



**Proactive
Customer
Service:**
How To
Do It Well

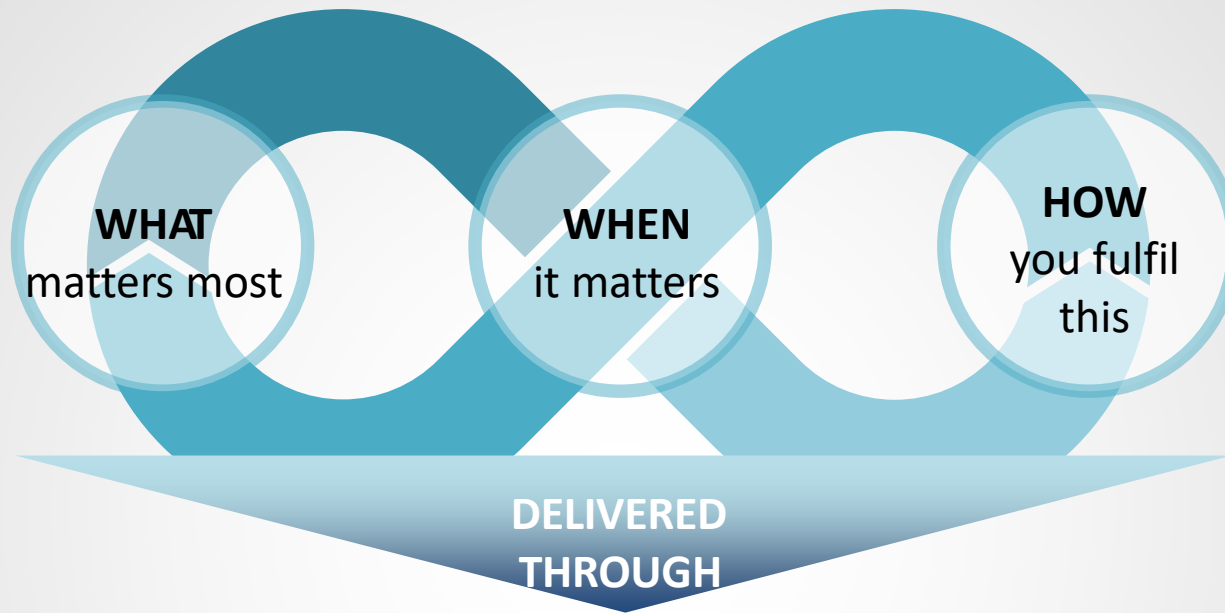


Webinar

>> Thursday 10th October 2019

christopher.brooks@clientship.com

Understand what, when and how Proactive Customer Service is applied



Customer Priorities

- CX Typology Maturity Audit
- Customer Personas
- Customer Driver Insight
- VoC & VoE feedback



Customer Transformation

- Customer Journey Mapping
- Customer Experience Standards
- MILO Assessment
- Signature Experiences



Customer Activation

- Change Programme
- Continuous Improvement Model
- CX Superheroes
- Customer Value Model



AEROMEXICO



- Global reach with Clientship
- 30 yrs combined customer experience expertise
- End to end CX advisory services & tech solutions
- Domestic and International clients in utility, retail, financial services, telco, hospitality and more.
- CXPA corporate membership
- MRS membership

