

## **A CULTURE OF CUSTOMER SATISFACTION**

### **Omega is a Catalyst for Business Growth at Netezza**



The global leader in data warehouse, analytic and monitoring appliances strives to "put a face on the customers" to ensure a personal connection with the company. It's been a winning strategy.



**COMPANY**

Netezza Corporation

**CHALLENGE**

Capture, share and act upon customer feedback in a systematic way to maximize customer relationships and expand business opportunities

**SOLUTION**

Partner with Omega Management Group Corp. to implement a Customer Experience Management (CEM) strategy to continually deliver product and services that exceed customer expectations.

**RESULTS**



- 60% repeat customer sales
- 99% maintenance renewal rates
- Consistently high rankings for customer satisfaction, resulting in earning Omega's coveted NorthFace ScoreBoard Award<sup>SM</sup> for three consecutive years for excellence in customer service and support.

## It's All About Service

There is one over-riding philosophy across Netezza: People, Product, Process are all focused on exceeding customer expectations. Working with management at all levels Patricia ("Trish") Cotter, SVP Worldwide Operations, sets the tone for charting Netezza's customer-centric philosophy and its positive impact on the company's financial performance.

Trish strives to "put a face on the customers" to ensure a personal connection with the company. "We want people to think of Joe and Ellen at 'Customer A,' not just the customer company itself," she says. Trish also frequently invites customers to meet with her and her team.

"Customers receive 'performance, simplicity and value' from our products as well as all interactions with Netezza," Trish says. "We have been working with **Omega Management Group Corp.**, specialists in Customer Experience Management strategy, on programs that help us to consistently exceed customer expectations for service quality."

## Evolution of NZ Care Program

Netezza has always enjoyed consistently high rankings with customers. As an organization, they established the "NZ Care" program in order to brand and establish a corporate culture to consistently provide customers with a differentiated experience. Netezza recognized that, to be objective and effectively validate customer satisfaction levels, they needed a third-party partner to design and implement a customized CEM (Customer Experience Management) strategy.

"We started with Omega in August 2007 and at that time we still had direct contact with all our customers," Trish says. "However, as we started to ramp we knew we had to have a feedback mechanism that could scale with us."

Trish and Jim Coleman, senior customer support analyst, attended Omega's annual SCORE Conference in 2007 to evaluate Omega as a potential CRM partner. "We could have gone with Net Promoter at the time," Trish says, "but Omega was local, the sales rep was dynamic and they were very interested in helping us build our business."

"I was sold on Omega's CEM approach right from the start," Trish says, "and won over our CFO on

the basis of a core tenet of Netezza, which is know your customers and their business so you can make them successful. This program has provided timely insights as we have had four new hardware releases in the nine years we have been shipping product."

Netezza faces competition from firms that are 10X its size. Cotter finds that the assurance from a third-party expert like Omega has validated the customer experience. This assurance, she feels, helps remove customer concerns over Netezza's ability to meet their needs for the long haul.

The NZ Care program keeps Netezza focused on its initial CEM strategy objective: Listen, Act, Listen again. "We needed to hear what our customers said and make adjustments on our offerings," Trish says.



***"We have always enjoyed consistently high rankings with customers," says Trish Cotter, SVP Worldwide Operations. "But as we started to ramp, we knew we had to have a feedback mechanism through a respected third-party firm that could scale with us."***

## Omega: Ensuring Value to Customers

Omega's CEM - DNA Playbook Strategy outlines key principles and processes associated with improving revenue and profits by developing and implementing a successful CEM strategy. The CEM Strategy Playbook explains exactly how an organization goes about consistently exceeding customer expectations by proactively "managing" -- in four phases -- every interaction they have with a company's organization.

By proactively "managing the customer experience," Omega has helped Netezza understand how cus-

tomers feel emotionally about interactions with the company at each touch point. This approach leaves nothing to chance, so you can deliver the experience you envision and customers expect. As a result, Netezza has achieved its objective of consistently exceeding customer expectations, as demonstrated by being a three-time recipient of Omega's prestigious **NorthFace ScoreBoard Award<sup>SM</sup>** for excellence in customer service and support.

### Better, Faster Information Sharing

Netezza's CEM mission is to make its customer, who is typically the head of IT or the business users, into Netezza strategic resources. The company created the Netezza Advisory Council where customers help define product direction.

Trish instilled a process for customer success right from the beginning. She aligned Manufacturing and Logistics to ensure that Netezza creates a positive customer experience beginning with the initial system installation. The NZ Care program provides resources to companies to ensure a positive time-to-value experience, and helped build a respected global technical support team.

