

# Case Studies



END-TO-END CUSTOMER JOURNEY INSIGHTS

## National Treasury Agency

**Challenges:**

This Agency struggled with nearly no customer feedback, or very low response rates, across their customer journeys. This includes customers in the buying stages as well as post-purchase.

**trustMinder Activity:**

The agency improved their program practices with comprehensive Customer Journey insights. Feedback response rates increased from nearly 0% to 40% while leveraging multiple delivery methods and an emphasis on SMS-based distribution.

**Results:**

Service levels are estimated to have increased nearly 30% based on better customer engagement & loyalty.

*We now have actionable insights delivered to our leadership effortlessly.*

— Head of Contact Center