



Proven Business Impact

This case study was selected in August 2026 by an independent panel of CXPA judges for recognition of its demonstration of the positive business impact created through a customer experience focus.

CXPA Proven Business Impact: Iron Mountain Data Centers - Bridging the Regional EMEA CX Gap

Company Overview

Iron Mountain Data Centers (IMDC) provides data center services to organizations globally and operates within a broader enterprise employing 10,000+ people. The organization supports customers with complex operational, technical, and infrastructure requirements across multiple regions.

Business Challenge

In 2023, IMDC reported an overall Relationship NPS® of +48. However, regional analysis revealed a significant disparity. North America achieved an NPS of +53, while EMEA remained in the 20s. Lower feedback participation, less structured account management tailored to data center customers, and limited visibility into customer site visits prevented consistent customer experience delivery. The organization sought to close the regional gap, reduce attrition, improve responsiveness, and create more consistent support practices globally.

The Initiative: Strengthening Regional Customer Experience Management

Beginning in January 2025, IMDC launched a focused effort to improve the EMEA customer experience. The initiative included hiring dedicated EMEA account management talent, developing specialized role-based training, pairing EMEA Account Managers with experienced North American peers, integrating customer site visit workflows into the ticketing platform, and using periodic NPS surveys to drive continuous improvement.

Customer feedback was connected directly to operational processes. Ticketing-based visit management gave Account Managers visibility into customer interactions before arrival, enabling better preparation and more proactive engagement. Cross-regional mentoring established greater consistency in customer support practices.

To address low response volumes, Account Managers followed up with customers after significant operational milestones and demonstrated how prior feedback had driven change. To encourage adoption of new site-visit workflows, the process was

positioned as a security and service enhancement rather than an administrative requirement.

Proven Business Impact

Closed the regional parity gap

- EMEA Relationship NPS increased from 22.4 in 2024 to 45.5 in 2025.
- Customer sentiment in EMEA moved significantly closer to North American benchmark performance.

Accelerated account team responsiveness

- Average Account Manager response time improved from 4.5 days to approximately 12 hours.
- Customers received substantially faster support and communication.

Improved customer visit satisfaction

- Customer Visit Satisfaction Top-Two-Box CSAT increased from 77% to 89%.
- Greater visibility and preparation improved onsite customer experiences.

Strengthened customer retention

- Customer retention increased from 88% to 93%.
- Improved relationship management practices helped reduce attrition risk.

Established global alignment

- Cross-training between North American and EMEA Account Managers created a more consistent global support model.
- Customer feedback became more closely connected to ongoing operational improvements.

Key Lessons

- Segment customer sentiment data to uncover hidden regional risks.
- Connect customer feedback to operational workflows to drive action.
- Use peer-to-peer mentoring to accelerate knowledge transfer.
- Position process changes in terms of customer value and service improvement.
- Demonstrate action on customer feedback through closed-loop practices.

Core Business KPIs Impacted

Average Handling Time; Account Team Response Time; Customer Lifetime Value; Customer Retention; Net Promoter Score; Customer Satisfaction; Customer Visit Satisfaction; and Account Management Effectiveness.

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