Enabling a Personalized and Digitized Customer Experience (CX)

Client success story: AARP

To meet the needs of an increasingly tech-savvy audience, AARP (nonprofit organization) realized the need to shift from 25 years of a direct mail strategy to a more personalized and digitized customer experience. Using Gartner research and expert advisors, our client was able to achieve substantial CX improvement and contributed to $1.8M in cost savings across the organization.

Industry: Nonprofit Organization
Revenue: $1.6 billion
Employees: 1,800
Mission-critical priority

The SVP of Customer Experience needed to dramatically improve AARP customers’ digital experience, while also achieving $100,000 in cost savings.

How Gartner helped

Gartner provided comprehensive support via multiple inquiry calls, tools and research that helped our client create a framework to organize their thinking, establish a 360-degree view of their customer and align their efforts to support a single customer journey. Additionally, with support from Gartner, the client was able to streamline processes, accelerate into a digital-first business faster and contribute to significant cost savings across the organization.

Mission accomplished

With support from Gartner for Marketers, AARP successfully

• Developed a 360-degree view of its customers to enable personalized experiences
• Implemented “journey manager” roles to create a single customer journey
• Achieved cost savings worth $1.8 million, exceeding the initial cost savings goal by 18x

“[Gartner] feels more like a group of colleagues than a vendor or organization type of relationship…They have been in every step on the way with us, and it’s really driven by them wanting us to succeed.”

Jim Pendergast, SVP Customer Experience, AARP

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