

# “Improving Operational Efficiency by measuring Customer Experience” Case Study



## CASE STUDY

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Website:  
[\[https://www.sysmex.co.jp/en/\]](https://www.sysmex.co.jp/en/)

Industry:  
[Healthcare /Diagnostics]

Annual Turnover  
[305 Bn Yen with 84% overseas  
sales]

Employee Count:  
[~9,510 employees]

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[Netherlands]

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ONE2TEN

## About Sysmex

Sysmex Corporation headquartered in Japan is one of the market leaders in development, manufacture, sales and export/import of IVD diagnostic instruments, reagents and related software. Sysmex has a global network of operations throughout the world, supplying products and services to customers in more than 190 countries.

## Objectives

- To generate a bespoke solution that enables Sysmex to receive real-time customer feedback on the services and products provided along with NPS
- To create data action ownership and delegate responsibility internally for improving internal processes
- To establish a standardised method of measuring performance on KPIs across affiliates



*Very energetic, young and proactive team, which helps us to measure and analyse customer experience with our organization”  
-International Business Development Head, Sysmex*



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## PROJECT STATISTICS



More than 2,000 respondents



We reached the Respondents by:

- API Integrations with Sysmex Academy Platform
- Bespoke Distribution Tool Used by the Client to Invite Feedback



More than 49,000 datapoints



This is an ongoing project, Sysmex targets to go-live across all affiliates by 2025



## Strategy, Goals and Results

O2T co-developed with Sysmex a full end to end real time Customer Experience Management Solution. The solution is designed and deployed in an agile, tailor made, consistent pattern comprising NPS surveys, Master dashboard, Action Planning tool and Distribution Tool.

The project has been implemented across EMEA region and steering on past success, it is expanding to APAC and US regions as well.

### Short-term Goals:

- Measure NPS through touchpoints,
- Follow-up on Detractors via Action Planning Tool

### Long-term Goals:

- Standard measure of feedback across Sysmex.

## The Final Results

Create a closed feedback loop with customers, to ensure that proper action is taken

Identify issues in real-life and solve them with minimum downtime

Constantly evolving solution as per client needs

Survey conducted over various touchpoints data analysis conducted via Dashboards which give concrete action points per affiliate.

One2Ten solution has helped Sysmex improvise on their internal processes and focus on areas where they need improvement. The tools have helped the client manage their processes in a well organised manner.

