



## CX Competence Center Aleksandra Nabialek



Video available in [VIG Groupnet](#)

### **Please briefly describe the initiative.**

Our Group Competence Center for Customer Experience (CX) is part of the VIG 25 Strategic Programme. Based at Beesafe (brand under the Compensa) in Poland, we play a development role within the Group. Our primary goal is to assist VIG companies in achieving their business targets by enhancing and building even more positive customer experiences.

To achieve this, we've established a comprehensive CX framework and introduced the "Voice of the Customer" (VoC) concept. This concept ensures that there are one or more representatives in each company dedicated to deeply understanding customer perspectives on the brand, products, and services, with the aim of aligning them with customer needs and experiences. These representatives are the main points of contact for our CX Competence Center, and we've built a community where they can exchange best practices and insights.

### **What were the benefits?**

A better and more positive customer experience leads to increased customer loyalty and advocacy, resulting in higher retention rates, greater customer value through upselling and cross-selling, and ultimately higher profits. Our CX Competence Center contributes to identifying and developing reusable CX assets, thereby enhancing return on investment. By sharing best practices, we make use of the swarm intelligence within our Group and among our VoC representatives. This year alone, we've already exchanged over 20 best practices within the CX Community from various VIG companies!

### **Who were the main stakeholders involved?**

Our CX Competence Center is under the responsibility of VIG Board member Harald Riener. Rafal Mosionek, CEO of Beesafe in Poland where our CX Center is based, also heads the Center. Our growing CX community includes 16 VIG companies, including recent volunteers, across 9 CEE countries: Poland, the Baltics, the Czech Republic, Slovakia, Hungary, Romania, and Bulgaria. We also work closely with the Retail Insurance & Business Support department at VIG Holding.

Sharing CX best practices is organized into four groups, each guided by an expert we call a Practice Lead:

- Sales & Marketing – Julija Sirvydienė, Compensa Non-Life Baltics
- Digital Tools – Wadym Rokicki, Beesafe/Compensa Non-Life PL
- Claims Handling – Christoph Konasz, Retail Insurance & Business Support VIG Holding
- Customer Feedback – Dominika Gontarz, Compensa Non-Life PL & Aurelija Rikterytė-Žvinklienė, Compensa Life Baltics



## What were the major learnings and challenges you had to overcome?

At the beginning, we needed to establish contact with the companies and identify the individuals who would be their CX representatives, known as our Voice of the Customer (VoC). This was crucial for us to build the Community and facilitate the exchange of best practices. We received very positive feedback from the VIG companies and strong engagement from the VoC representatives. Next, we organized a meeting in Warsaw to get to know each other personally, not only in terms of the companies' CX approach and activities but also on a personal level, to foster openness and a collaborative atmosphere. This allowed us to feel comfortable and work together to develop a cooperation model within the Community. We observed diversity among companies, which is a benefit but could also be a challenge. Therefore, we focused on analysing and identifying key customer touchpoints and establishing a CX common language, enabling collaboration.

## Going forward, what are your plans to further develop the project?

Our aim is to maintain the excellent engagement within the Community, maximize the number of instances where one VIG company adopts another company's best practices, and focus on their applicability to enhance business outcomes through positive customer experiences. Looking ahead, we plan to strengthen collaboration in the CX realm by gaining insights from more VIG companies and expanding the Community.

*Are you working on CX related projects or are interested in exchanging with Aleksandra, please feel free to contact her!*

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