

## Enablement to boost Transparency's customer engagement showing results in 1st quarter

### ABOUT TRANSPARENCY:

Transparency are a pureplay Microsoft Partner meaning "transformation, partnership and clarity". They work with clients to enable business transformation and deliver consultancy and managed service solutions surrounding the Microsoft tech stack as the UK's most accredited Microsoft Partner.

### COMPANY SIZE:

201-500 employees

### INDUSTRY:

IT services and IT consulting

### SBR SERVICES:

Sales enablement, revenue growth strategy, sales training, account management

### Client issue

Transparency wanted to scale their Customer satisfaction programme, putting Account Managers at the forefront of Customer feedback

After launching a Customer Experience Programme to address the challenge, Transparency came to SBR to support the rollout of this programme, helping the teams responsible for executing this programme develop the skills to:

- Effectively articulate the value of NPS to customers.
- Provide the team with the skills to handle difficult situations resulting from negative feedback.
- Support the roll-out of the wider Customer Experience programme.

### The return on investment

Results were achieved within one quarter

The primary objective of this programme was to increase survey response rates, so that Transparency had a broader view of Customer satisfaction across the business and then put Customer feedback in the hands of Account Managers. The initial target was to gain a 6-point increase in response rate by the next quarter.

The team ended up achieving a 10-point increase in that quarter, exceeding the initial target. In addition, the Account Managers gained additional skills to help them be more effective in their day-to-day roles. Improved preparation, demonstrating active listening and utilising a more consultative approach to wider sales and customer growth opportunities.

16% increase

Increased customer feedback response rate in 1 quarter

Sales & customer growth opportunities

### SBR's strategy to execution

Transparency now have an improved approach to customer satisfaction

SBR's approach included a comprehensive skills training program designed to expand Transparency's customer feedback scope from 10% to 100% of their customer base. We facilitated workshops and training sessions to equip their account managers with the tools and knowledge needed to handle customer feedback efficiently and independently.

- The feedback collection broadened to cover the entire customer base.
- Provided professional and targeted training that leveraged our experience and industry best practices.



"Our North Star is to create an exceptional customer experience by understanding and anticipating their needs, exceeding their expectations, and continuously innovating our products, services, and interactions.

The fact that we were investing in professional skills training demonstrated our commitment to customer experience and ensuring our team has the necessary skills.

The expertise and facilitation provided by the SBR team brought immense value, drawing on past experiences to offer tailored solutions for our needs."

**Sam Tolman**

Strategic Programme Change Manager