



Throughout our journey to build a customer first culture, including customer insights and advocacy programs, SiriusDecisions has provided guidance and best-in-class frameworks that have accelerated our progress.

*Former Senior Director,
Customer Marketing*

Expanded

Customer advocacy beyond traditional reference management



Challenge

The company was looking to shift to SaaS and wanted to help employees understand their **role in delivering great customer experience in this environment**. They needed to transition from intermittent customer interactions to a continuous and holistic engagement model and **evolve the customer feedback program** to more actionable insights.



Solution

Kronos leveraged the **SiriusDecisions Customer Lifecycle Framework** to identify opportunities for building a cohesive post-sale experience. The team utilized the **SiriusDecisions Customer Insights Framework** to help establish a platform to acquire customer insights to transform into meaningful insights.



Result

The team was able to **simplify their customer journey** into three phases that could consistently be understood and delivered, leverage customer and employee focus groups to create guiding principles for a **customer first culture**, and increase employee awareness of what matters most to customers throughout their lifecycle with Kronos.