

5 Customer Experience Strategies You **NEED** to Try

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Agenda

- > Strategy 1: Focus on your customers
- > Strategy 2: Focus on your people
- > Strategy 3: Implement a differentiated Customer Experience
- > Strategy 4: Measure what matters, including word of mouth (WOM)
- > Strategy 5: Build a customer focused culture

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Amazon

"The number one job of every person in this company is to focus on our customers. I've spent a lot of time over the last 18 months making sure people understand that our need to focus on operational efficiency does not come at the expense of the customer experience"

Jeff Bezos
CEO



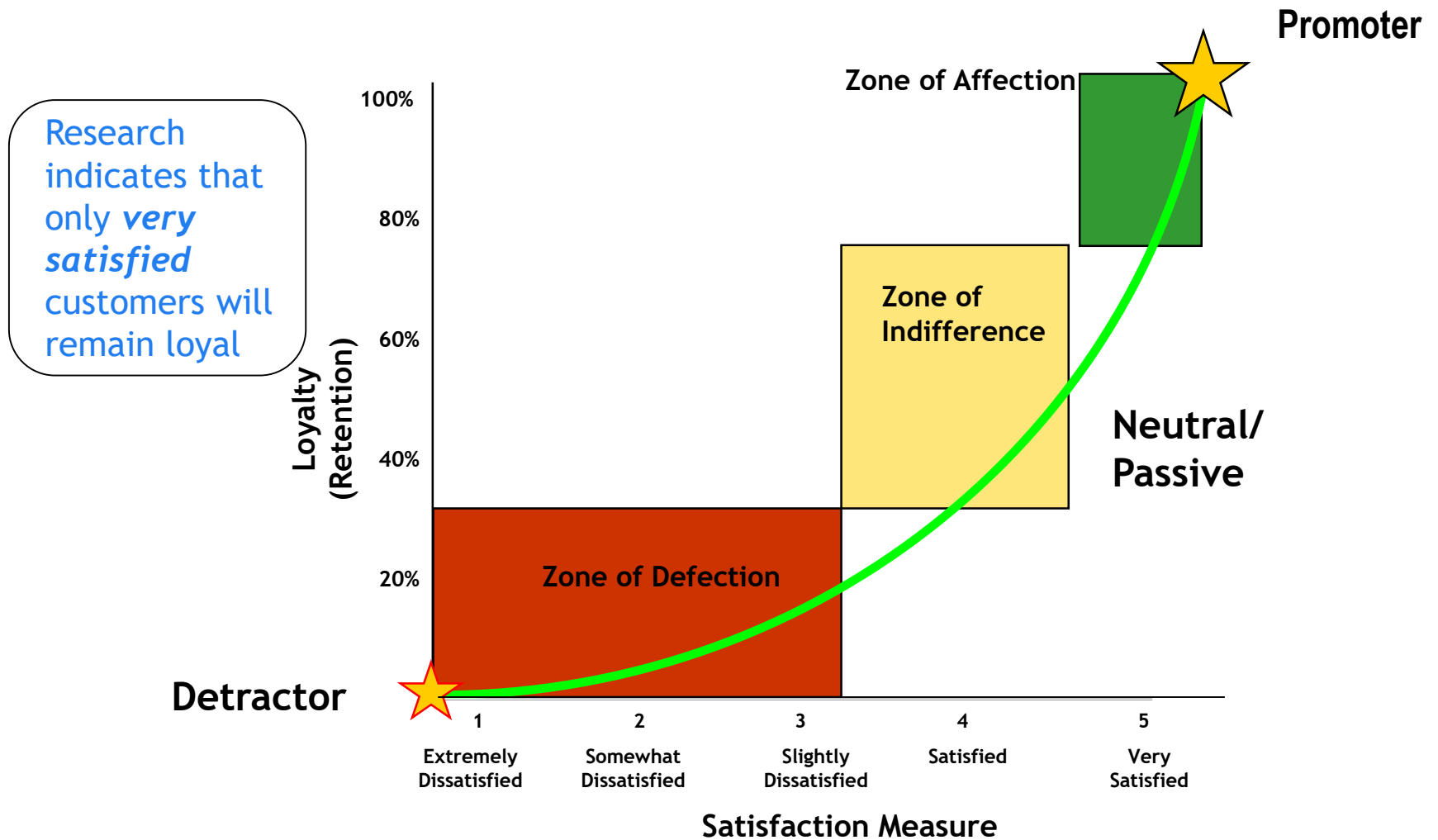
Source: Uncommon Practice- People who deliver a great brand experience
Shaun Smith and Andy Milligan. FTPrentice Hall 2002.