To do this, Trish leads an Operations team where every customer-facing group has a seat at the table. Everyone from the field to the corner office is involved when Support needs to escalate an issue. This spirit of "customers first" has produced some impressive business results with 60% repeat customer sales and 99% maintenance renewal rates.

"Each operations group is measured independently on customer satisfaction using the Omega program," Trish says. "All groups must meet or exceed their targets to earn their bonuses. This fosters teamwork and helps maintain a clear focus on customer satisfaction and loyalty which, in turn, directly benefits Netezza."

As the CEM strategy program unfolded, Netezza and Omega quickly made adjustments in the NZ Care program to maintain positive momentum.

"We decided to only survey individuals once a quarter to avoid over saturation, Trish says. "We also found that we needed a quick alert program

that enabled us to hear about customer satisfaction issues as soon as they were flagged on a survey. Omega provides this service. Alerts are sent as soon as a survey has been completed, and our managers have the opportunity to quickly address issues with our customers."

### Honest Feedback, Customer-Only Voting

Established in 2000, the NorthFace ScoreBoard Award is presented annually to companies who, as rated solely by their own customers, achieved excellence in customer satisfaction during the prior calendar year.

Omega's methodology measures customer satisfaction and loyalty levels for all clients on a 5-point scale four times during the year in such categories as technical support, field service, customer service and account management.

"Industry awards are nice," Trish says, "but the reason we view the NorthFace ScoreBoard Award as the highest award we can get is because it is the only award voted by our customers."

---

***Every customer-facing group has a seat at the table. Everyone from the field to the corner office is involved when Support needs to escalate an issue. This spirit of "customers first" has produced some impressive business results with 60% repeat customer sales and 99% maintenance renewal rates.***

---

"We have made attainment of a 4.0 score an objective for each of our groups – Technical Support, Technical Account Management, and Installation," says Trish. "Attaining 4.0 is also a critical deliverable on each director's management objectives. Focusing on this objective has helped make everyone in the organization an effective customer advocate for providing the services that our customers need."

Netezza even created an NZ Care quarterly bonus program for technical support engineers, technical account managers, and installation engineers. They must attain a cumulative 4.0 CSAT score across all three groups to make the bonus. This approach fosters teamwork across the three groups.

“The best thing about the NZ Care program is that it keeps us focused on our initial CEM strategy objective: Listen, Act, Listen Again,” says Trish. “We will always be sure to hear

what our customers are saying and make adjustments on our offerings when needed. It’s been a winning strategy for everyone.”

---

## About Netezza

Netezza Corporation (NYSE: NZ) is the global leader in data warehouse, analytic and monitoring appliances that dramatically simplify high-performance analytics across an extended enterprise. Netezza’s technology enables organizations to process enormous amounts of captured data at exceptional speed, providing a significant competitive and operational advantage in today’s data-intensive industries, including digital media, energy, financial services, government, health and life sciences, retail and telecommunications.

Netezza is headquartered in Marlborough, Massachusetts and has offices in Northern Virginia, the United Kingdom, Germany, France, Poland, Japan, Korea, Australia, and Singapore. For more information about Netezza, please visit [www.netezza.com](http://www.netezza.com).



- 400+ employees, 300+customers
- Publicly traded (NYSE: NZ), annual revenue \$250M
- Industry verticals: Telecom, Government, Pharma, Financial Services, Digital Media

## About Omega Management Group

Since 1984, the Omega Management Group Corp. ([www.omegascoreboard.com](http://www.omegascoreboard.com)) has been a recognized expert in developing and implementing customer experience management strategy (CEM) programs that lead to increased product and service revenue and profits.

Services include customer and employee surveys, employee incentive programs, employee CEM certification training, in customer relationships, benchmark research, competitive analysis, consulting, key account retention strategies, win-back strategies and marketing of customer satisfaction results to stakeholders and the marketplace.



Anthony & Alexander  
Group, LLC

- Part of a consortium that includes Customer Relationship Management Institute – CRMI -- (education & training) -- and Anthony & Alexander Group, LLC (CEM Consulting)
- Industry verticals: Healthcare, Medical, Manufacturing, Technology, Services, Supply/Distribution

**Copyright 2011 Omega Management Group Corp.**

300 Concord Rd., Suite 330; Billerica, MA 01821. Tel. (978) 715-2900. Fax (978) 663-2990  
Email: [info@omegascoreboard.com](mailto:info@omegascoreboard.com). Website: [www.omegascoreboard.com](http://www.omegascoreboard.com)

---