



# Unrelenting customer focus at global scale

The third largest insurance company in the world reorients itself around customers.



## Challenge

To transform a global corporate culture, Generali realized they needed to step outside the comfort zone, stop being a “product factory” relying on a distribution network, and put the customer at the center of everything.

## Action

With Medallia insights rolled out across markets around the world, consistent measurement enables common goals and language, like identifying five universal pain points that initiated key structural changes. Now teams engage cross-functionally to identify pain points, and take actions to fix them.

## Impact

Generali found that promoters buy 67% more, actively recommend four times more, and churn 61% less than detractors. Today Generali’s cohesive customer-centric focus is world-wide, spanning 74,000 employees 54 business units and over 90% of its client base.

**Medallia**