christopher.brooks@clientship.com





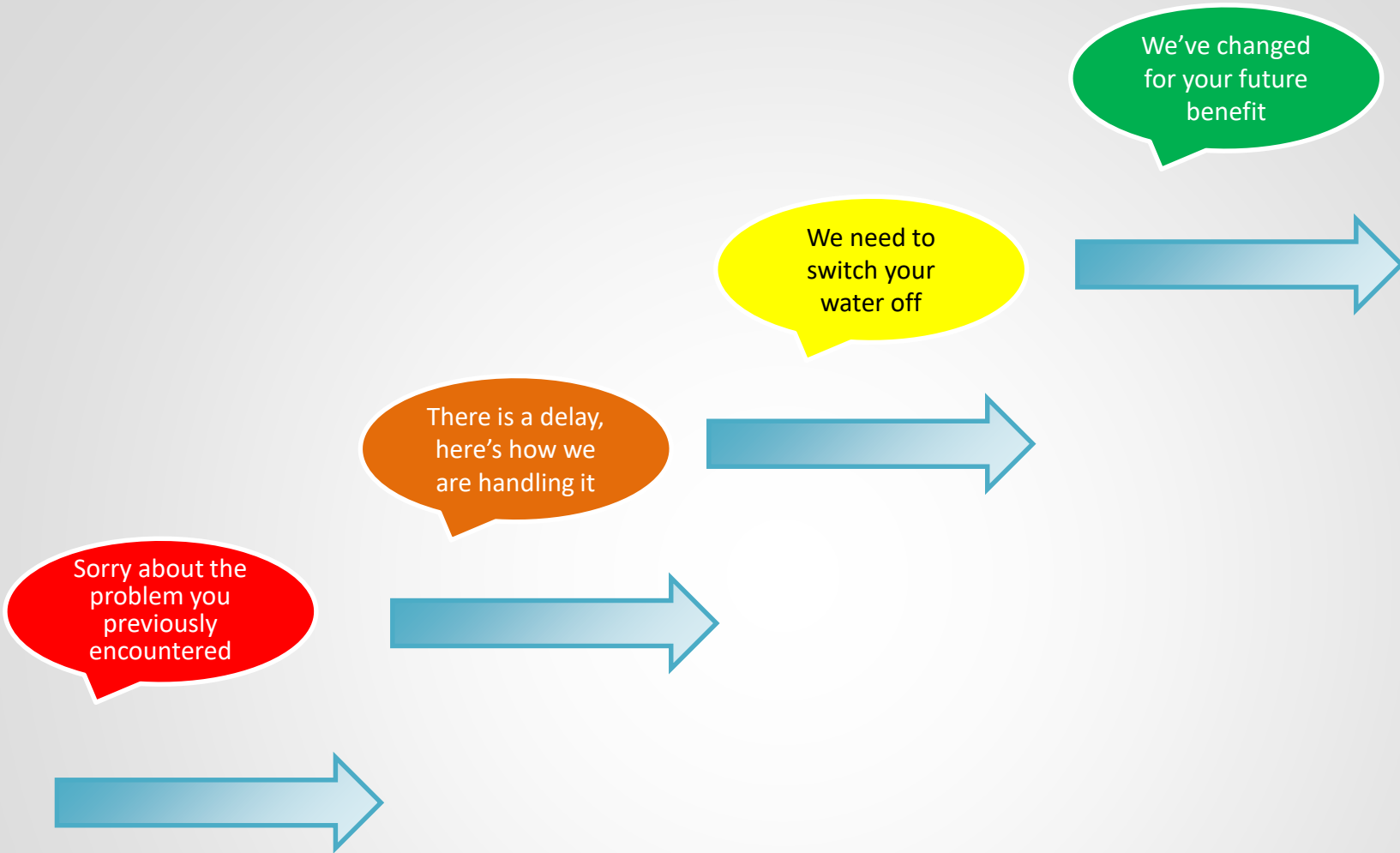
Who is driving the discussion?



Is a proactive customer service right for your CX target operating model?



Do you have a 'on the front foot' culture?



Reactive

Active

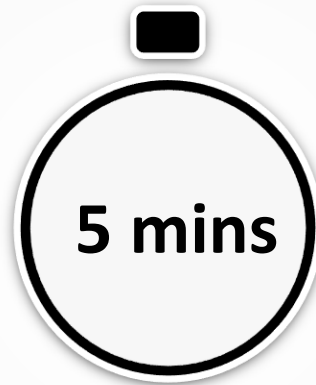
Proactive

Pre-emptive

“Heroic Recovery”



A study by Harvard Business Review found that customers who have a complaint handled in less than 5 minutes go on to spend more on future purchases



