

The Business Impact of Legendary Customer Experience



Meet...



Xplornet Communications Inc. is one of Canada's leading broadband service providers. They pride themselves on providing innovative broadband solutions to rural customers at work, home, and play across Canada. Xplornet also offers voice and data communication services through its unique wireless and satellite network.

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



Victor Pokan

Director of Marketing

Xplornet Communications, Inc.

"Our priority is to foster a highly-engaged customer base that is recognized and rewarded for loyalty and consistently provide feedback on ways we can improve experience. This also plays a large role in fostering a customer-first culture in the organization as everyone becomes more empowered with contributing to improving our members' experience."

How Victor Helps Xplornet Turn Customer Feedback into Business Impact

Xplornet has a robust troubleshooting process that enables rapid root cause analysis. Their implementation of transactional Net Promoter System helps them bridge between customer feedback and resolution more proactively and works to eliminate any issue before it becomes a negative experience. They've done this by aligning everyone around the customer experience and closing the feedback loop.

Customer WOW Moment?

"We are constantly amazed by the appreciation from our customers when we actively follow-up on issues identified and keep them informed of progress, resolution, and improvements to our products and service," he said.

... and **AskNicely?**

"AskNicely has been a partner not a vendor, consistently sharing feedback on ways to further improve our overall system well beyond the initial implementation."



www.asknicely.com