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"...Every single debate about every single decision was framed around doing the right thing for the customer" **Ronan Dunne, CEO**



Satisfaction is no longer good enough



Source: Adapted from *Putting the Service Profit Chain to Work*, Harvard Business Review

Customers expectations are changing

1. Technology and multi-channel - changing the way customers want to interact and what they expect
2. They have more choices and are better informed about the choices they have
3. They are becoming more demanding, more selective
4. Intensively focussed on value
5. Emotional factors are increasingly important
6. Changing attitudes to ethics and sustainability
7. A decline in trust
8. And less loyal

How are we doing?

- We think we are doing well....78% of companies say they deliver “superior” service.....
- However, customers don’t see it this way. Only 8% of them agree - in the Call Centre they cite the usual suspects:
 - Time on hold
 - Frustration at multi-layered IVRs
 - Failure to resolve problem on first call
 - Customer cut off or lost
 - Having to tell their story repeatedly!!!
 - Poorly trained employees

Source: Jabra call centre survey. Oracle research report

How well do you know your customers?

Key questions

1. Do you know who your most profitable customers are?
2. Do you know the factors that drive the buying behaviour and loyalty of your customers?
3. Do you know how your organization is performing against these loyalty drivers?
4. ...And how your competitors are performing?

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your people are your brand

Research says employees are the most important factor.....

Mori found that.....

The single most important factor driving customer satisfaction and brand loyalty was employee behaviour”

IBM concluded

“Even in the most product focused environments, the person to person experience was twice as important in driving customer satisfaction as any other factor”

“We understand that in order to turn our customers into fans of O2, we also need to turn our people into fans.”

