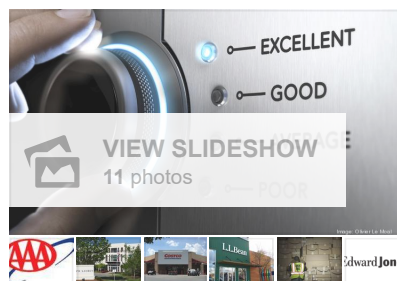


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MEDIA & MARKETING

Two SA companies make top 5 for national customer experience excellence



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**BET ON THE AIR
TRAVEL INDUSTRY**

H-E-B Grocery Co. (San Antonio TX)
Company

KPMG
Company

USAA (San Antonio TX)
Company

By Jeannette E. Garcia
Reporter, San Antonio Business Journal

Oct 11, 2019, 6:00am EDT

San Antonio-based H-E-B and USAA rank in the top five nationally for customer experience delivery, according to an annual report by global audit, tax and advisory services firm KPMG.

H-E-B and USAA were ranked second and fourth, respectively, on the list, switching places from last year.

The report shows that there are five critical areas of connectivity that are prerequisites for consistent experience delivery to create sustainable differentiation, and rank high on customer experience. They include having a clear strategy and view of the customer and the target experience, making significant investments across a number of connected enterprise capabilities, implementing a voice of the customer program that drives customer-informed decision-making, personalizing the customer experience, and aligning employee experience with customer experience.

The report grades companies based on six factors: personalization, time and effort, expectations, integrity, resolutions and empathy.

View the top 10 companies in the slideshow above.

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