



# Nissan Australia Excelling in Customer Satisfaction

## Nissan's Goal

To lead the market in customer satisfaction

## Key Deliverables

via the 'Nissan Pulse Program'

### Challenge

1

To change the way we view Customer Experience by making it about the outcomes, not the score.

2

By providing real-time actionable information that adds value

3

Engaging customers by providing them with outcomes that address their concerns promptly

28%

increase in satisfaction for **service** customers

15%

increase in satisfaction for **sales** customers

87%

Of sales customers who were originally dissatisfied, **87%** reported increased satisfaction levels following issue resolution (**81%** for service customers)

9.5%

increase on intent to return for service customers

**BEST**

Recognised as best practice by Nissan Globally

## Solutions

Creation of the "Nissan Pulse Program"



### Leveraging

the already strong Potentiate platform providing valuable customer insights



### Implementing

time sensitive, succinct questionnaires



### Empowered

employees to resolve negative CX with an exception based, real-time system



### Empowered

employees via an app on their phones to provide real-time actionable alerts



### Improved

communication to ensure customer transparency in the feedback process



### Demonstrating

that actions speak louder than words in improving customer satisfaction