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The O2 People Promise



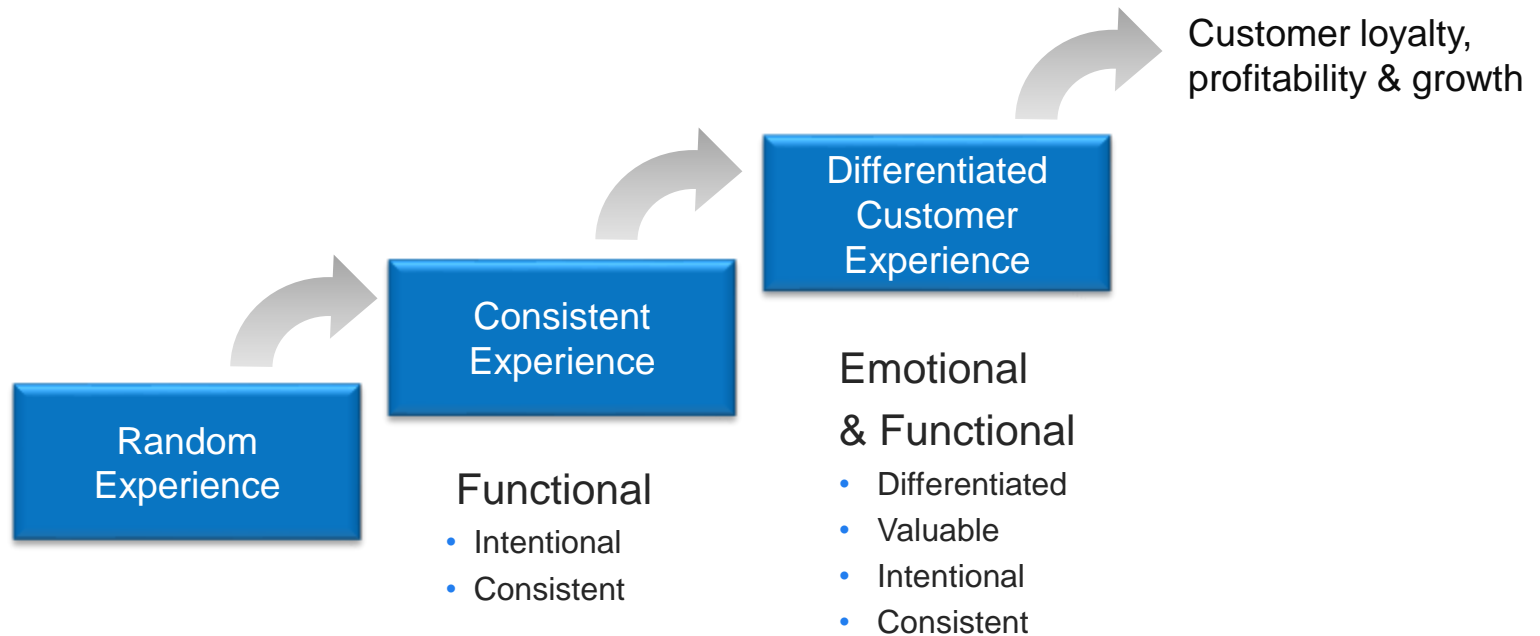
Are you equipping your people to deliver your customer experience?

Key questions

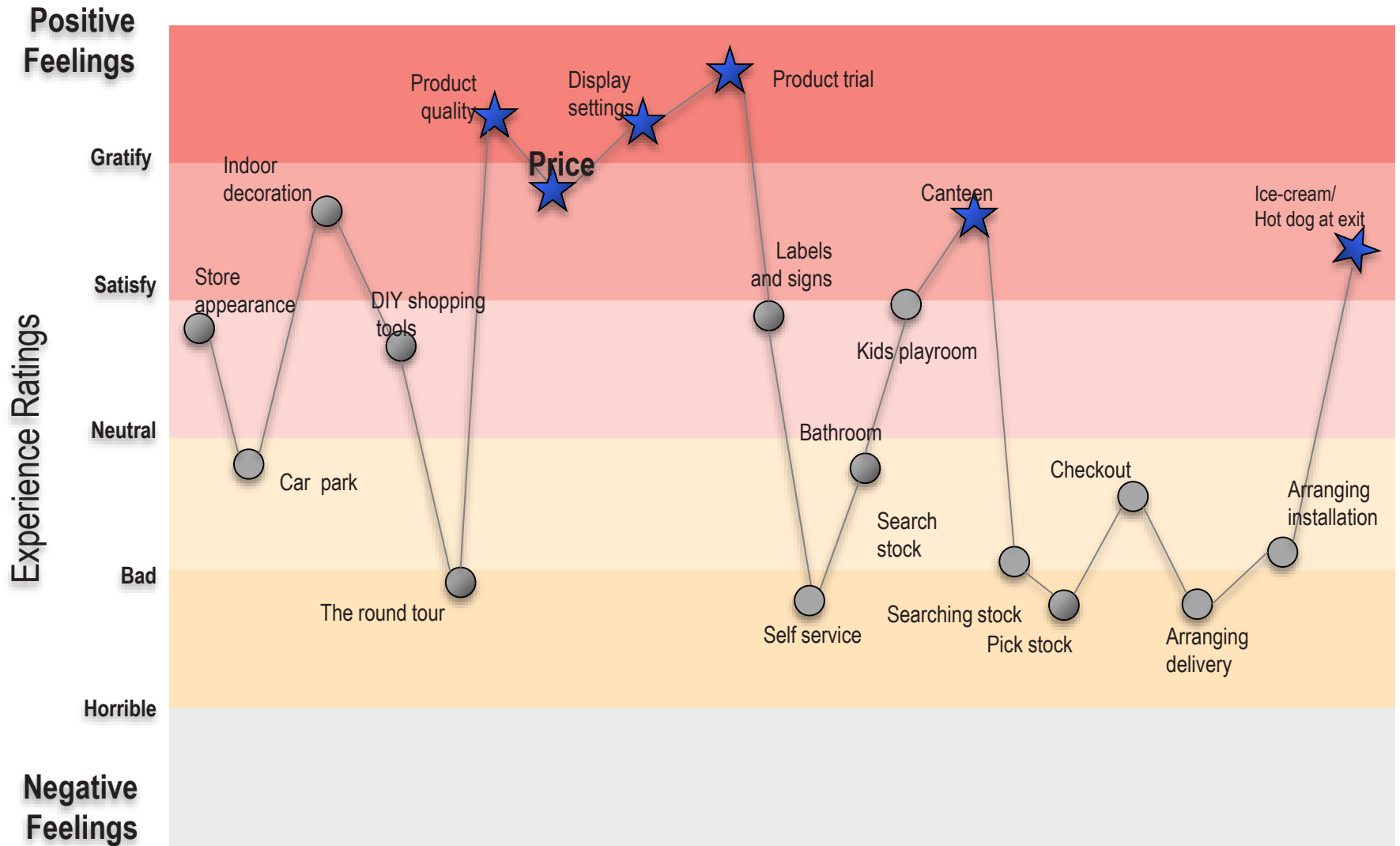
1. Are you focusing on the employee experience to drive commitment, enthusiasm and pride?
2. Do you have a two-way communication process that supports the customer agenda?
3. Are you training your people to deliver on the customer experience ?
4. Have you aligned the performance management with the customer experience?

