

CASE STUDY

# How customer centricity helps boost revenue and loyalty at PÿUR



Customer-centricity is engraved in our DNA here at PÿUR, and we want to do whatever we can to better support our customers and employees.

**Carsten Hilbers**

Director of Customer Experience, Customer Journey Management & Digital Self-Service, PÿUR

**Massive increase in NPS, with tNPS increased by almost +88pp.**

**Reduced churn by more than 50%, with a demonstrated correlation to NPS improvements.**

**10% decrease in costs and 5% increase in revenue for promoters.**

## A transformation around customer centricity

### SUMMARY

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**PŸUR began using Medallia because of its sophisticated text analytics and ability to hone in on areas needing individual and structural improvement.**

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**At the time, the company wanted to increase its Net Promoter Score (NPS), and it needed better service and product differentiation to become even more competitive.**

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**Creating a CX transformation program from scratch, PŸUR decided to use Medallia Experience Cloud as its CX management platform. With better data, communications, and higher customer and employee engagement, PŸUR has optimized its customer centric service, as well as drive product quality enhancements, increase in revenue and decrease in churn.**

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**By using Medallia and learning from their customer comments, important initiatives have been developed which make life for PŸUR's customers easier. Some examples of the improvements are a digital technical incident management tool, a proactive digital communication on important incidents, a new welcome process as well as an online setup support tool for new customers, and many more new digital self-service features as well as process improvements.**

PŸUR is the third largest operator in the German cable network market with over 3 million homes connected across Germany. As the company's CX transformation has evolved, a dynamic market environment — including rising customer expectations, interchangeability of products, easy product comparability, and market dynamics/consolidations within competition — has helped drive the need for greater customer focus and product/service differentiation.

As a customer centric company, PŸUR turned to Medallia to help increase their NPS and identify areas of improvement within the business.

According to Carsten Hilbers, Director of Customer Experience | Customer Journey Management & Digital Self-Service at PŸUR, "We chose Medallia because of the sophisticated text analytics capabilities. We knew that having deeper insights and understanding what's important to our customers would be incredibly powerful."

Combining the power of Medallia and a set of thoughtful CX transformation strategies, PŸUR aimed to both digitize and optimize the customer experience. Customer centricity was anchored within the whole organization in order to:

- Increase brand identification and engagement of the employees.
- Improve customer centricity and focus in particular within the customer touchpoints.
- Align brand image and communications internally and externally.
- Inspire behavior regarding relevant Business KPIs and engage employees with ludic learning activities as best practice sharing.

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## Communication and continuous improvement drive success

Communication has been key to PŸUR's successful CX transformation. Linking inner (individual) improvements with outer (process) improvements through their customer feedback program has been incredibly important as well. Changing the way callbacks to customers with open requests are handled and the closing of those requests have decreased churn rates by almost 45%. Working cross-functionally has also been a very effective driver for the business.

"The key factor for our successful NPS story is to anchor customer centricity in the whole organization. In order to achieve this, an important strategic decision was to pull down silo working by establishing cross-functional customer journey teams to drive the outer loop with major improvements on process optimization and digitization. At the same time, we established Touchpoint Owners to improve the inner loop together with different teams in the whole company. Customer feedback helps our teams secure continuous optimization and digitalization in order to drive NPS as the baseline for a successful customer experience", says Carsten Hilbers.

## Customer centricity drives improvement

PŸUR has made a significant amount of changes to their business based on customer feedback, but they noticed that some customers were unaware that those changes had been made. This motivated PŸUR to do a better job with communications around "customer centricity" and to implement a very effective storytelling microsite that shows their customers how meaningful their NPS feedback is and which improvements were made based on the voice of the customer. The CX microsite will also include videos

**Customer-centricity is engraved in our DNA here at PŸUR, and we want to do whatever we can to better support our customers and employees. We have made significant changes on digital features, customer-relevant processes and investments in our employees to create a better customer experience. Still, we certainly know that we want to become even better, and we will – day by day. Medallia helps us a lot to understand what our customers demand and in which areas we have to do better.**

Carsten Hilbers  
Director of Customer  
Experience, Customer Journey  
Management & Digital Self-  
Service, PŸUR

of employees working in different areas e.g. in customer service, in technical areas or behind the scenes. The idea of the videos is to bring customer centricity to life, humanizing the company as customers increasingly view PŸUR as approachable, authentic, and responsive. As an added bonus, these videos are also helping attract job applicants to PŸUR.

Systematic use of Medallia has provided a strong foundation as PŸUR transformed its customer experience. As a result, they have seen a massive increase in NPS, with tNPS having increased by almost 88pp, jNPS increased by +78pp, and rNPS increased by 62pp. In addition, they have reduced churn by more than 50%, with a demonstrated correlation to NPS improvements. Promoters show approximately a 10% decrease in costs, 5% revenue increase, and 35% increase in “Likelihood to Recommend.”

## About Us

Medallia is the pioneer and market leader in customer, employee, citizen, and patient experience. As the leading enterprise experience platform, Medallia Experience Cloud is the mission-critical system of record that makes all other applications customer and employee aware. The platform captures billions of experience signals across interactions including all voice, video, digital, IoT, social media, and corporate-messaging tools. Medallia uses proprietary artificial intelligence and machine learning technology to automatically reveal predictive insights that drive powerful business actions and outcomes. Medallia customers reduce churn, turn detractors into promoters and buyers, create in-the-moment cross-sell and up-sell opportunities, and drive revenue-impacting business decisions, providing clear and potent returns on investment. For more information visit [www.medallia.com](http://www.medallia.com).