

# How Sutherland improved Net Promoter Score by 5%



## Client Overview

Sutherland, the global outsourcing giant, serves companies across industries in 144 countries. Their team of 38k professionals handles 43 million transactions per month. The company services one of the worlds largest vacation rental platform, among others.

## Key Challenges



Low Net Promoter Score



Poor Adoption of Follow Up Tracking Tools



Low Customer Satisfaction Score

The vacation rental process of Sutherland faced the problem of low customer satisfaction score. The Customer service agents lacked the ability to efficiently use the follow-ups tracking software. This made it difficult to timely identify issues in the customer experience that needed to be resolved immediately.

The decreasing Net Promoter Score indicated that the client was not able to quickly adjust procedures to maintain customer satisfaction. The management wanted to improve the customer experience for the rental platform and raise its NPS by keeping their agents **Engaged, Motivated** and **Productive**.

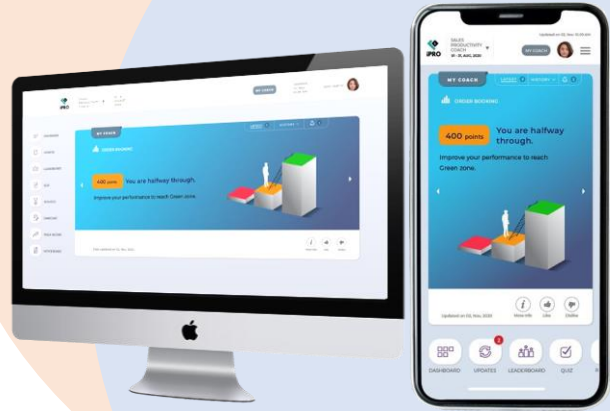
# Nudge Coach Deployment

Sutherland deployed worxogo Nudge Coach. Based on the Nobel prize-winning concept of Nudges, the coach nudges each customer agent to take the right actions to solve the customer queries as efficiently as possible.

worxogo Nudge Coach understands each agents' motivations and nudges them daily on their KPIs. These small yet deeply impactful nudges helped the customer service team fix customer pain points consistently.

worxogo Nudge Coach was integrated with the company's existing CRM. Daily personalized nudges helped the agents efficiently adopt and use the tracking application & improve follow ups. Instant recognition and rewards through badges and points incentivized them to perform consistently in line with the customer engagement goals.

The team leaders and operations managers tracked individual agents' performance and could identify agents not doing well proactively and intervene at the right point. By helping the team leaders and managers focus on what's really important for each agent, Nudge Coach acted like a productivity wingman helping them improve customer interactions and increase the NPS.



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## The Outcome

3.5X

Efficient Usage of  
Follow-Up Tracking  
Application

5%

Increase in Net  
Promoter Score

1.5X

Higher Customer  
Satisfaction Score

Using worxogo Nudge Coach the customer service team for the vacation rental giant became a high performing team.

Sutherland significantly increased its NPS and there was a significant improvement in customer satisfaction yielding a faster response to customer issues.