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A Differentiated Customer Experience drives loyalty and profitable growth



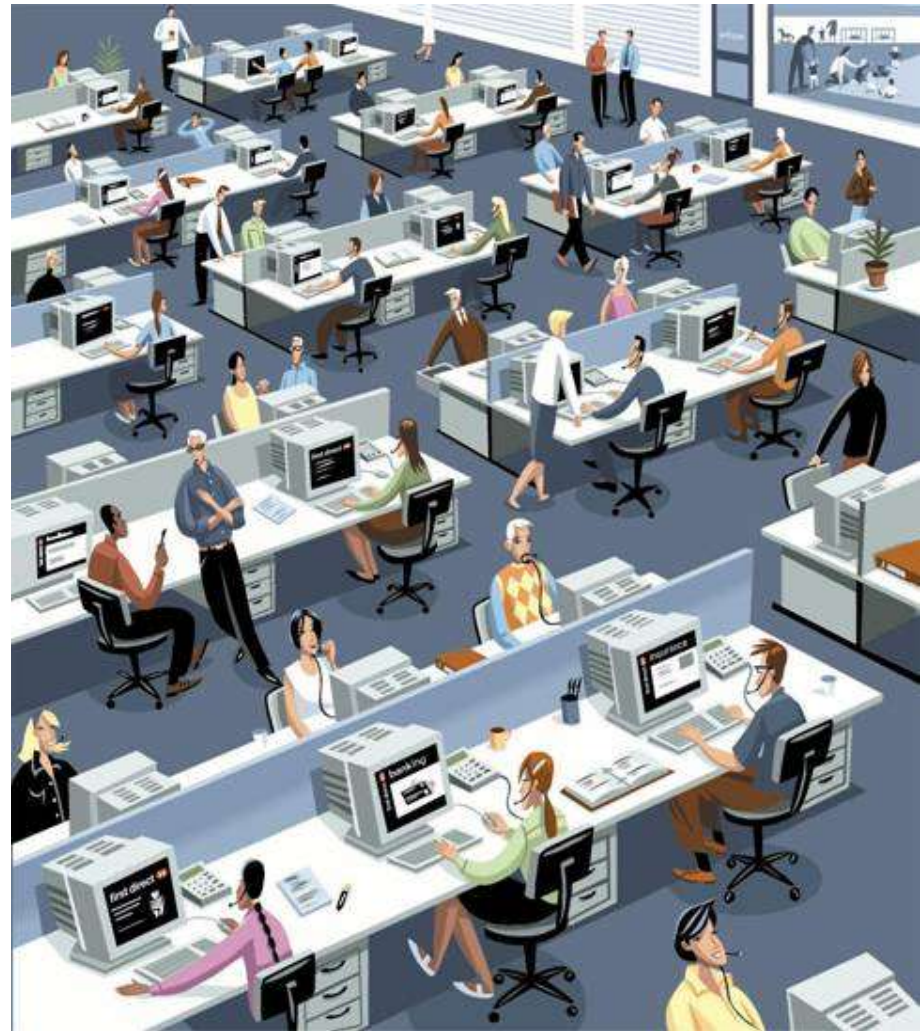
IKEA instore customer experience curve



First Direct

"What First Direct did was to realise that people were changing their habits and would want to bank 24 hours a day, 7 days a week. So that was the insight, I think that all great brands have insight

**Peter Simpson
Commercial Director**



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First Direct

Our customers know we provide amazing service and now it's official...

first direct has been recognised as the 'Top Call Centre in the UK for Customer Service' in the UK's biggest ever Call Centre benchmarking exercise.*



*Conducted by independent market research company GFK NOP

[Find out more ▶](#)

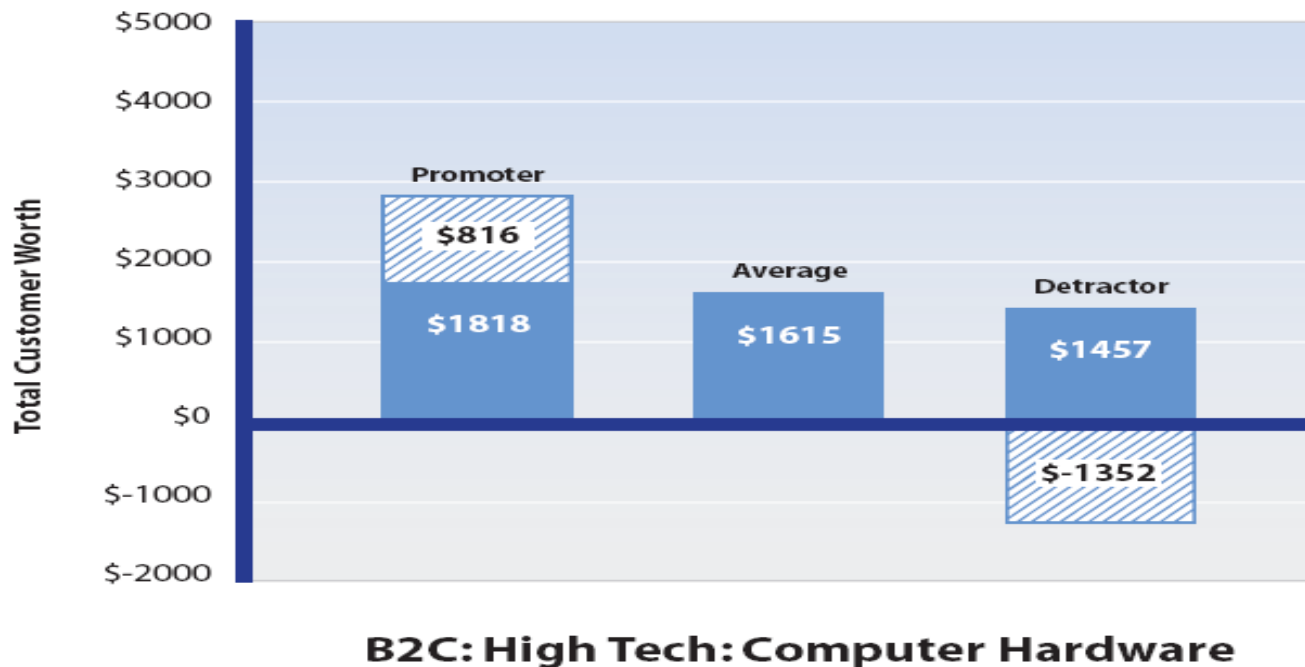
Have you 'designed' your call centre to deliver your customer experience?