Source: hbr.org How Customer Service Can Turn Angry Customers into Loyal Ones

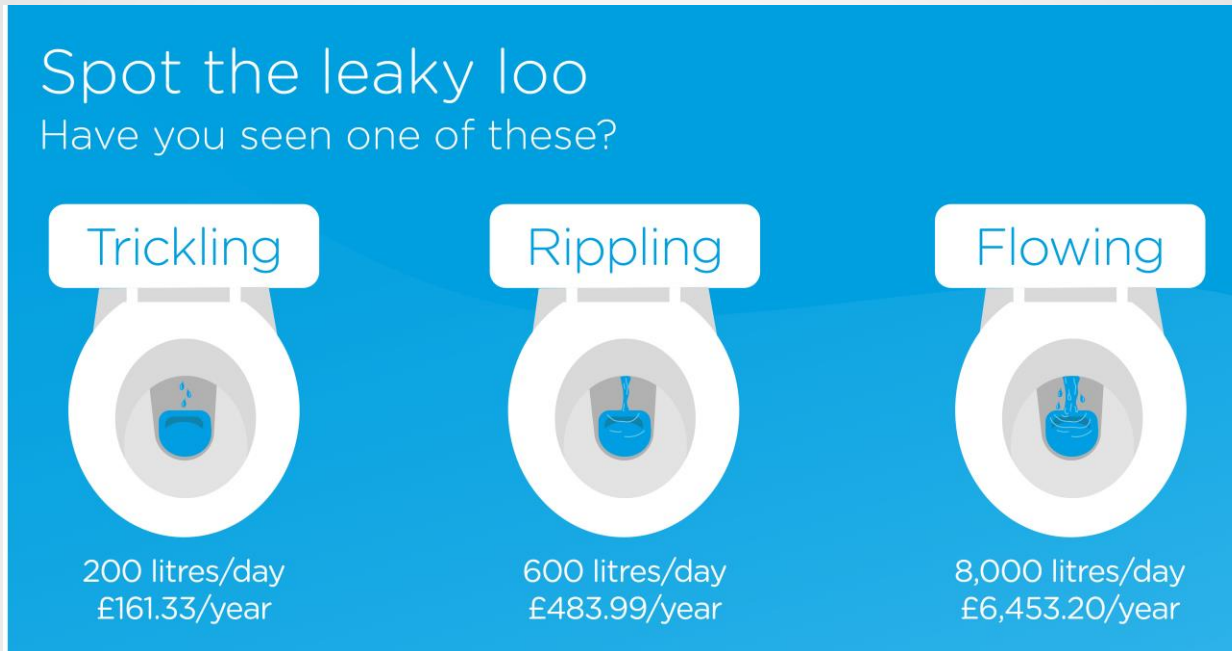
Before

After



Customer will leave if they no longer recognise the value they receive

Cultural shift

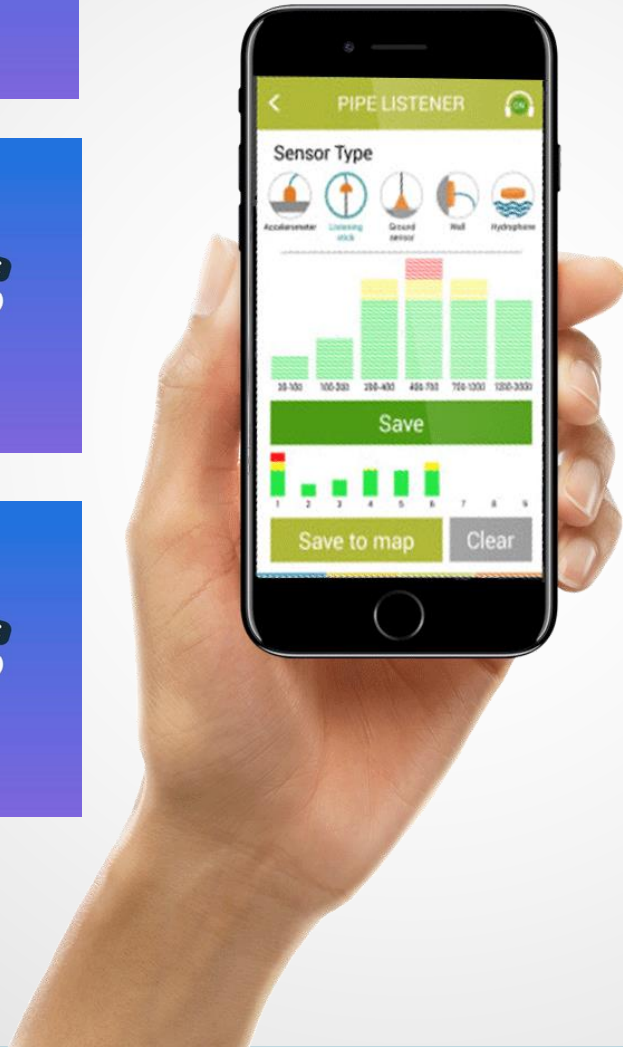


