

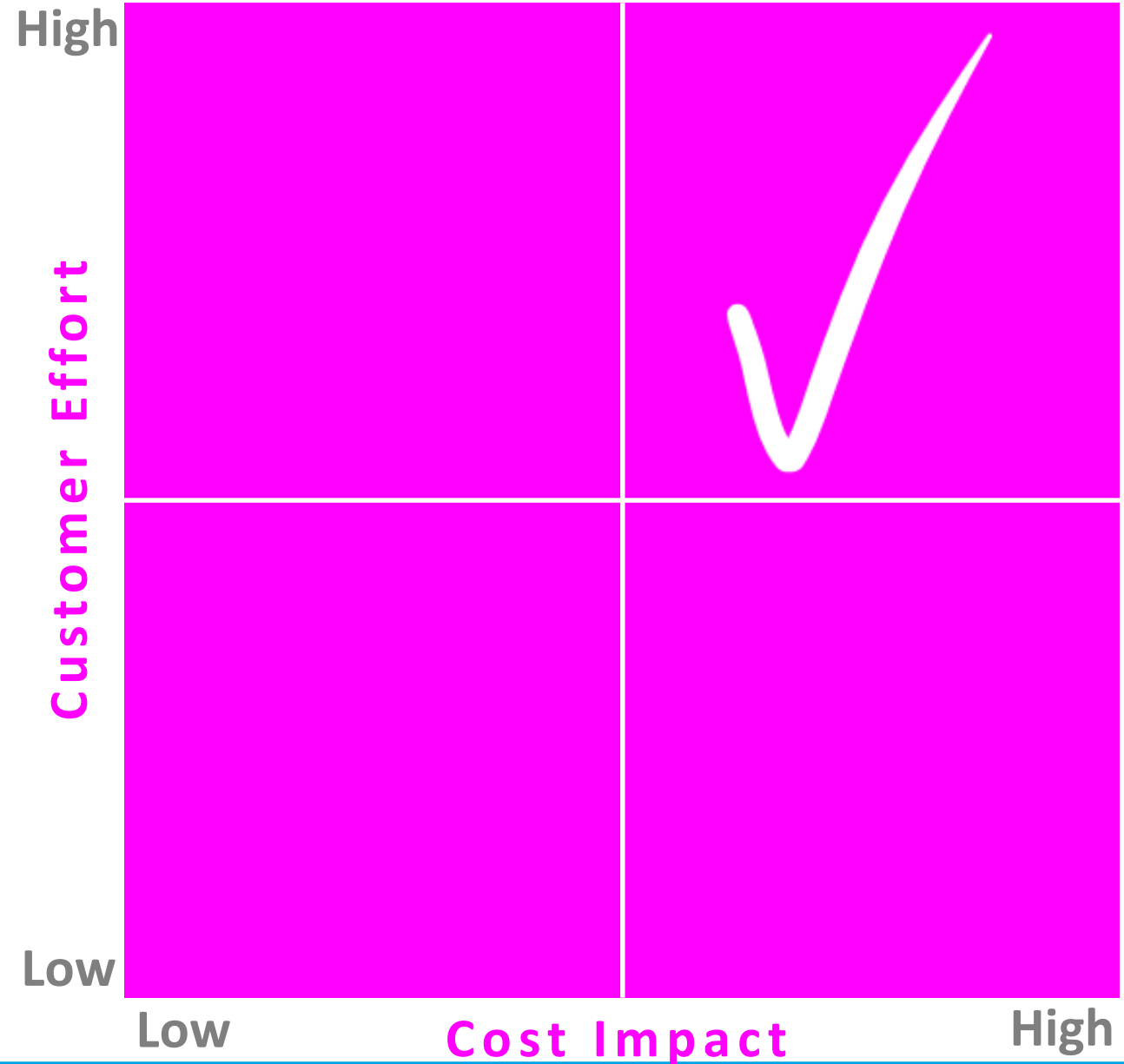


200
Webinar

>> Thursday 19th April 2018
**How to be World-Class
at Customer Service.**

The Checklist

The Basics Are Mastered



Choices Are Understood



Think digital competence rather than generation



Quality Is Consistent

- 🕒 **Speed** – how quickly was it provided?
- ✅ **Relevance** – how relevant was the response?
- 🎯 **Context** – did it show understanding of the whole question or respond solely to part of it?
- 👤 **Personalisation** – was it personalised?
- ❤️ **Empathy** – did it show real empathy?



Quality/CX Culture Is Aligned



Conversation Framework

Conversation Focus

Assessment Mindset

Measuring Outcomes

Mgt:Advisor Relationship

Outside In

Customer Journey



Which Things Matter?