Key questions

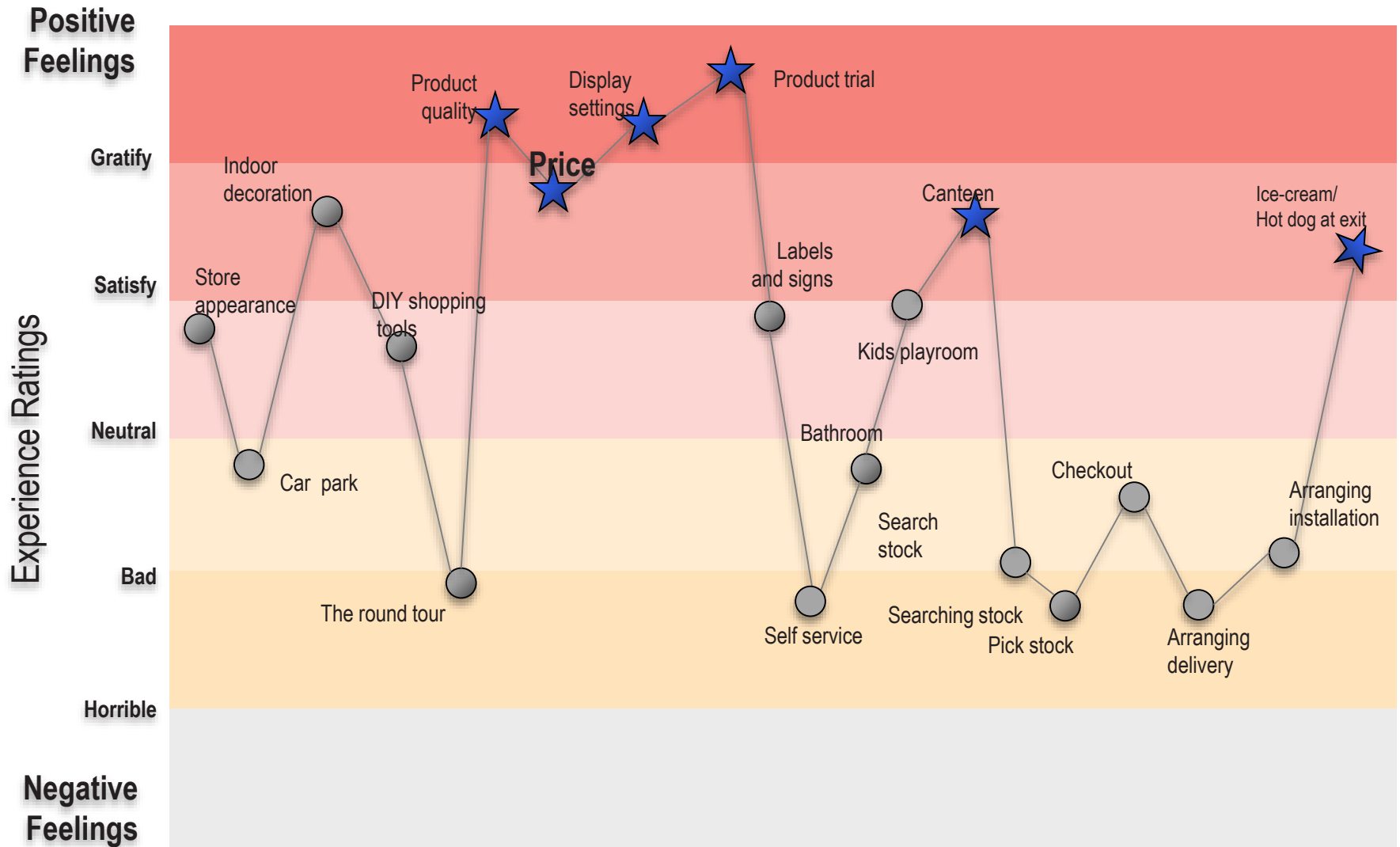
1. Do you understand what kind of experience will drive customers to be loyal?
2. Is your call centre transactionally or customer focused?
3. Do your processes and technology support your customer experience?
4. Are you equipping your people to deliver your customer experience - both functional and emotional?

