer management concepts for all staff
- The establishment of mechanisms to enhance customer participation and innovation.
- The conscious development of customer advocates.

The outcomes of the research are being used to further refine the ongoing program of work at AUSCOAL and prepare for the SCHEMA™ assessment planned for 2015.

Why Customer Connect Australia?

CCA and the CExA assessment process were chosen on the basis of:

- CCA’s unique understanding and experience of the Industry Superannuation sector
- The ease of use and scalability of the CExA survey approach.
- A proven track record in customer research
- The unique way that CExA combines internal and external/customer perceptions
- CCA’s deep understanding of customer management best practice

Client Feedback:

AUSCOAL found the CExA assessment and CCA’s knowledge and approach to be excellent;

“We were very satisfied with the outcome of this work. The depth of insight provided by the assessment really surprised us given the ease in which the survey was conducted.”

Ross Smith
www.customerconnect.com.au
+61 2 9430 6377
info@customerconnect.com.au