Respond Authentically

Real Time
Situation Empathy

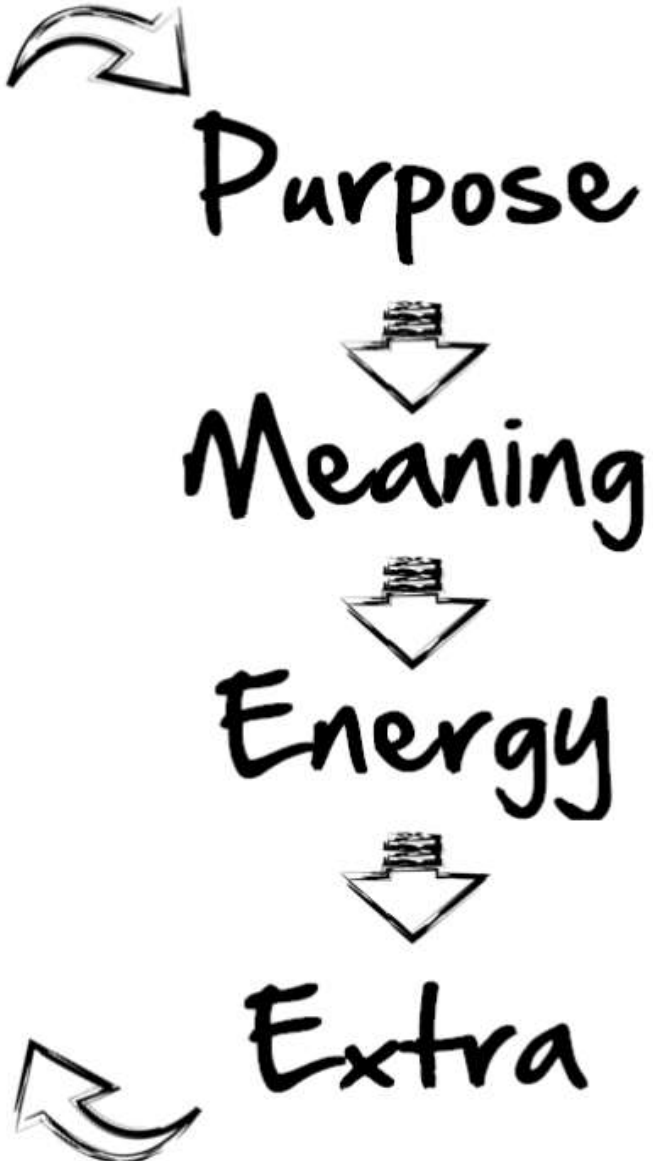
Interpretation Of
What Mattered
(customer-legal-regulation)

