



Nissan Australia

Excelling in Customer Satisfaction

Nissan's Goal

To lead the market in customer satisfaction

Challenge

1. To change the way we view Customer Experience by making it about the outcomes, not the score.
2. By providing real-time actionable information that adds value
3. Engaging customers by providing them with outcomes that address their concerns promptly

Key Deliverables via the 'Nissan Pulse Program'

28%
increase in
satisfaction for
service customers

15%
increase in
satisfaction for
sales customers

87%
of sales customers
who were originally
dissatisfied reported
increased satisfaction
levels following issue
resolution (81% for
service customers)

9.5%
increase on
intent to return
for service
customers

BEST
Recognised as
best practice
by Nissan globally

Solutions

Creation of the “Nissan Pulse Program”



Leveraged

the already strong Platform One platform providing valuable customer insights



Implemented

time sensitive, succinct questionnaires



Empowered

employees to resolve negative CX with an exception based, real-time system



Enabled

employees via an app on their phones to provide real-time actionable alerts



Improved

communication to ensure customer transparency in the feedback process



Demonstrated

that actions speak louder than words in improving customer satisfaction

[Request a demo at info@platform1.cx](mailto:info@platform1.cx)

Platform One is a global tech and market research company with a specific focus on human experience (“HX”). We help our clients realise their potential by understanding & predicting human behaviour, enabling them to build better products, provide superior services, and deliver exceptional human experiences (“HX”). Our approach & philosophy is SwaS - Solutions with a Service, combining the latest technologies and innovative research methodologies with brilliant thinking to help deliver real business outcomes.