

# Kuoni Customer Love

Case Study: Kuoni



In 2012, Kuoni, an international travel company, implemented NPS® powered by CustomerGauge. This partnership became part of the Kuoni Customer Love campaign (which included change management materials presented in entertaining formats, as shown above). With the help of CustomerGauge, Kuoni soon saw a response rate of 43% and a streamlined process for communicating with promoters and rescuing detractors.

## Challenge

When conducting a survey with its customer base, Kuoni realized they had a high percentage of promoters. However, while these customers gave high ratings, there was still the occasional feedback that identified service issues. The challenge became putting a system in place for responding to these customers in a timely manner to nurture their advocates. Using CustomerGauge, Kuoni was able to manually escalate customer service issues using the Firefighting tool.

## Results

Through their partnership with CustomerGauge, Kuoni was able to identify and reach out to promoters that had raised issues, strengthen already strong relationships, and position the company to keep receiving bookings and word-of-mouth referrals from its loyal customers. Kuoni put an NPS program in place where customer were contacted within 48 hours of an issue being raised. Following some fine-tuning of its survey rules, Kuoni got response rates of 43% and rising in key markets. Furthermore, Kuoni saw a 91% correlation between booking frequency and NPS trend.



*"With a strong positive correlation, we have a compelling business case to make sure our promoters continue to be 100% delighted with their experiences, and resolve issues even with happy customers."*

**Thomas Walder**  
Head of Marketing Systems and  
Process Management

## 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](#)



### Kuoni

Kuoni is a full-service tourism and travel company founded in 1906 by the entrepreneur Alfred Kuoni in Zurich, Switzerland. They offer luxury and tailor-made travel to both businesses and consumers to locations across the globe.

#### [Website](#)