

EXCEEDING EXPECTATIONS & BRINGING THEM TO LIFE

Aligning your Customer Experience Ambition with Operational Reality

Gerry Brown – The Customer Lifeguard

Where have we failed?

- We've become far more sceptical & cynical
 - BHS, Utilities, Trains, Planes & Automobiles, nuisance calls, 08XX numbers still used for CS
- Customer Service going backwards for many
 - Which Survey, ICS annual report, 4th year of decline
- Digital: A great sound byte. But few even close to achieving what customers want or need
 - 54% of CCA survey respondents, claim legacy systems "holding them back"
 - 33% reported that the different channels in their organisations are still siloed.
 - 73% reported that the biggest challenge to meeting customer's future challenges were poor and outdated systems.
 - 77% also reported skills gap as a big barrier to future challenges

Are we really joined up?

Tip 1: Think about what your customers expect when they contact you?

- Confidence, Consistency, Communication
- Any communication should be routed promptly for immediate action
- Apps where customers authenticate must provide quick, direct and hassle free access to a knowledgeable adviser

Tip 2: Walk your walk - how would you feel if you contacted you?

- Have you called yourself lately?
- Spent time with advisers?
- Gone to your web-site?

Placeholder for Poll on who has called their company lately

Where's that phone number?

Tip 3: Understand why and how customers want to connect with you

- Easy to contact – Phone number, 24/7 SM, 2 hour emails
- Effortless to change – anything, anytime, any media
- Full customer history details available to anyone, anywhere

Tip 4: Decide how, when and with who you are going to manage social media responses (get it out of the hands of marketing!)

- Nobody owns SM – It's just another channel
- Get it into the Contact Centre & anywhere CS people live
- Have your CEO/MD see & answer Tweets & FB Posts

Don't Ask if you can't Act

Tip 5: Measure it and then act on it

- Do regular surveys at various touch points
- Share results quickly with front line and other key staff
- Act on it fast! Seven days maximum where possible

Tip 6: Don't ask for an opinion if you aren't going to do anything with it

- Feedback results and planned actions to customers
- Get colleagues involved in developing solutions
- Add feedback to customer contact details

Who determines what Excellence looks like?

Tip 7: Understand what 'excellent' looks like in your business

- The best & only arbiters of excellence are customers
- Sam Walton, LL Bean, Henry Ford – They knew years ago
- Keep asking customers until you get it right

Tip 8: Shout about any barriers that are preventing the business delivering its version of excellent

- Excellence - Defined by the customer, refined by the people
- Have regular “what embarrasses you” sessions
- Cut out any policy or procedure that doesn't help customers or the company

Sorry, I've got to go now

- Tip 9: Give each customer the time and attention they need
 - Don't underestimate the power of personalization
 - Pre-empt the next contact with “smart” questions
 - Right Message, Right Time, Right People, Right Result
- Tip 10: Give the front-line the time they need to get it right
 - Ban AHT and make sure you can track contact abnormalities to understand where changes are needed
 - Give employees permission to engage with customers on an emotional & personal level & let them be themselves
 - Reward the longest call of the day (see Zappos)

Thank You



Who are you going to call?

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