



95% Increase in Dealer Coverage for Engagement Score and CSAT

Quarterly Analytics Updates
75% Increase in Frequency
Compared to annual surveys

74% Increase in Dealer Coverage for Propensity to Grow

Continuous Driver Analytics for
400+ Operational Metrics
Including Relative Impact on Engagement Score and CSAT

SUCCESS STORIES

Hunter Douglas Uses Customer AI To Target Indirect Sales Growth

HunterDouglas

Hunter Douglas thrives on innovation. The \$3.5 billion business is best known for its window coverings – it's the world's leading manufacturer – but also valued by architects for its design collaborations. Hunter Douglas products can be found in homes and businesses around the world. Even its operating model is innovative; Hunter Douglas has a culture of professional entrepreneurship that powers its decentralized federation of 134 specialized companies. All told, 23,000 employees in 100 countries respond to changing design trends and bring ground-breaking products to market.

Growth in a Time of Change

Hunter Douglas uses an indirect sales model that relies on a network of dealers, partners and showrooms to sell their products. This presents some unusual challenges when it comes to driving growth, particularly in an evolving market. The leadership team knew there had to be opportunities to support its network more effectively, but it can be difficult to tell which dealers to invest in for growth. The team wanted to be thoughtful and creative about how to offer resources specific to the different needs of both customers and sellers, so they decided to build strategy around a growth and engagement. This required a data model that produced a Dealer Engagement Score, and measured the parts of the engagement that most correlate to growth. A five-percent response rate from the short annual dealer survey alone was not going to provide the data they needed. "We wanted to know which dealers are being pulled through by the market vs. those that show sustainable growth behaviors, where even in downturns they'd continue to do well?" Ziegler said.

Where Internal Projects Fell Short, Customer AI Proved Successful

We tried to build this analysis internally but multiple attempts as the project failed. "When we implemented Customer AI from OCX Cognition, the thing that pleased me the most was how easily we were able to prove the connection between growth rates and engagement. There was a startling high correlation," Ziegler said. She was especially thrilled with the clarity because Hunter Douglas had tried for years to build a data model for this purpose. "OCX Cognition gave us a platform that provided real-time insights.

Summary

Hunter Douglas tried multiple times to meet their analytics needs with internal Data Science projects prior to successful adoption of Customer AI.

Using Customer AI Hunter Douglas was able to prove an unseen connection between dealer engagement and propensity to grow.

Continuous updates and detailed insights on the operational drivers of dealer engagement allowed the company to adjust their investment strategies to target dealer growth.

Enthusiastic adoption and participation by the sales organization proved key to gathering dealer feedback and operationalizing Customer AI insights.

Hunter Douglas is now looking forward to the use of Customer AI insight to improve product quality, create predictable lead times and foster sales and marketing innovation.



“We now have a more complete view of insights than we’ve ever had in the past –and we’re also really excited about the transparency that comes with having real-time access in a mobile application which we can share across teams instead of remaining with a small team of business analysts.”

Jamie Ziegler
VP Enterprise CX Strategy, Hunter Douglas

Strategic Planning

“At a strategic level, we are re-imagining our dealer programs. We’re building out benefits and programs that align to where dealers are on the growth-and-engagement model spectrum. For example, those that are high growth and high engagement will get different set of benefits from us from us, than those dealers with average growth and high engagement. They need different things from us – not necessarily less, but different.” Ziegler said.

The analytics from the Customer AI software, which refresh based on continuous data about dealer operations, deliver specific, quantified opportunities for growth – not to mention a few surprises. “We learned that high engagement and high growth rate were not necessarily in segments that we would have defined as our ‘best’ customers, the ones who show up at all our events, who are nice to us .

Driving Tactical Change

Now Hunter Douglas can better allocate resources to dealers that are engaged and driving high growth, rather than those who are engaged, but only steady performers. Tactically, the sales organization has a brand-new set of account-specific insights to guide their work. “They can now see where each of their accounts falls in our growth and engagement model, and that’s helping our sales organization deliver the right kind of experience to the dealers,” Ziegler said. “One of the things that was unexpected, and I would say delightful, is that the predictive modeling was highly accepted by the sales organization,” Ziegler said. Early conversations and ongoing involvement were key, and Ziegler advises other leaders looking at predictive analytics to follow her lead. “Your sales organization is critical, because they’ll help get customer feedback data, and operationalize the findings. So bring them in early, get them engaged, have them help you define what’s happening, so they become a partner.”

Innovation with a Future Focus

Hunter Douglas is thrilled to have ongoing analytics that are as innovative at the company itself seeks to be. Ziegler looks back gladly on the decision to include as much data as possible in the inputs to the Customer AI platform. “The more data you include, the better,” Ziegler advised. “Don’t assume that a particular set of data won’t matter. We threw the entire kitchen sink in, and some of the things that came out were surprises to us.” For example, Hunter Douglas learned that breadth of social media activity among dealers predicted not only growth, but also engagement. “That was interesting to us, and we never would have thought of it,” Ziegler said. She and her team look forward to making even more changes based on ongoing insights from Customer AI, building on early learnings about dealer behaviors and how they drive growth and engagement. “From here, we need to get smarter,” Ziegler said. “The next level for us is to better understand how we can create better product quality and more predictable lead times to help drive that engagement level. So getting that data back into our production teams will be great.” She looks forward to using future insights to continue to drive innovative ideas for supporting sales growth at Hunter Douglas.

OCX Cognition is a leader in the new enterprise software category –Customer AI. Comprised of configurable, next-generation services, like Generative Analytics, Generative AI, and Automated Machine Learning, Customer AI delivers enterprise-grade predictive analytics that allow companies to radically upgrade their Customer Experience, Customer Success and Renewal Revenue programs. Built on the latest technologies like elastic compute, storage-on-demand and AI automation, Customer AI delivers a complete, continuous, unified view of customer analytics that unlocks productivity gains for teams throughout the business.