



LIVE
WEBINAR

Phase5[®]
Drive **Bold Decisions.**

FROM INSIGHT TO **IMPACT:**

**BUILDING A CX MEASUREMENT
PROGRAM THAT DRIVES **REAL CHANGE****



Turn customer insights into
meaningful outcomes.

 **DATE**

MAY 28, 2026

 **TIME**

2:00 PM ET



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Why a formal CX insights program? Why now?

CUSTOMER EXPERIENCE HAS ALWAYS BEEN PART OF THE ATLANTIC PACKAGING DNA

Customer expectations changing

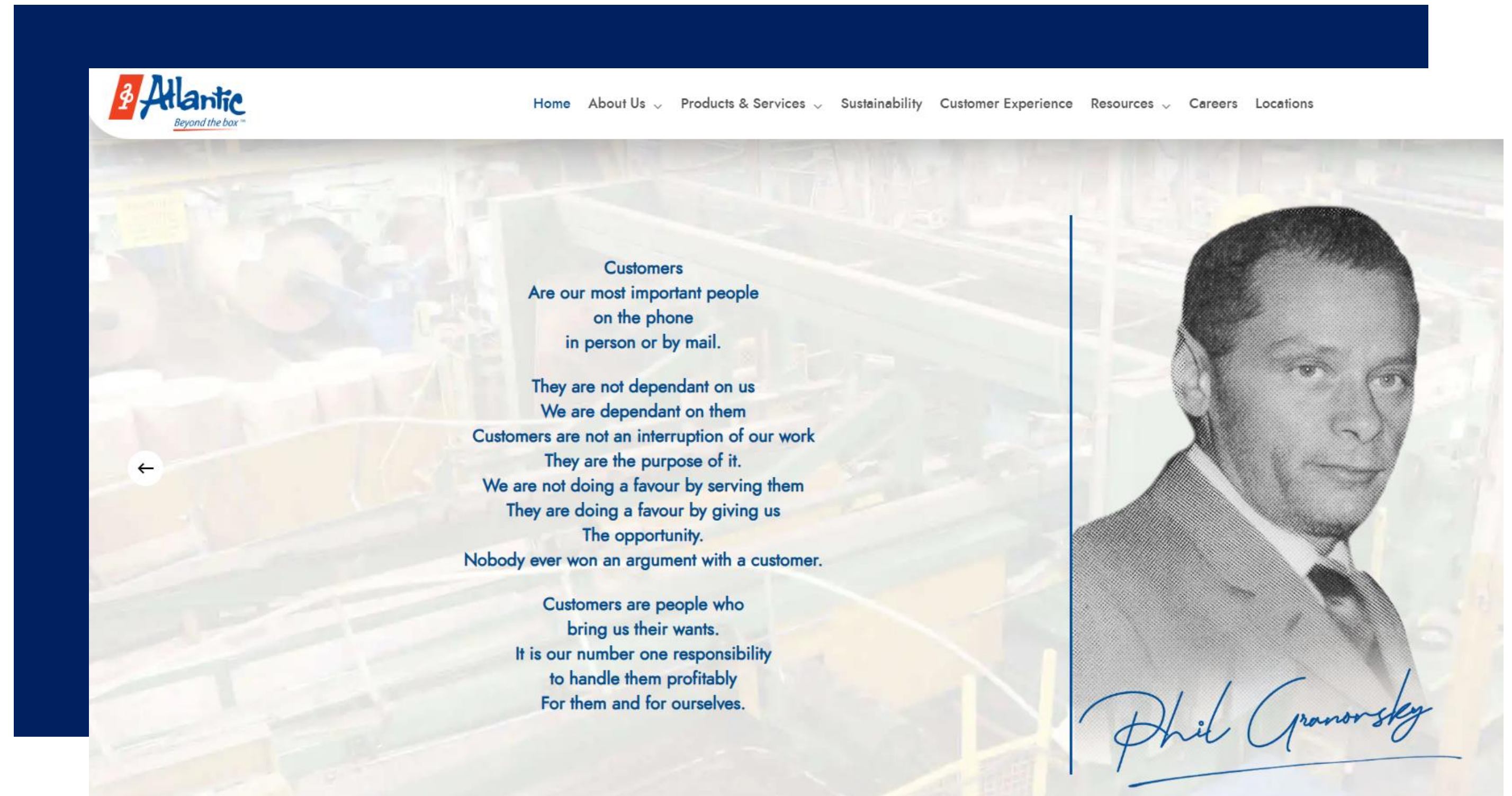
- Experience increasingly influences loyalty and retention
- Need for visibility into friction points and service gaps
- Customer experience as a differentiator in a competitive industry

Operational complexity increasing

- Achieve scale without sacrificing agility
- Need for a consistent service experience