Customer Opinion
Customer Understanding
Personal Judgement

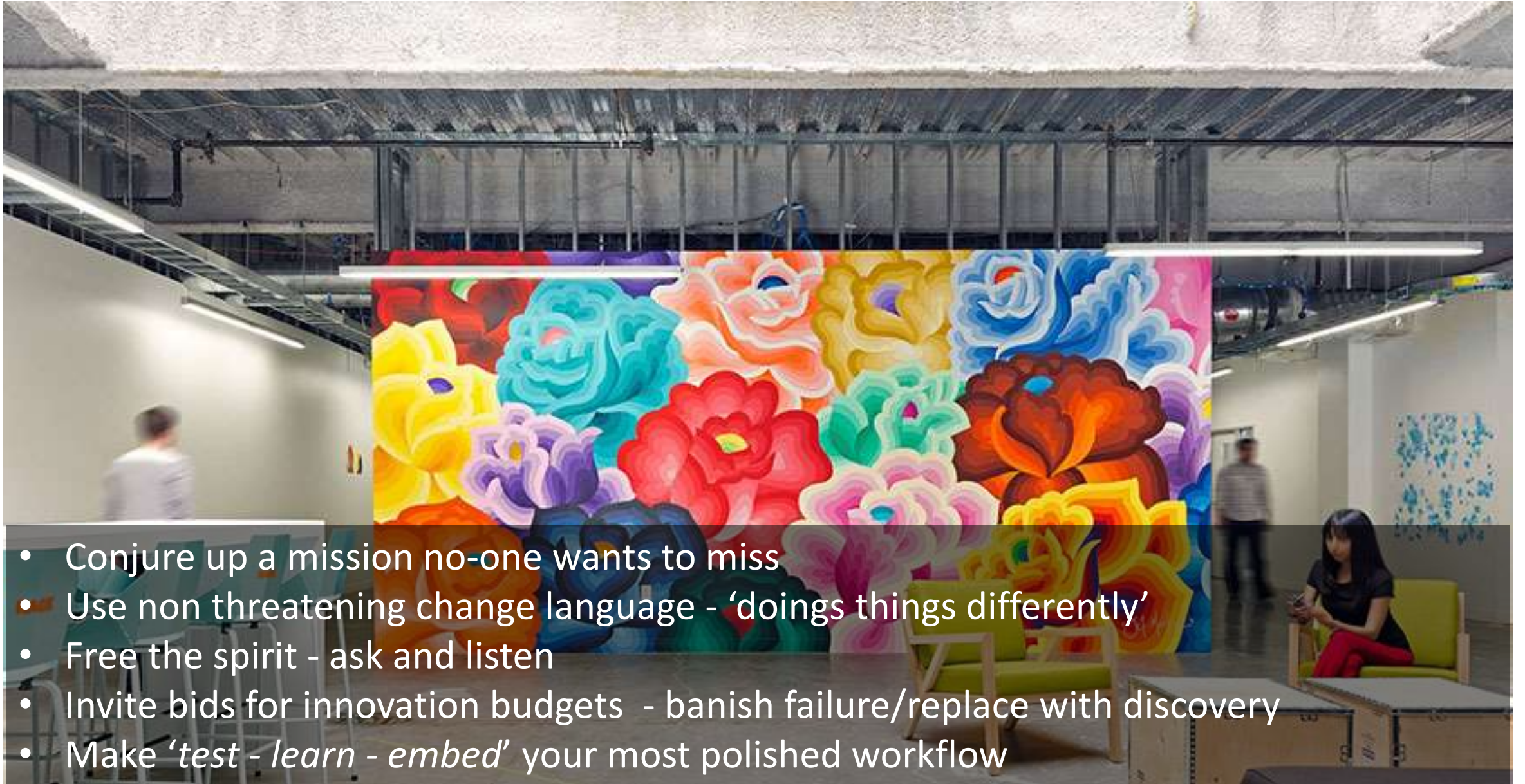
Creative
Peer To Peer

Motivation Is Intrinsic

Refueled with
recognition












Innovation Is BAU



- Conjure up a mission no-one wants to miss
- Use non threatening change language - 'doings things differently'
- Free the spirit - ask and listen
- Invite bids for innovation budgets - banish failure/replace with discovery
- Make *'test - learn - embed'* your most polished workflow

CX & Commercials Are Linked

FEELINGS CHART

 SCARED	 HAPPY	 SAD
 ANGRY	 EXCITED	 WORRIED
 SURPRISED	 SILLY	 FRUSTRATED

Understanding How Emotions Impact Outcomes

- Target v actual emotions in customer journeys
- Feedback v customer behaviour



Forward Looking Horizons

Can You Anticipate My Needs?

Forward Looking Horizons

And... I Only Want It When I Want It!

Rapid Recover When Things Go Wrong

‘After I arrived, I received a text message alert that one of my two bags did not make it and would be delivered to my address within 24 hours,’ she says.