654,000 delayed manual reads per annum

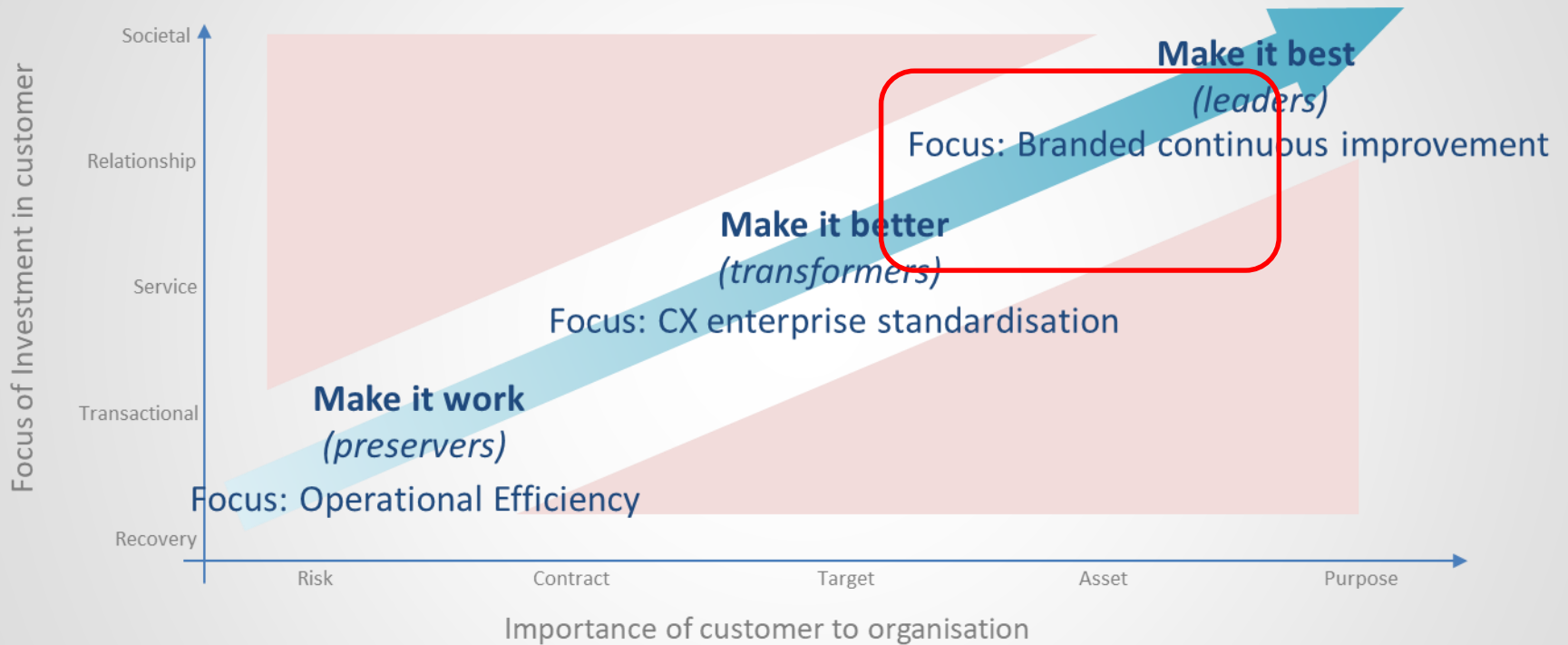
To 5,729,040,000 real time data feeds

DIY Proactive Customer Service





Unless your CX model is ready, proactive customer service will be misunderstood by customers



