

Case Study



**Journey Approach Returns Billions
for Global Fortune 10 Software Company**

Hank Brigman's
CUSTOMER EXPERIENCE
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Who: The company

Global Fortune ten software company

2,900.00

What: The problem/opportunity Cumbersome upgrade service journey

Based on missing projections and anecdotal feedback, the company understood that the journey for business customers to upgrade desktops (prior to cloud versions) to the company's latest software was cumbersome.

Cross functionally, *silos were not working on a common purpose and process*, reducing efficacy.

This poor experience of this critical service journey for their two flagship products was reducing upgrade frequency and revenue.

How: The path to a solution Interviews and Mapping

The goal; improve upgrade frequency & satisfaction. *Primary research* utilizing structured interviews of employees, customers and partners/resellers focused on customers' journey purpose and process.

Incorporating research findings into our *journey mapping* process enabled us to develop the specific strategic, process and touchpoint recommendations to address the multitude of uncovered issues.

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Journey approach focusing on purpose and process delivers improved satisfaction and billions

Interviews uncovered a *serious disconnect* and the potential for 740 unique touchpoints in customers' upgrade service journey. The company prescribed, marketed and supported *one purpose and process* for upgrading that was disconnected from the *four different customer processes*. And none of the four customer purposes were advocated by or supported by the company. As a result, many of the touchpoints the company deployed did not meet customers' purpose or process needs.

Our implemented strategic, process and touchpoint recommendations covering customers' four purposes *improved customer and reseller satisfaction*. **Upgrade frequency increased generating billions (USD) in additional revenue.**



Questions?

Let's chat – I am happy to help. Feel free to grab some time on my calendar:

[Link to Hank's calendar](#)

Or submit the form found here: [Contact Hank form](#)

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