

**CustomerGauge**

**colt**  
Data Centre Services

# Colt DCS CX Strategy and Focus Leads to +26 NPS® Increase

Case Study: Colt DCS





## Creating an Optimized Customer Experience Strategy

In 2015, when Colt Data Centre Services (DCS) established itself as a standalone business operating independently from its larger sister organization, Colt Technology Services, having a highly differentiated CX became a top priority. As the company expanded, customer insights became even more important than ever. Customer-centricity firmly became their vision.

In the past, Colt DCS didn't have a real time platform to track results from customer satisfactions surveys. Therefore, it was difficult to act on insights in a timely manner. The company realized they needed an advanced Customer Experience (CX) Management solution that could provide the ability to get insights and analyze data in real-time.

The company was also not able to configure and support multi-language surveys for respondents in different geographical regions. As a result, Colt DCS was not able to reach out to a wider audience and learn more about their customer satisfaction with the company.

Colt DCS also wanted a CX tool that combines reporting, KPIs, account success and closed loop features under one umbrella. Having such a powerful business tool meant the company would not have to go through numerous customer feedback spreadsheets to be able to make a strategic decision about improving the customer experience.

Finally, Colt DCS wanted to improve the CX visibility for internal teams and drive company-wide engagement with customer feedback. Providing the C-Suite with tailor-made customer feedback reports that reflect Colt DCS' organizational hierarchy was also identified as a prerequisite to establish management buy-in and cross-organizational responsibility.



## Moving to Real-Time Customer Feedback & Advanced Reporting

Colt DCS selected CustomerGauge to get real-time feedback that translates customer insights into practical actions for the business.

“We found working with CustomerGauge was like a partnership, rather than onboarding another supplier.” - Humphrey Geldof, Customer Success Specialist, Colt DCS

Using CustomerGauge, the company quickly rolled out their Net Promoter® program to start collecting customer feedback at many transactional touch points across the customer journey, as well as with periodic relationship and product surveys. Attaching drivers to their NPS question, Colt DCS was able to keep their surveys short and drill down to the root causes of both customer satisfaction and dissatisfaction.

The company then optimized their CX program to add multi-language NPS surveys, which allowed them to tap into a wider audience and increase the amount of valuable customer feedback. With CustomerGauge, Colt DCS was able to offer multi-language options in each survey, so respondents were able to complete the survey and leave comments in the language they are most comfortable with.

With a powerful “fire-fighting” feature, Colt DCS also implemented a robust closed loop feedback process, whereby it was able to turn dissatisfaction into delight. With CustomerGauge’s real-time fire-fighting tool, Colt DCS is able to contact 100% of their detractors within 48 hours of receiving customer feedback, discuss and find resolution for issues, thus also supporting customer retention in the long term.



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**Humphrey Geldof**  
Customer Success Specialist  
Colt DCS



The company was able to increase employee engagement and management buy-in with Colt DCS' customer feedback program. Using CustomerGauge's Digital Signage tool, Colt DCS shows customer feedback coming live on screens throughout their office, thus creating a new focal point for staff collaboration and accountability.

"Thanks to real-time feedback and Digital Signage showing live customer comments and Net Promoter Scores, our team is more aligned in improving the customer experience. They've discovered improvement opportunities that they didn't know existed before and that were not mentioned by customers during regular QBRs. Such improvement opportunities were only highlighted through the customer surveys." - Humphrey Geldof, Customer Success Specialist, Colt DCS

Finally, armed with CustomerGauge's hierarchical reporting Colt DCS was able to maximize their NPS program potential and provide insights at a granular level.

For example, Global Program Managers were able to drill down to different divisions and discover what needs improving and what is working well within those branches of the organization. In this way, Colt DCS' management was able to make the needed CX decisions more efficiently.



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**Humphrey Geldof**  
Customer Success Specialist  
Colt DCS

## Results and Impact

As businesses in the data centre services industry continue to battle for customer loyalty, Colt DCS set itself on the right track to become one of the most customer-centric data center providers. By leveraging CustomerGauge's CX Management features, Colt DCS was able to increase customer loyalty and improve employee engagement.

Armed with CustomerGauge, Colt DCS :

- Increased their NPS from +17 to +43 in two years across all customer segments
- Achieved a CSAT score of +83 for its top revenue generating customers
- Rolled out a multi-language survey in 6 different languages
- Contacted 100% of their detractors within 48 hours of receiving customer feedback

Equally, by acting on the customer feedback and seeing improvement satisfaction results on the Digital Signage, the company was able to congratulate and reward employee champions. In this way, Colt DCS made Voice of the Customer (VoC) permanently visible inside their organization.

“Colt DCS will now continue the journey and drive further improvements based on the latest customer feedback. Our aim for World Class NPS will bring us ever closer to truly living our vision in a sustainable way through continuous improvement.” - Carla Haines, Director of Customer Retention, Colt DCS



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**Carla Haines**  
**Director of Customer Retention**  
**Colt DCS**

## Contact Information

### CustomerGauge

CustomerGauge is a software-as-a-service platform that improves customer experience using the industry-standard Net Promoter System®. The system helps companies automatically measure and analyze feedback in real-time, act to reduce churn through close-loop tools and grow their bottom line.

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#### Website



### Colt DCS

Colt Data Centre Services is a leading carrier neutral data centre operator. Colt DCS has been designing, building and operating large scale data centres and providing data centre colocation services for more than 20 years. Over 1000 customers in the world's most data-critical industries trust Colt DCS to secure their information in the company's 24 carrier-neutral data centres across Europe and Asia.

#### Website