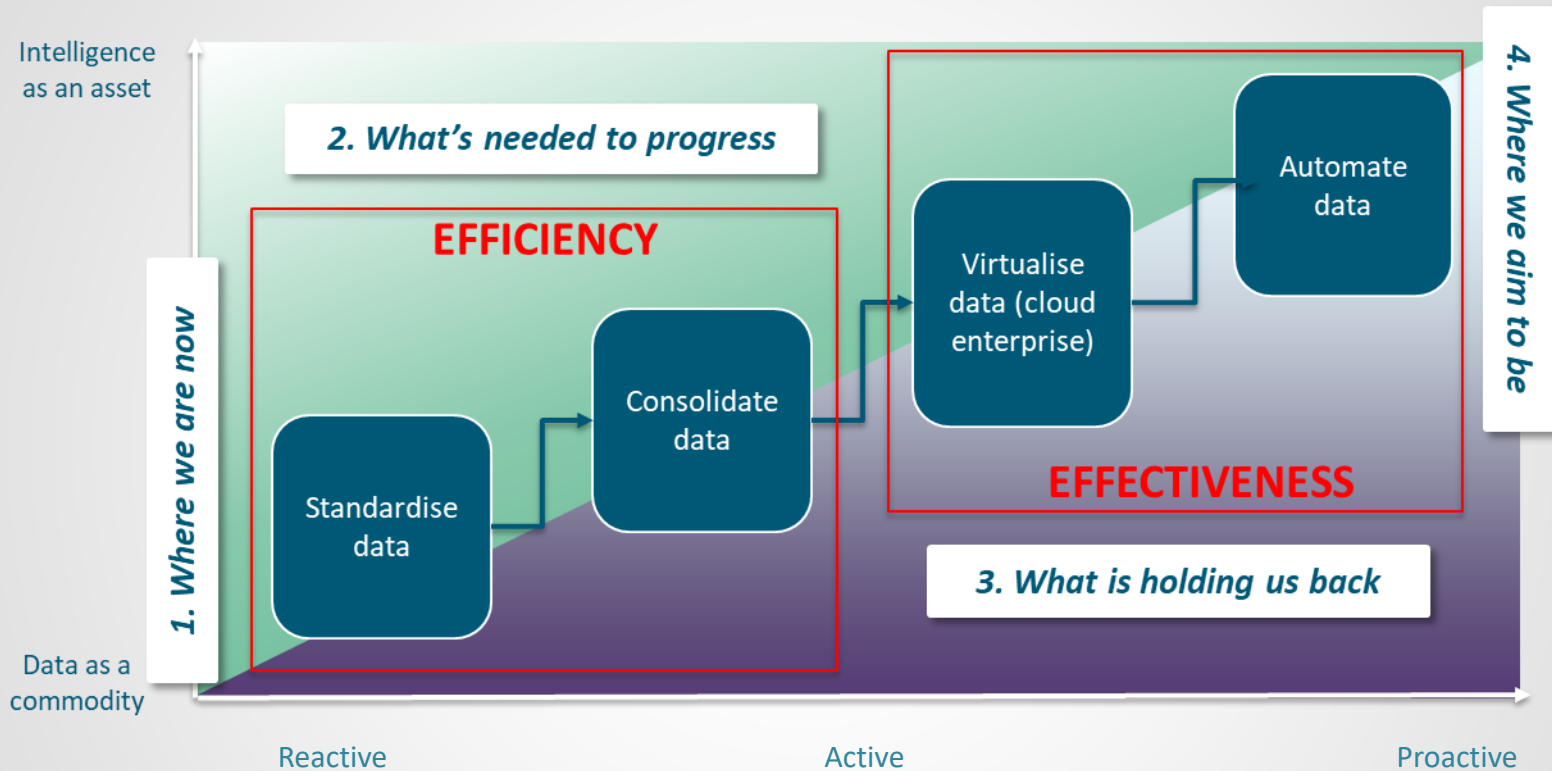
Proactive service has been around for some time