Leadership needed structured insight

- Reactive feedback loops no longer sufficient
- Actionable customer intelligence needed



The turning point for Atlantic Packaging

What leadership recognized

- Customer-centric culture existed, but was mostly about firefighting and individual heroics

The organizational challenge

- No unified operational view of customer experience
- Important issues identified, but not consistently prioritized

The shift

- A need for a common CX language and governance and discipline in collecting and acting on customer feedback

Final Customer Experience Commitments	
HONESTY	<u>Honest</u> and transparent communications, keeping me <u>informed</u> along the way
CARE	<u>Care</u> about the <u>success</u> of my business by being proactive, coming with solutions, and going out of the way to <u>help</u>
CONSISTENCY	I can rely on them because of their <u>consistency</u> in <u>communications</u> , processes, delivery... no surprises!
AVAILABILITY	They are there when I need them, fast. And they bring <u>experts</u> (designers and tech engineers) to the table to get us to solutions, faster
PERSONAL	They are our valued <u>partner</u> in growth because they <u>visit</u> , watch, listen, advise. They build a relationship by understanding my needs.

Designing the Atlantic Packaging CX insights program

HINT: ROME WASN'T BUILT IN A DAY

Core design principles

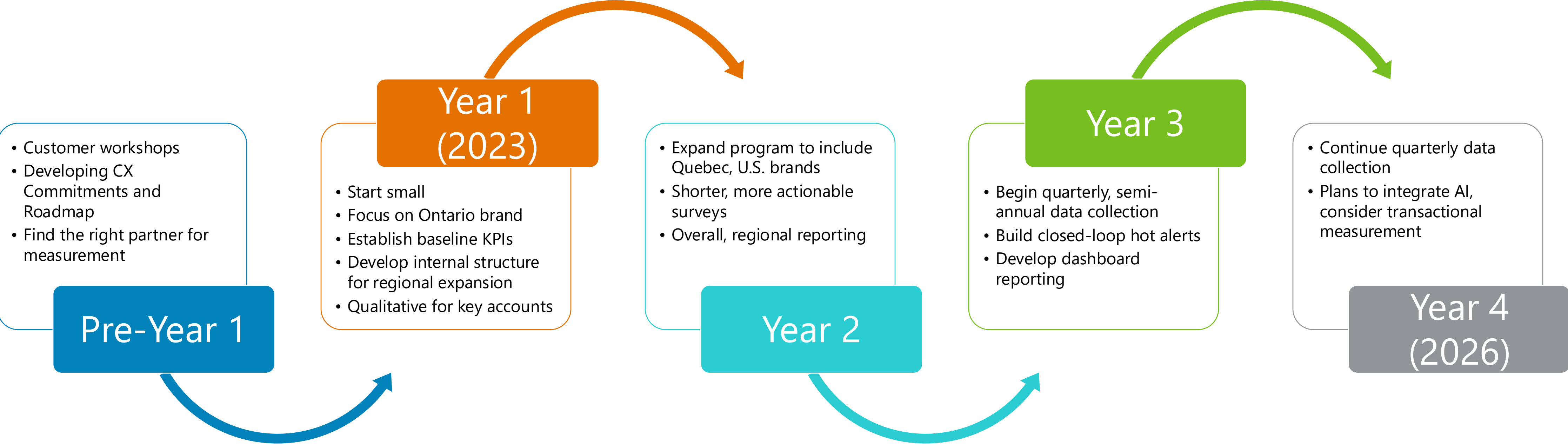
- Consistency across regions and Atlantic brands with flexibility for local operational realities
- Governance to establish and reinforce responsibility and accountability

Operational principles

- Gathering actionable insight tied to decision-making
- Clear ownership structure
- Start somewhere, review, repeat, expand



Atlantic Packaging's CX insights program continually evolving



Turning CX insights into action

Governance and accountability

- Executive sponsorship reinforces the strategic importance
- Structured review cadence improves accountability

Operational engagement

- Regional teams involved in interpretation and action
- Cross-functional collaboration (leveraging employee experience) improves the action taken

Cultural shift

- The focus shifted from firefighting to driving sustainable change



How Atlantic Packaging drives CX change

1. Capture and analyze feedback

- Collect customer feedback across the journeys
- Identify patterns, trends, operational themes

2. Prioritize and assign ownership

- Evaluate issues on impact and feasibility
- Assign accountability and action plans

3. Operationalize and validate

- Implement improvements, track progress
- Validate the impact of changes on the customer experience

4. Close the loop with customers

- Thank them for their participation
- Let them know what Atlantic is doing with their valuable feedback to drive change

Lessons learned along the way

Surprises?

