SUCCESS CASE 37.2026

Customer Compass

PLATFORM FOR WORKING TOGETHER ON CUSTOMER FEEDBACK



THE CHALLENGE

Customer feedback is received through various channels and in different forms, varying levels of quality and in large volumes.

MAIN ACHIEVEMENTS

It bundles all feedback instruments on one platform, makes results comparable and provides orientation for improvements to our services, products and processes. In this way, individual feedback becomes a holistic picture of customer satisfaction – and a sound basis for concrete measures.

The Customer Compass Dashboard offers a central overview of all customer feedback instruments and provides valuable insights into topics related to customer satisfaction. In addition, various appointment formats help to provide orientation and develop concrete measures to increase customer satisfaction.

Reasons for the Customer Compass:

- Common view of all feedback instruments
- Structured, thematic presentation
- Monitor results
- Use a platform
- Actively work on it
- Results of all tools, in one place
- Permanent engagement with the results
- Results in "real-time"
- Workshops & Dashboard

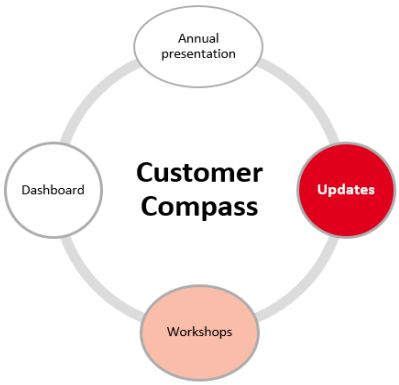
Feedback tools and levels:

- Customer satisfaction analysis (KZA): Procedural, feedback on processes and procedures.
- Real-time feedback: transactional, feedback on interaction.
- My feedback: event-related, feedback on specific questions (e.g. product development).
- Happy Or Not Terminals: Feedback on on-site interaction in stores, no customer reference.
- "Clever Q.": Feedback on on-site interaction in branches, no customer reference. Only in connection with online appointments.
- Complaint management (classic).

For more information about the project, please contact:
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Components of the Customer Compass:

KZA annual presentation is supplemented with the results of the other feedback tools and presented together with the implementing agency. The dashboard is the central overview of all topics related to improve customer satisfaction (basis: PowerBI). Detailed updates of the last few months, combined with workshops for the development of measures. Organized separately for each company – as one or two dates – and externally accompanied.



Schedule:

- The existing KZA annual presentation will be supplemented with the results of the other feedback tools and presented jointly by marketmind.
- 3 times a year, appointments for result updates will take place per company. In these dates, the results of all tools will be presented – the focus is on current developments and possible pain points.
- Measures workshops take place immediately after the update dates. In these, the focus is on ideas for improving customer perception at the identified pain points. If no pain points are identified, the workshop can be cancelled.

Customer Compass Dashboard:

The dashboard is the core of the Customer Compass. Based on the results displayed in the dashboard, update presentations take place and measures are generated.

The dashboard contains selected results of all tools as well as the management KPIs.



The dashboard includes a role-based access system. Each responsible person can use a drop-down menu to access detailed customer feedback. The dashboard also shows how the defined KPIs have developed over time. Any anomalies are detected automatically and presented both visually and in text form.

KEY SUCCESS FACTORS

All managing directors of the subsidiaries and the key department heads are invited and participate actively and regularly in the meetings. This strengthens internal collaboration and the exchange of ideas.

In the first year of implementation, 11 concrete measures were developed. 7 have already been implemented and the remaining 4 are currently being processed.

WAY FORWARD

This approach to handling feedback will be continued and further developed in the future. Feedback from social media is currently being integrated to provide a 360-degree view of customer opinions.