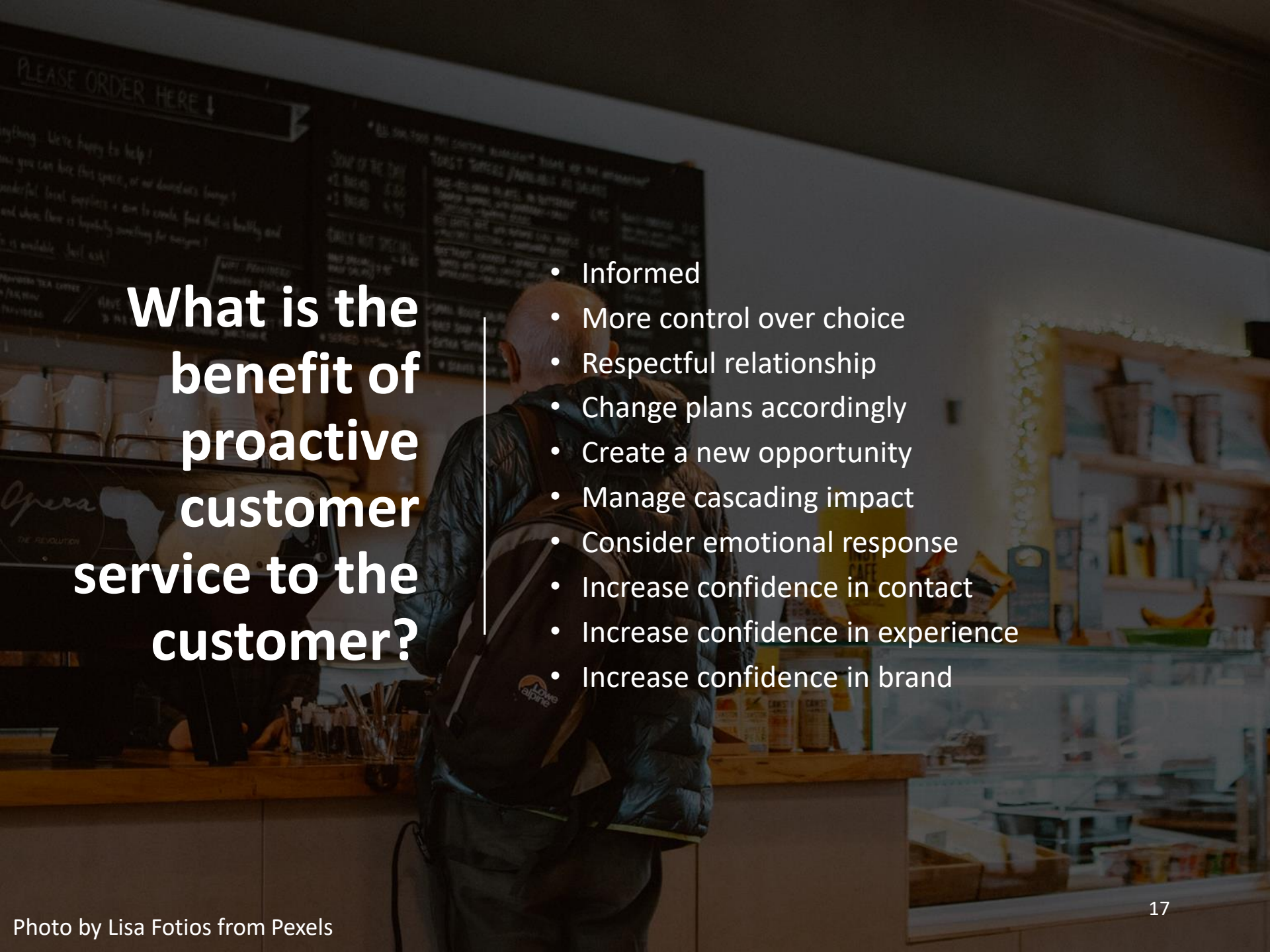






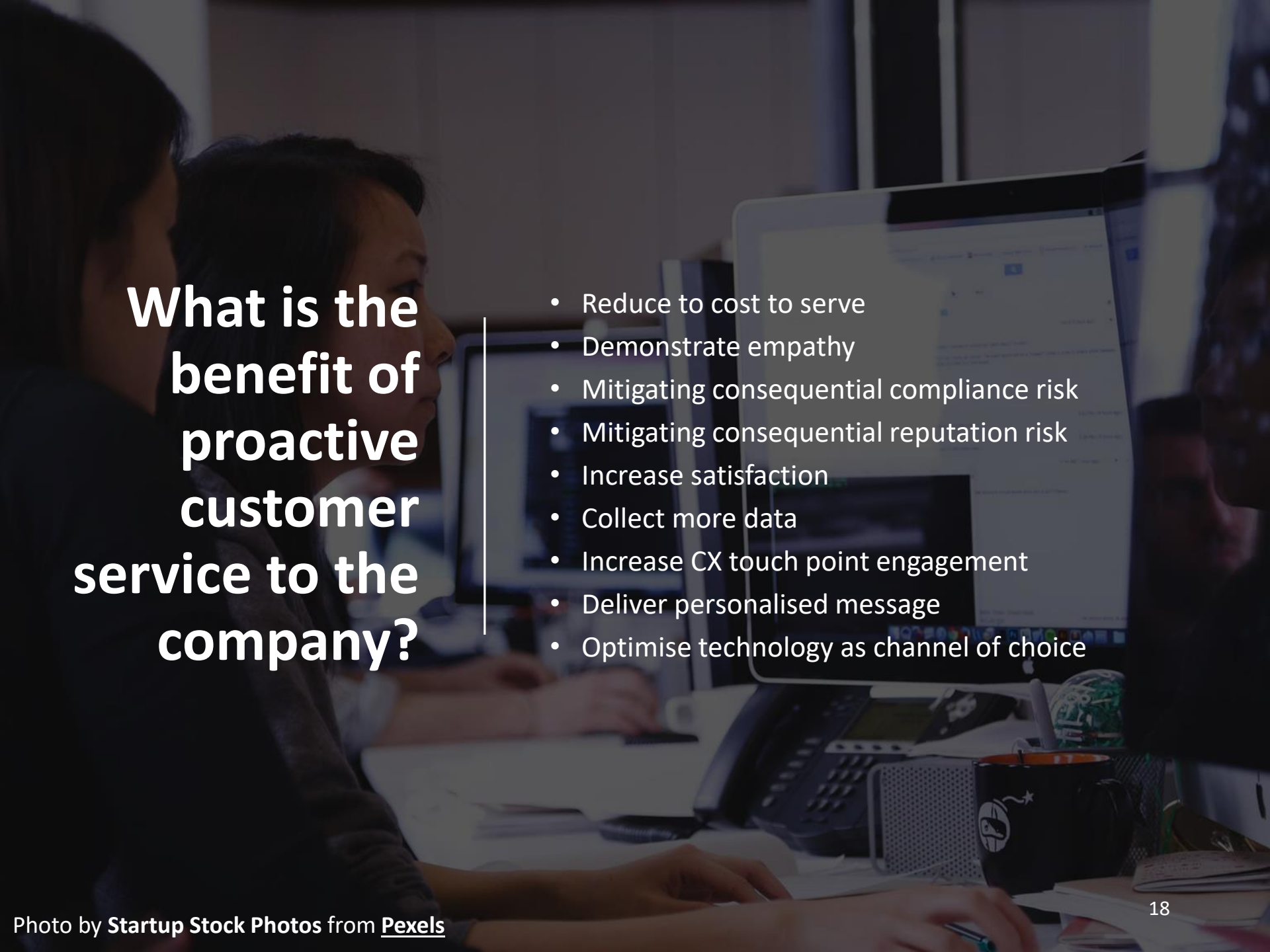
Data, systems, culture all need to be ready, which can take time



A person with a backpack is standing at a cafe counter, looking at a chalkboard menu. The menu lists various coffee and food items. The person is wearing a dark jacket and a backpack with a logo. The background shows shelves with coffee supplies and a sign that says "PLEASE ORDER HERE!".

What is the benefit of proactive customer service to the customer?

- Informed
- More control over choice
- Respectful relationship
- Change plans accordingly
- Create a new opportunity
- Manage cascading impact
- Consider emotional response
- Increase confidence in contact
- Increase confidence in experience
- Increase confidence in brand



What is the benefit of proactive customer service to the company?

- Reduce to cost to serve
- Demonstrate empathy
- Mitigating consequential compliance risk
- Mitigating consequential reputation risk
- Increase satisfaction
- Collect more data
- Increase CX touch point engagement
- Deliver personalised message
- Optimise technology as channel of choice



