

# The Business Impact of Legendary Customer Experience



Meet...



CW Systems Pty, Ltd is a business-to-business importer and distributor of quality window furnishings and sun shading solutions across a large network of retailers in Australia. Their goal is to help grow their customers' business by adapting to each of their needs.

...and their **Living CX Legend**



**Kelly Evagelakos**

Head of Marketing

CW Systems

*"As Head of Marketing, my goal is to develop long-term relationships with customers who are confident and happy with our products and services. Because their feedback provides us with opportunities to improve."*

# How Kelly and CW Systems Turn Customer Feedback into Business Impact

They recognize that each project is unique, and that distributor needs (logistics, lead times and commercial requirements) and the needs of the distributors' customers (costs, brand confidence, customization and quality) require personalized care.

CW Systems begins each day with the intention of answering the question: "How can we better support our customers?" They don't just put this in their handbook. They ask the question to their teams daily and use it in planning groups to intentionally develop a customer-centric culture.

This approach has helped them grow to multiple locations and now internationally.

## Customer WOW Moment?

"When customers feel obliged to visit the office to give us great feedback," Kelly said.

"My favourite moment is knowing that they value us enough to go out of their way to tell us, it means that they know we appreciate their thoughts."

## Customer Feedback Hack?

Transparent and personalized communication. CW Systems finds that customers appreciate a personalized call about their business performance. “If you understand their business and tailor your approach,” Kelly said. “They are more likely to work with you.”

### ... and **AskNicely?**

“AskNicely is a versatile and easy- to- use platform that allows us to gain valuable feedback from our customers. AskNicely is fundamental to our business operations because it helps us understand our customer; their needs, interests and buyer behavior. The feedback we collect from our customers using this platform allows us to strengthen relationships, create and maintain a customer- focused culture and improve our approach. AskNicely has helped us grow and create many more 'wow' moments.”



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