



[Kuoni: Travelling the Extra Mile for a Great Customer Experience](#)

(PRLEAP.COM)

November 29 2013 - , Zurich: Kuoni, an international travel operator, has partnered with CustomerGauge, a Net Promoter®-based feedback and analytics platform, to segment and follow up with a small number of its most loyal customers to ensure that they remain 100% delighted with their travel experience. The initiative is setting a new standard for customer satisfaction for the organisation, and helps make certain that it will continue to receive repeat bookings and word-of-mouth buzz.

After rolling out its Net Promoter program in 2012, Kuoni – an [eleven-time winner of the World's Leading Tour Operator at the World Travel Awards](#)

– discovered it has an exceptionally high percentage of Promoters (the customers who give a score of 9 or 10 on the 0-10 Net Promoter survey scale). While this finding was celebrated internally, careful reading of all the individual feedback revealed that although its Promoters are overwhelmingly positive about their travel experiences and repeatedly book with Kuoni, occasionally a small number of them want to raise issues about their experience.

Explains Thomas Walder, Head of Marketing Systems and Process Management at Kuoni Switzerland, "We found that some customers would give us a Net Promoter Score of 9 or 10 and leave a comment saying that they had been booking with us for fifteen years, but that on this one trip one thing went wrong, and they wanted to let us know about it."

The organisation collaborated with CustomerGauge to configure its Net Promoter System so Promoters' feedback has the option to be manually escalated within the organisation via the [CustomerGauge Firefighting tool](#)

, and receive follow-up from Kuoni staff. This has enabled Kuoni to identify and quickly reach out to Promoters that raise issues, strengthen already strong relationships, and position the business to keep receiving bookings and word-of-mouth referrals from its loyal customers.

"We're always gratified to receive a Net Promoter Score of 9 or 10, but there is still a small risk that even these customers had expectations that we did not fully match. The CustomerGauge Firefighting tool helps us correct this by alerting us to any perceived shortfall in our rigorous standards," says Walder. "Whether for long term repeat customers, or new customers, we follow up on issues to ensure each experience meets the highest standard possible. And with a correlation of 91% between booking frequency and our Net Promoter Score trend, we have a compelling business case to make sure our Promoters continue to be completely delighted every time they book with us."

Kuoni extends Customer Journey with Net Promoter®

Written by Australian Business

Following an initial program rollout in Switzerland, the relationship with CustomerGauge has expanded to include the UK, India and Austria.

Read more: [Kuoni – Travelling the Extra Mile for a Great Customer Experience](#)

Net Promoter® Score (NPS) is a customer loyalty metric developed by (and a registered trademark of) Fred Reichheld, Bain & Company, and Satmetrix.

About Kuoni Kuoni is a leading global travel and destination management services company. Kuoni is a trusted partner for people all over the world - in direct customer contact for holidays, and as a business partner for providers and resellers of destination services. More than 12,000 employees in more than 80 countries on 5 continents work hard to realise this aim. The head office of Kuoni is in Zurich, Switzerland, where Alfred Kuoni founded the company in 1906.
<http://www.kuoni.com/>

About CustomerGauge CustomerGauge is a Software-as-a-Service (SaaS) platform that uses Net Promoter to measure and report on customer feedback in real time. Because CustomerGauge already has all the pieces in place - end-to-end and fully integrated - a program can be up and running much faster than any comparable in-house program. Clients include Philips, Canon, Melitta, SingleHop, Tommy Hilfiger and Electrolux.
<http://customergauge.com/>