



# CX CASE STUDY.

## CUSTOMER INTIMACY FOR DIFFERENTIATION IN IT.

Starting a movement internally around the  
customer intimacy strategy

“ | *I'm proud that we're different from other players in our sector*

## GOAL.

### **Dare to differentiate by putting the customer first.**

A prominent IT company in Amsterdam experienced increasing competition around their near-shoring proposition. The new CEO and CCO made a conscious decision to compete and differentiate by focusing on customer intimacy.

They started by onboarding the leadership teams from all countries as the first step to roll out their customer intimacy strategy throughout the organization.

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## APPROACH.

Together with EarlyBridge, they developed an overall approach to create the right mindset and to develop new skills. They wanted to show people how they could implement customer intimacy in their work. The focus was on two pillars:

- Great People Experience
- Great Customer Experience

They wanted to focus on both with the insight that by investing in their own people, customers are better served and more satisfied, so that they stay longer and generate more revenue which in turn is invested in their people.

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## TRANSFER OWNERSHIP TO THE ORGANIZATION.

It started with the senior leadership team, after which the account managers and the local delivery directors were included in the strategy and how they could translate the strategy into practice.

In addition to embracing the strategy, new tools were introduced to provide more structure in the implementation.

Finally, employees in four countries were trained on customer intimacy in their work.

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## RESULTS.

The organization is rolling out its strategy throughout the entire organization

**Customers give feedback that they appreciate this approach and the experience the difference**

## CUSTOMIZED PROGRAM DESIGNED FOR RESULTS.

Each level of the organization has followed its own program, which is aimed at supporting them in knowing, understanding and applying customer intimacy.

Working with practical examples helps people to make clear what customer intimacy is, how the company wants to implement it and what the meaning is for them.

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## CRITICAL SUCCESS FACTORS.

### **Leadership commitment**

Senior leadership is committed from Day 1 to the strategy and remains involved in the roll-out.

### **Thorough approach**

At every step, the organization has thought out what is required to take the next step.

### **Structured roll-out**

The roll-out is a step-by-step approach. Within the countries, the responsibility is placed with the local teams to translate the strategy and to embed it in their own organization.

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## ABOUT EARLYBRIDGE.

**EarlyBridge** sets organizations in motion. We build bridges between people, between leaders and their teams. Because results start with people. EarlyBridge develops and implements leadership and team development programs. We help organizations, teams and individuals break out of ineffective patterns and break through to new levels of performance. Through a combination of advice, training, and coaching, we translate strategy into action through a combination of theory and practice to contribute to sustainable behavior change.