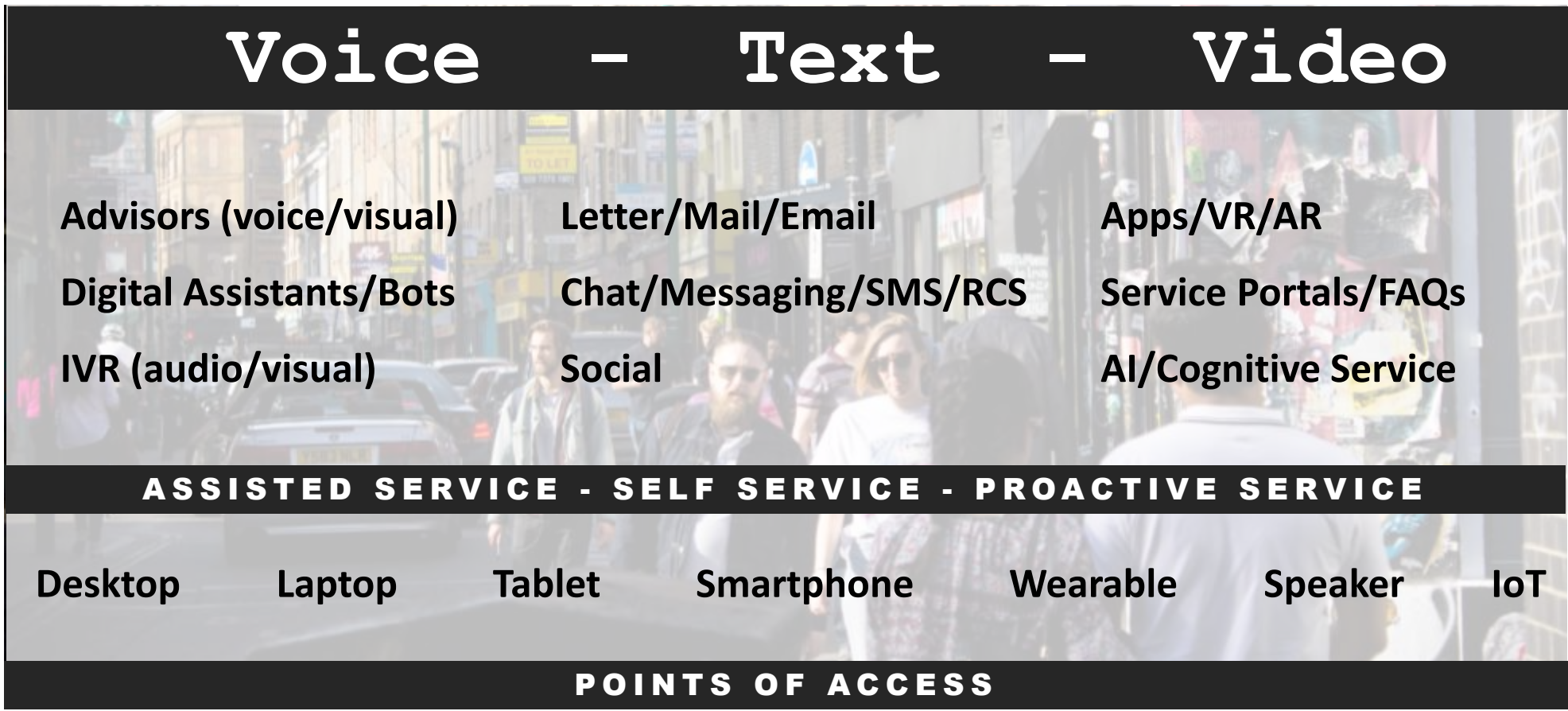
“I also received an email where I could track my bag, see who was delivering it and at what time.

At no time did I have to wait in line or on hold for them to rectify their mistake. They simply took care of it and kept me informed every step of the way.

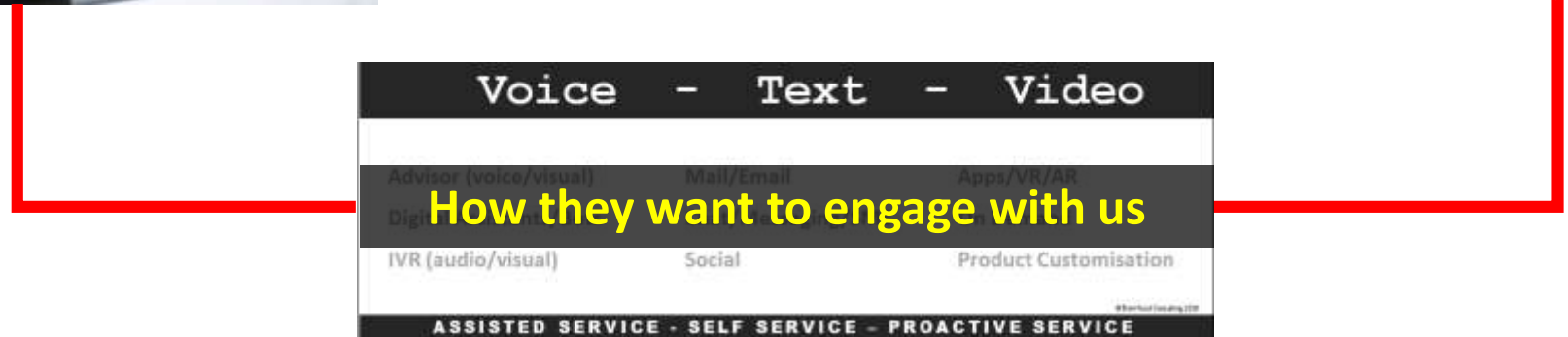
To me, that was amazing customer service’



