Harnessing the Voice of the Customer

Case Study: Aegon
With around 24,000 employees serving millions of customers globally, for Aegon, bringing the Voice of Customer into the organization in a structured way was a vital strategy to identify the root cause of customer issues and ensure customer-centricity at all levels of the organization.

**Challenge**

Aegon previously worked closely with intermediaries to provide products to be sold to end customers. Aegon then began to deal directly with customers, something that was a direct factor in choosing to partner with CustomerGauge.

**Results**

The organization embedded the CustomerGauge platform across 47 departments, where it enables Aegon to automatically alert staff to customer issues, identify root causes, and track trends. Aegon was an early adopter of the CustomerGauge hierarchy report, which they used to monitor Net Promoter performance across different departments, teams and even down to the individual level.

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Contact Information

CustomerGauge

CustomerGauge is a software-as-a-service platform that improves customer experience using the industry-standard Net Promoter System®. The system helps companies automatically measure and analyze feedback in real-time, act to reduce churn through close-loop tools and grow their bottom line.

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Website

Aegon

Aegon is one of the world’s leading providers of life insurance, pensions and asset management. Their Dutch roots date back to 1844. Today, they have operations in over 20 countries, including the USA where they’re known as Transamerica.

Website