



arqiva

## Case Study

# Arqiva

How B2B International supported Arqiva in achieving customer experience excellence through actionable, account-level insights and recommendations.

### The Challenge

Arqiva is at the heart of the broadcast and utilities sectors in the UK and abroad, providing critical data, network and communications services.

The business recognized the importance of focusing on putting the customer front and center, creating a superior experience. They had strong Executive level backing for customer satisfaction research to take place annually, however, the most recent program was based on a short online survey and thus, did not provide the detailed insight required.

Arqiva approached B2B International to help refresh the customer experience program for 2021. The core objectives were twofold:

- To assess how well Arqiva is meeting the needs of its various customer types
- To provide clear actions Arqiva can take as a business to improve the customer experience

## The Solution

To begin with, we wanted to help Arqiva consolidate internal knowledge and perceptions of the Arqiva customer journey. We conducted two Customer Journey Mapping Workshops, one for each customer sector: media transmission services and utilities communications solutions.

The next phase consisted of conducting in-depth telephone interviews with over 60 Senior Arqiva customers across 27 key accounts from both sectors. The interviews were used to validate the journey, gather feedback on all stages, and to identify areas of improvement on a global, sector and account level basis.

Finally, we conducted an online survey with Arqiva Account Managers and Service Excellence Managers to understand how empowered they felt to support their customers, and if there were any areas that needed additional support from management.

## The Insight

Our research enabled Arqiva to reflect on their past performance, understand what needs to be done to enhance their current position, and consider actions that could help the business address customer needs in the future.

Through our tailored approach we were able to not only provide recommendations for Arqiva, but also created an individual summary for each account highlighting areas of strength and areas to improve on. The research also allowed us to create personas within the customer base to help tailor their customer experience, as well as enabling suggestions on how they could be served most effectively moving forward.

We concluded the project with two action planning workshops with the internal customer teams. The project team then developed ideas as to how best utilize the research and made a commitment to review action plans on a regular basis in order to keep internal focus on the customer experience.

## Testimonial

*"The B2B International team were great listeners and really understood the complexities of our business and the aspirations we had for our Customer Experience program through this study.*

*The team helped us to clearly map out our customer journey and then gain insights into our customers' moments of delight and where we had potential for improvement across that journey. The level of insight from the reports that they produced really helped us to focus in on the 'So What' rather than just giving us the raw data to analyse ourselves.*

*We will continue to develop a CX program with B2B to deepen our understanding of our customers' needs and also maintain areas of excellence. Our Customer teams are working closely with their customers to focus on the key areas that will make the most difference to them going forwards."*

- Victoria Shepherd, Head of Customer Experience, Arqiva