Choice Is Catered For

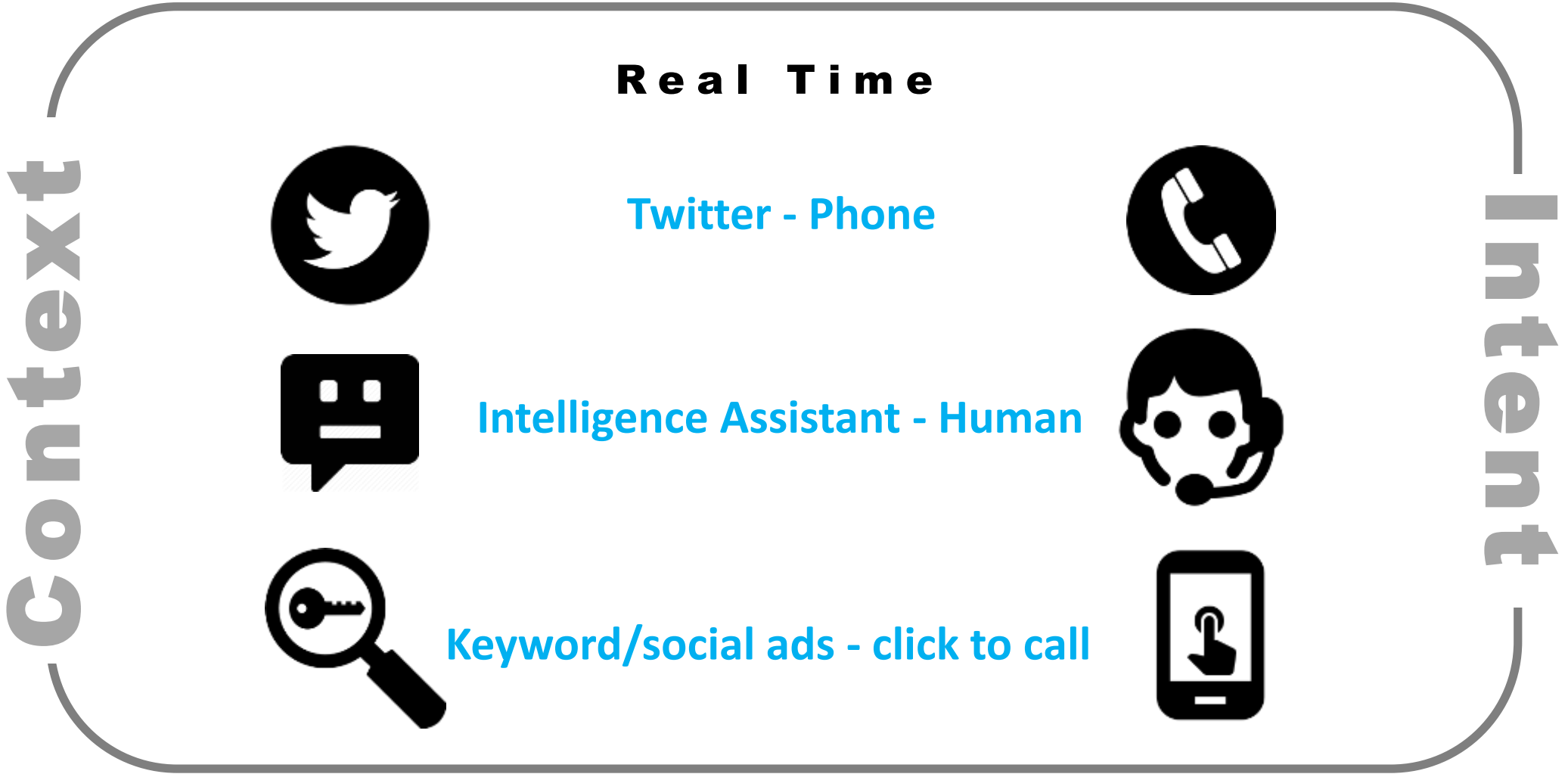


A Unified Desktop Orchestrates



For The Right CX Outcomes

Enabling Conversational Continuity



Resulting In Blended Engagement

How customers **discover**, **buy** and are then **supported** throughout their lifecycle becomes a **shared** activity between people and their virtual equivalents

Across Customers' Lifecycle



With Seamless Two Way Escalations

Kept Simple As New Options Emerge

Voice – **Text** – **Video**

Advisors (voice/visual)
Digital Assistants/Bots
IVR (audio/visual)

Mail/Email
Chat/Messaging/SMS/RCS
Social

Apps/VR/AR
AI/Cognitive Service
Service Portals/FAQs

ASSISTED SERVICE - SELF SERVICE - PROACTIVE SERVICE

Desktop Laptop Tablet Smartphone Wearable Speaker IoT

POINTS OF ACCESS

Build Once - Deploy Everywhere

Never Content

With the status quo

