

Hear from Our Members on the Value of the Customer Engagement Leadership Council!

Introduction

This case study of a large enterprise health care company is based on a June 2019 survey of Customer Engagement Leadership Council Event customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Customer Engagement Leadership Council Event:

- Problems plague today's traditional executive membership associations:
 - Events consist of too many vendors trying to collect business cards

Use Case

The key features and functionalities of Customer Engagement Leadership Council Event that the surveyed company uses:

- Chose to join the Customer Engagement Leadership Council for the following reasons:
 - To network with other customer experience-focused executives
 - To be a part of learning and problem solving on this year's identified critical issues
 - To get new ideas I could bring back to my team
 - To learn customer engagement strategies, tactics and operational insights from other industries
 - To see how concepts are applied in real life

Results

The surveyed company achieved the following results with Customer Engagement Leadership Council Event:

- Rated the quality of networking with their peers (made possible by the Customer Engagement Leadership Council) as exceptional.
- Rated the value of the Frost & Sullivan research and content library they receive as part of their membership as not utilizing or not relevant.
- Value from the site tours included in their membership:
 - They gained insight on how to run their team or operation more efficiently
 - They learned about new technologies I might like to invest in to increase efficiency and/or new capabilities
 - It opened their mind to new processes or practices they can put in place to achieve greater service excellence
 - It allowed them to benchmark their company's performance against other state-of-the-art companies
 - They walked away with new ideas they plan to bring back to their company
- Benefits received from the monthly virtual calls:
 - They did not attend yet
- Received the following benefits by participating in the Executive MindXchange Events:
 - Collected valuable insights on topics I had not had much time to dive into prior
 - Got advice from peers to help with my own challenges
 - Gained access to best practices from cross-industry peers in customer service
 - Increased networking and relationship building
 - Generated new ideas for solving business challenges I face on a day-to-day basis
 - Enabled me to have my views heard on a subject of interest to me
- Felt that the following made the Customer Engagement Leadership Council unique and valuable in comparison to other executive associations to which you may belong:
 - The flexibility to delegate program participation to members of my team helping me in advancing their development and learning
 - The diverse member community that provides first-hand insight into how common problems are solved across multiple industries
 - The intimate meeting formats allowing for discussions with professionals who face similar challenges
 - The connections I made that help me in making an impact on my company's bottom line
 - Being able to bring new ideas to our team that we have implemented with great success

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Large Enterprise

Industry:
Health Care

About Customer Engagement Leadership Council Event

Frost & Sullivan enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership.

The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies.

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