Case Study Luona

LUONA VISMA COINDEX

Learn how Visma's Provad and CX Index combined to deliver powerful outcomes for Finland's Luona which provides social health and counselling services for 2.2 million people.
LUONA
VISMA
CX INDEX

OBJECTIVES

- Improved NPS
- Improved CSAT
- Increased value from the contact centre
- Reduced customer effort

OUTCOMES

- **NPS jumps by 83% from 35 to 64**
- **15% survey response rates**
- **Much more engaged contact center agents**
- **Customer Effort Score reduces from 1.93 to 1.53**

PROVAD AND CX INDEX

In late 2017, it was determined that an integration of Provad's ICC with CX Index's robust Voice of the Customer technology would be an ideal fit to help ICC customers deliver a better customer experience for their customers. Luona was an established customer of Visma's Provad through their ICC contact centre infrastructure. They came on board in March 2018 as an early adopter of the CX Index and Provad integration.

> **Since we have integrated CX Index with ICC, it has been a really powerful combination that benefits our customers, but critically it benefits their customers.**
>
> **Tomi Korpeus,**
> **Senior Business Desinger, Provad**

> **The results speak for themselves there is much lower effort which is correlated with higher loyalty. We are really excited by the prospect of future projects and integrations with CX Index"**
>
> **Tuukka Heinonen,**
> **Head of Customer Experience, Provad**

OBJECTIVES

It was paramount to Luona to have a CX measurement tool that was easy to use and a trustworthy partnership. CX Index and Provad were able to demonstrate the powerful value that was delivered from integrating the two solutions. In designing the solution, Luona focused on using a combination of metrics, but understood that low custmer effort was a really powerful determining factor in successful outcomes for them.

The Power of Integration

With the Provad / CX Index integration in place, it allows for a complete understanding of elements necessary to drive changes in CX

- Why was the customer calling, emailing or chatting?
- What was their experience to date?
- Which agent or team were they dealing with?
- How long were they on hold for?
- When was their first contact?
- What service channel were they using?

LUONA VISMA CX INDEX

The deep context that the integration gives, makes the task of analysis simple for the customer.

> **Measuring is very easy for us, the customer service system sends an automated SMS to the caller, who is invited for a quick online survey. The issue is measured, attention is paid to it, and results improve**
>
> **Ulla-Maija Junno, Service Manager, Luona**

Since the company began using CX Index as a daily management tool in early 2018, it has almost doubled its Net Promoter Score (NPS), **(FROM 35 to 64)** with survey respnse rate at a healthy 15%. Customer effort score reduced from 1.93 to 1.53

CONTACT US

David Heneghan
CEO
david@cxindex.com

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