

UXPRESSIA

CASE STUDY

Small things that make a big impact



CASE OVERVIEW

Operating in foreign markets can be challenging and takes much effort and time. Michelin, a world-renowned French tire manufacturer, learned it from personal experience while deploying regional projects.

As it often happens, businesses face challenges that are impossible to predict or account for in advance.





ABOUT MICHELIN

Michelin is a French tire manufacturer that designs services, produces and sells tires for different vehicles: automobiles, trucks, motorcycles, airplanes, farm equipment, heavy-duty trucks, and others.

The company is also a leader in innovation and sustainable development for the mobility of people and goods.

Industry: Auto and truck parts

Founded: 1889

Headquarters: France

Employees: 112,000

Operates in: 170+ countries

AN EYE ON WINNING

To improve customer communication and satisfaction and crush regional sales goals, Michelin adopted the go-to-market strategy that brings cultural differences into focus, which is particularly important when selling goods or services internationally.

As part of the strategy, the Customer Experience (CX) team at Michelin decided to create customer profiles, which would include information about the most appropriate communication channels for every individual.

Michelin employees went to the dealer centers to speak to people directly and find out the best way to describe their order-to-cash process to be able to improve future interactions.



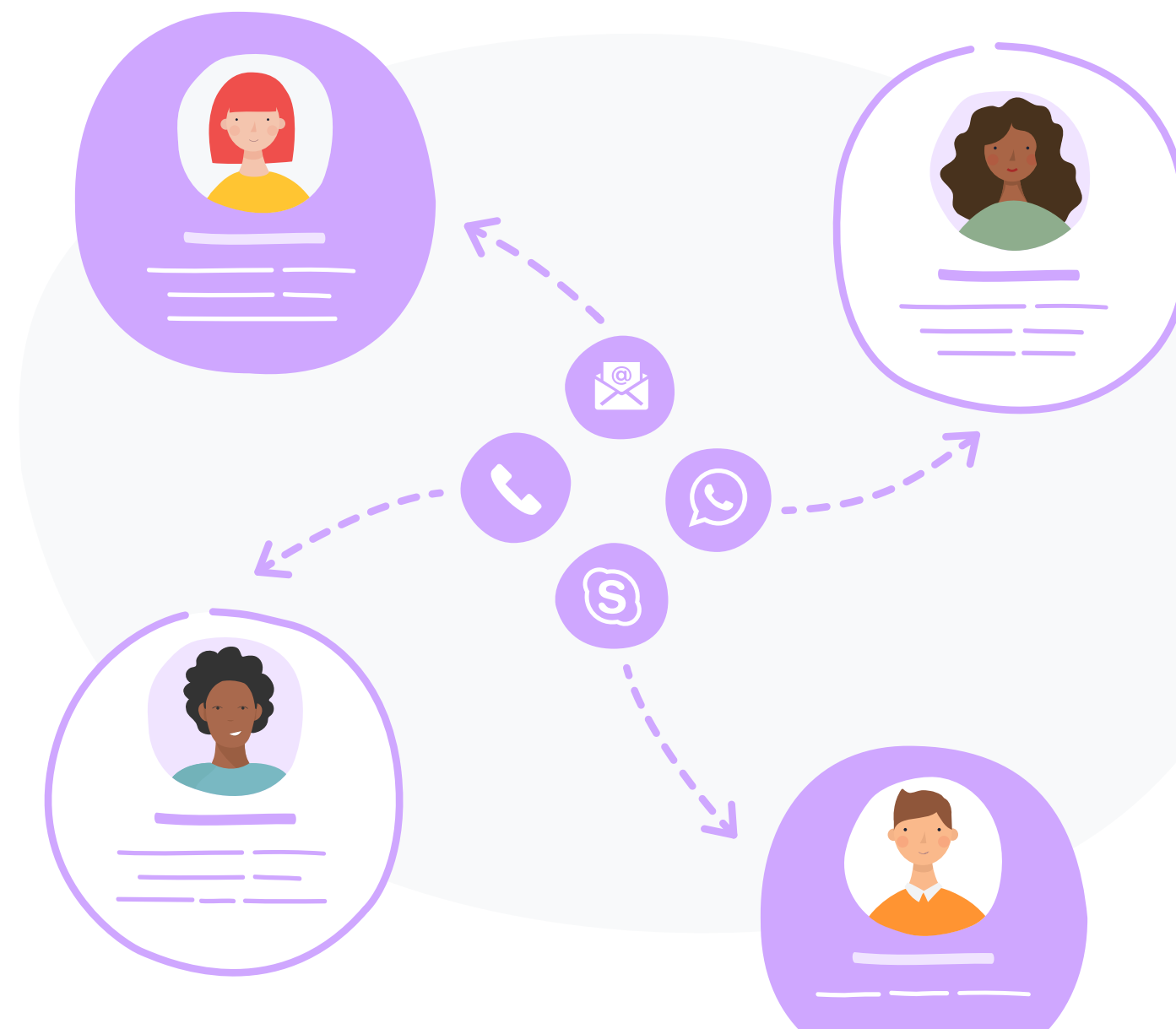
“Many companies still believe that they can figure out what their clients need without meeting them. But the only way to know what your customers want is to talk to them in person,”