- > **Strategy 1: Focus on your customers**
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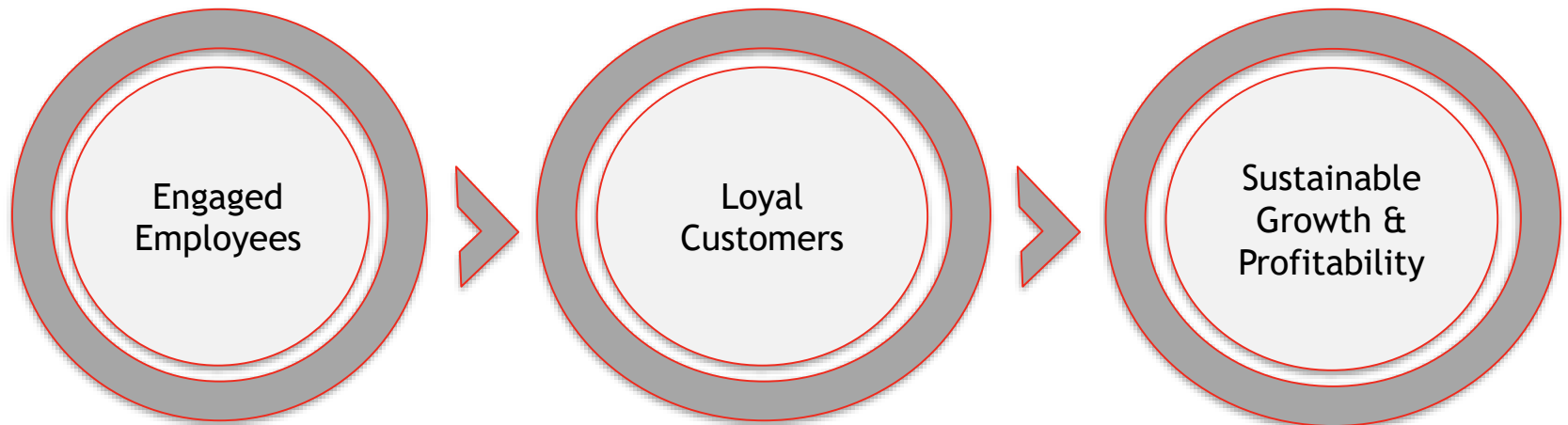
Group your customers by loyalty and identify how much they contribute to profits including WOM



Continually collect feedback on the customer experience and how it can be improved



Measure the employee experience



Involve your people



- > They can add colour commentary to what traditional market research tells you
- > They will have suggestions for improvement and ideas on how to solve problems



- > Engaged employees stay longer and go the extra mile to support customers

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Build a customer first culture



- > Lead from the top and create leaders at all levels
- > Hire for attitude and values before skill



- > Develop your people so they can deliver your customer experience



- > Align reward and performance management systems to incentivise delivery of the new experience



- > Engage your employees by involving them in changes that affect customers

Thank you