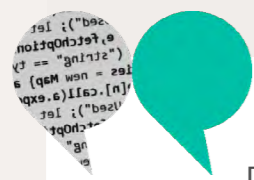




Transforming Customer Experience & Driving Growth



Being customer obsessed is translating into how we make easier experiences for our customers.”

JASON HENDRICKS,
Vice President of Experience Design/Head of Voice of the Customer Practice

Challenge

Prudential Financial has operations in the U.S., Asia, Europe, and Latin America, helping individuals and institutions grow and protect their wealth through a variety of products and services. The Customer Experience team realized that improving the customer experience was an integral part of transforming the way Prudential does business. But their biggest challenge was showing business partners the linkage between customer obsession and business growth and the need to embed the voice of the customer into strategic operational decisions.

Solution

The Customer Experience team was able to show business partners research that showed customer-obsessed companies significantly outperformed their peers. Customer experience became equally important to Prudential’s transformation as focusing on cost effectiveness, talent development, and continuous improvement. To make customer obsession become a reality, Prudential positioned customers’ needs at the heart of everything they do, from product and service design to sales and marketing. From a cultural aspect, Prudential also ensured that all staff, from CEO down, had a shared belief and expectation to contribute to a positive customer experience by creating more satisfying engagements.

Results

Feedback collected over the past several years indicated customers wanted their experiences with Prudential to be easier. The organization met those needs by providing digital self-servicing, personalized servicing platforms, and virtual call back functionality. Digital self-servicing has helped them create a seamless engagement when customers interact with websites or digital portals. **At least 8 out of 10 key digital engagements have seen year-over-year improvement** in scores related to ease of use. Personalizing service platforms has resulted in an average increase of 9 NPS points for their institutional investors. And 1 out of 3 customers is using the virtual callback functionality, which Prudential introduced in early 2021.