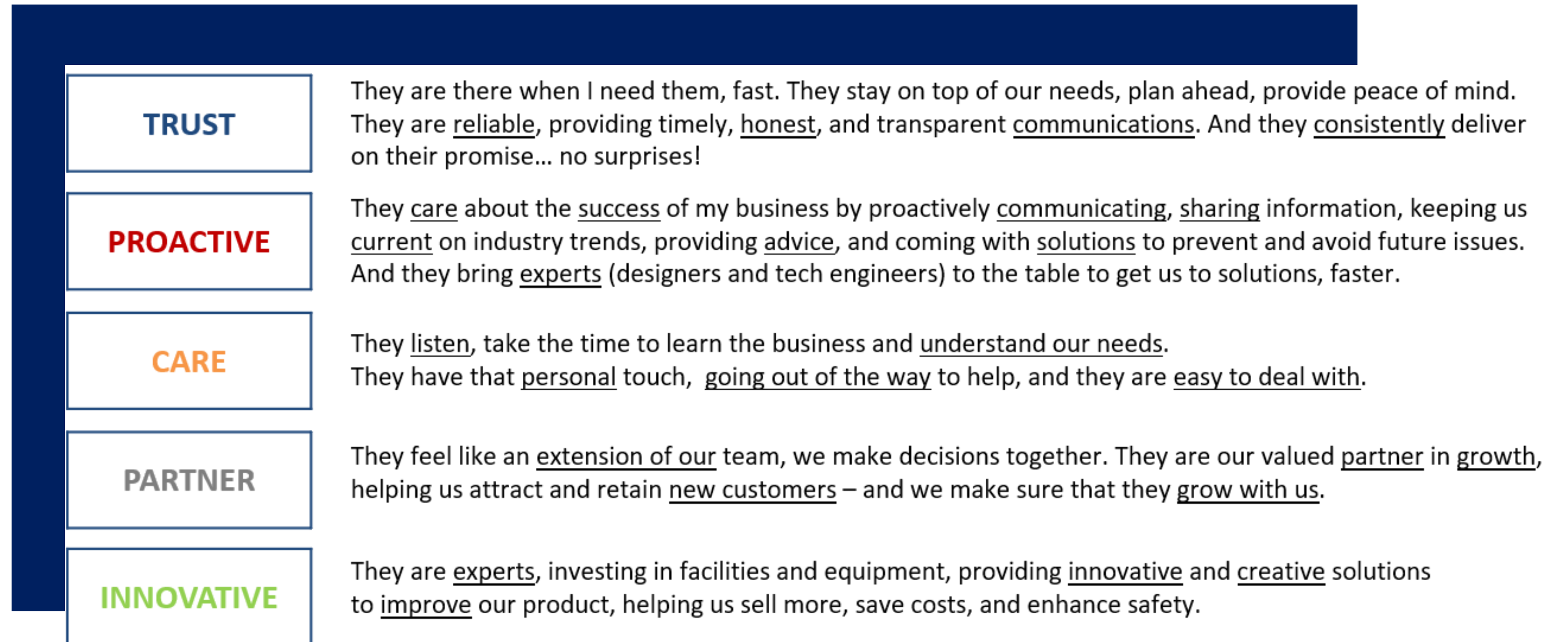
- Dashboards alone do not create accountability
- Adoption, especially across regions, takes time

Where clarity was established

- There is no perfect way, continue to act and course correct along the way
- Culture change matters more than tools
- Employees are at the heart of CX

The biggest takeaway

- Sustainable programs evolve through continuous learning and adjustment



What CX measurement has meant for Atlantic Packaging

Improved organizational alignment

- Buy-in: CX as a growth driver
- Consistent decision-making across regions
- Greater alignment around customer priorities

Operational improvements

- Consistency is key
- Better responsiveness and coordination
- Proactive communication
- Stronger ownership and accountability
- Focus on employee experience to match the customer experience

Business impact

- CX as part of strategic and operational conversations, not just another separate initiative



Where will Atlantic Packaging go from here?

Where the program is evolving

- Real-time action on insights
- More predictive and proactive insight models
- CX and EX alignment

Operational integration

- Deeper integration into strategic planning, operational systems and workflows
- More closed-loop accountability
- Training employees to put CX first

Longer-term vision

- Embedding customer insight into enterprise decision-making

Five takeaways for CX Leaders in this environment

- 1. CX is a strategy, not a project**
 - You will never be done with focusing on CX
- 2. Governance matters as much as methodology**
 - Strong structure reinforces accountability
- 3. CX measurement is an operating discipline**
 - Measurement must support decisions and actions
- 4. Insight without action creates little value**
 - Operational accountability drives change, all employees involved
- 5. Sustainable programs evolve over time**
 - Don't wait for perfection, continuous learning is essential

Q&A

“Customers are not an interruption of our work.
They are the purpose of it.”

Thank you!

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