says Pierre Montel, Customer Experience Manager at Michelin.

With the information gathered during those visits at the fingertips, Michelin created customer profiles (aka customer personas) for every project using UXPressia's Customer Personas tool. CX managers added customer-specific information about the most appropriate channels to each profile and shared them with the network.

Now Michelin project managers refer to these profiles before choosing a channel for contacting regional customers to ensure effective communication at all times.

“Knowing the best way to communicate with your customer helps you sell more effectively.”



BREAKING DOWN THE BARRIERS WITH UXPRESSIA






Michelin's CX team needed to introduce the new methodology to company representatives across the world, which was hard without the right tool.


They were looking for software that would enable Michelin to describe their customer profiles in all regions and link them to in-company marketing materials whenever they needed it.

The team tried quite a few tools before discovering UXPressia in 2018. UXPressia's ease of use, a rich set of features along with sharing and visual capabilities turned out to be exactly what they needed. So UXPressia became the tool of choice for creating customer personas and eventually customer journey maps at Michelin.

As all customer personas are shared within the network, Michelin employees can access them anytime and anywhere, and take advantage of all the functionality UXPressia has to offer.

An example of a persona created using UXPressia's Personas Tool

NAME	MARKET SIZE	TYPE
Amanda Soto, Sales Operations	 20 %	Buyer Persona
	<p>Quote</p> <p>“ If I say "Yes", everyone else will, too ”</p>	
	<p>What she needs</p> <p>Amanda needs proven tools, methodologies, and insights that will drive more top- and bottom-line revenue. She needs her organization to operate with the highest efficiency and effectiveness, and she cannot afford to have any leaks in her sales or marketing funnel.</p>	
<p>Highlights</p> <p>Budget control</p> <p></p> <p>0 25 50 75 100</p> <p>Organization influence</p> <p></p> <p>0 25 50 75 100</p> <p>Availability</p> <p></p> <p>0 25 50 75 100</p>		
<p>Motivations</p> <ul style="list-style-type: none"> Recognition from the board, peers and outside stakeholders Personal reward from successful deals Satisfying stakeholders and delivering predictable performance 		<p>Why she won't buy?</p> <ul style="list-style-type: none"> Not convinced of the ROI Cannot afford agency's or vendor's services Previous experience with the vendor Red light from security or legal department
<p>Analysts & Research providers</p>		



“Updating customer personas with UXPressia is simple and fast. This tool is very easy to work with.”

THE RESULT

Michelin keeps on following the go-to-market strategy as it helped them launch many successful projects in regions and hit their sales goals.

By leveraging customer personas, Michelin employees are sure that they communicate effectively with every customer, delight them, increase customer satisfaction and loyalty, and increase their sales as a result.



Thank you

Get in touch with us to start your journey with UXPressia.

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We are looking forward to having you aboard!

