

OUR TURNING POINT TOWARD CUSTOMER-CENTRICITY

The idea is simple: if you like doing business with a company, you'll share your experience with others.

AS A CUSTOMER-CENTRIC ENTERPRISE, WE ARE:



Delivering exceptional customer experiences



Prioritizing investments



Meeting the unique needs of the individuals we serve—every day

WHY WE DO IT



81% of companies with strong competencies for delivering customer experience excellence outperform their competition.



40% of consumers begin purchasing from a competitor's brand because of its reputation for delivering great customer experiences.



70% Resolving a complaint in the customer's favor will result in repeat business 70% of the time.



80% of people who said they were satisfied in their last customer survey, stopped using a company after just one bad service experience.

HOW WE DO IT

35,000+ EMPLOYEES from the front lines and behind the scenes collaborate to make our operations hum—with your help, we'll go far on our journey to becoming customer-centric.

5 INITIATIVE TEAMS built the framework to keep our customers at the center of everything we do, by:

125 CUSTOMER-CENTRICITY AMBASSADORS are accelerating change by acting as advocates to involve employees around the world in meaningful dialogue about creating exceptional customer experiences.



Defining customer-centricity



Increasing customer insights



Measuring performance



Having holistic customer views



Delivering a testing solution



1 MEASURE OF CUSTOMER LOYALTY The Net Promoter Score assesses to what extent you'd recommend a company, product, or service to your friends, relatives, or colleagues. The idea is simple: if you like doing business with a company, you'll share your experience with others.

AT CIGNA, OUR CUSTOMER-CENTRICITY EFFORTS BEGIN AND END WITH YOU.