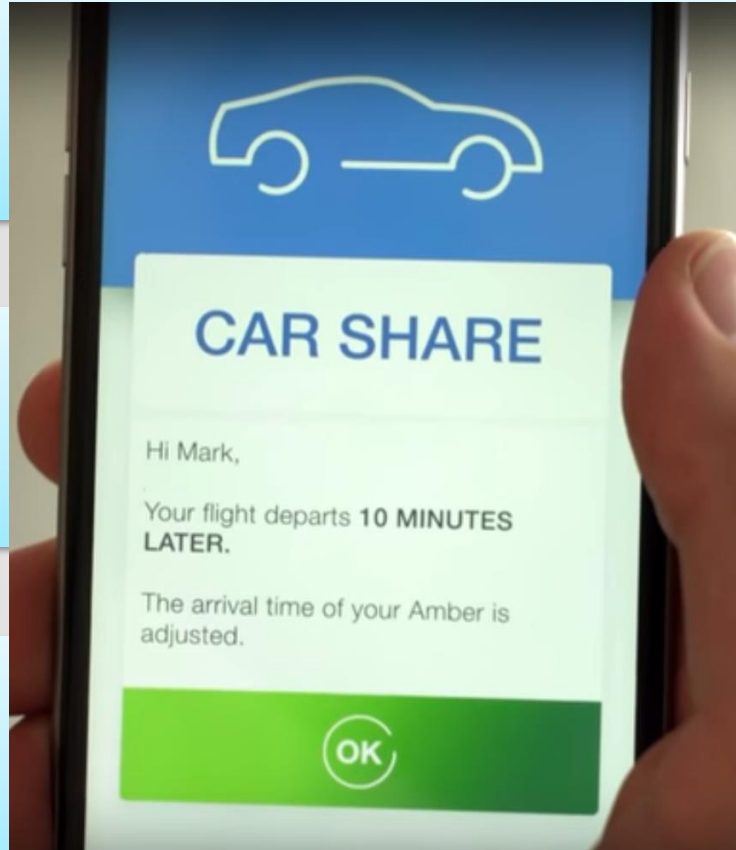
**Proactive level
3
"Optimise me"**

**Proactive level
2
"Adapt me"**

**Proactive level
1
"Inform me"**



https://www.youtube.com/watch?v=ow_TV4LIGcs

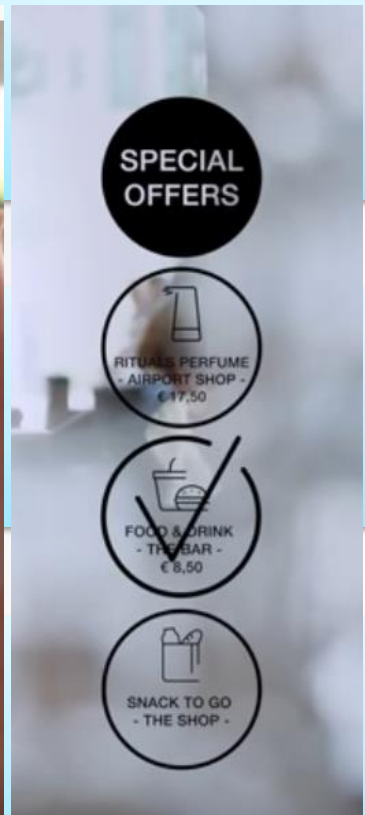
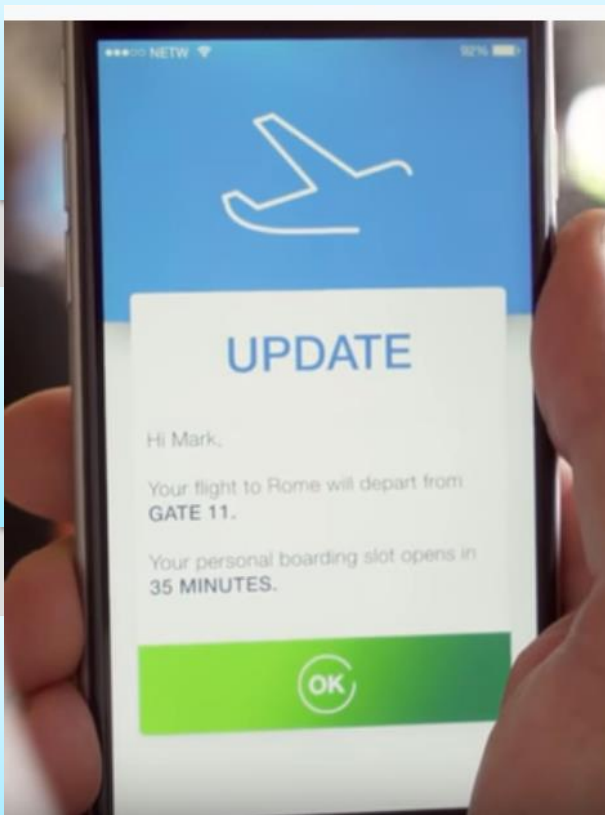


**Proactive level
3
“Optimise me”**

**Proactive level
2
“Adjust me”**

**Proactive level
1
“Inform me”**

https://www.youtube.com/watch?v=ow_TV4LIGcs



**Proactive level
3
“Optimise me”**

**Proactive level
2
“Adapt me”**

**Proactive level
1
“Inform me”**

https://www.youtube.com/watch?v=ow_TV4LIGcs

Where to win with proactive customer service

