

# World class customer service

As an historian of this industry I challenge the whole idea of world class customer service:

- are you passionate enough ?
- can you sustain that passion for generations ?
- can you afford it ?

What is world class ?

As a petrol head and for many others, we might jump to Rolls-Royce Motor Cars

- 1904-1908-1911 - world beating engineering, the salesman and the hyphen
- whatever is rightly done - detail - tiniest detail -gap between VC and dead
- by means of visits to our clients premises

Who tried to be world class and what happened....

- Fedex 1993
- BA 1998
- US trip, alignment, stratmodel

If the answer is word class, what's a better question - Alignment

What is world class today

- To the winner the spoils, all the spoils and nothing but the spoils
- Amazon - simplicity - out and out passion, sustained for 25 years - afforded on the share price



# World class customer service



## Peter Massey

Managing Director, Budd

[www.budd.uk.com](http://www.budd.uk.com)

Final v0.3 - 19th April 2018



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Bringing together the machine driven, the online and the contact centre worlds for the customer

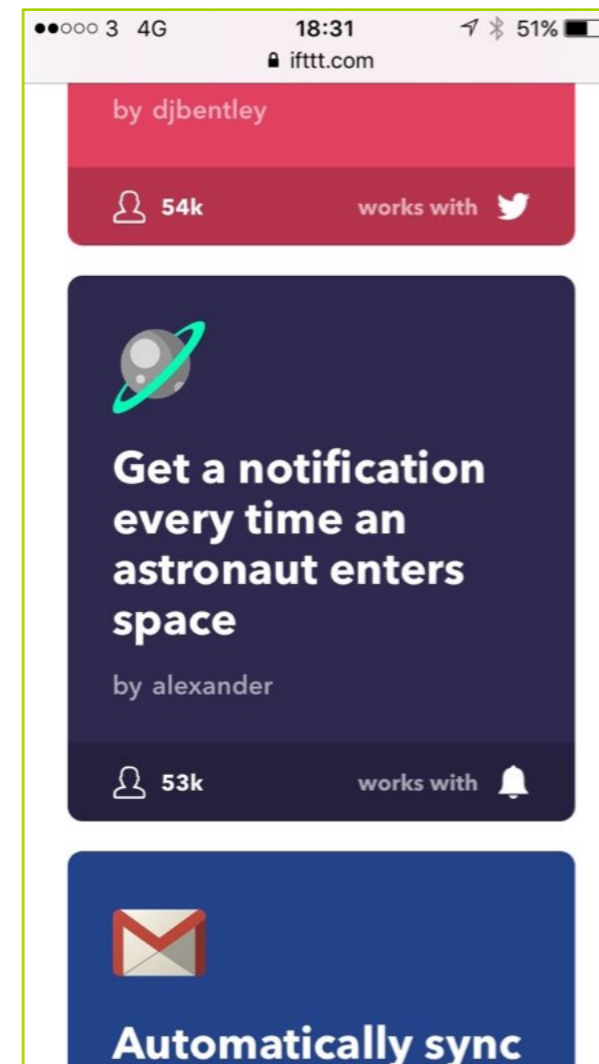
Amazon's growth model

## The Best Service Is No Service

BILL PRICE & DAVID JAFFE

### THE BEST SERVICE IS NO SERVICE

HOW TO LIBERATE YOUR CUSTOMERS FROM CUSTOMER SERVICE, KEEP THEM HAPPY & CONTROL COSTS



We've helped many businesses in the UK & many more around the world



# Our sustaining passion at work:

How do we stop doing dumb things to our customers and our people?



Deal Reference: AD APT 8093463  
MultiCar Policy Number AD APT 8093463  
I would like to confirm that Admiral have arranged to debit your payment card for the amount detailed below, for £ .00 on .

<u>Premium Details</u>	
Car Insurance Premium (including optional extras)	£ .00
Government Insurance Premium Tax	£ .00
<b>Total</b>	<b>£ .00</b>

Payment Card Details  
Cardholder's Name Peter Massey  
Issue Number 0  
Exp Date 11/13  
Card Number: Visa \*\*\*\*\_\*\*\*\*\_\*\*\*\*-8678

If you have any questions, please call our Customer Services line 0000 (Calls to 0871 numbers are charged at 8p per minute plus n between 8am - 10pm weekdays, 9am - 5pm Saturday and 10am - 5pm Sunday)

Yours sincerely



# Personal passions



activeo

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# Personal passions



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# World class

What is world class

It's not easy

Today







What does history tell us about world champions .....?

Early AI, beats world at chess



" The best in the world

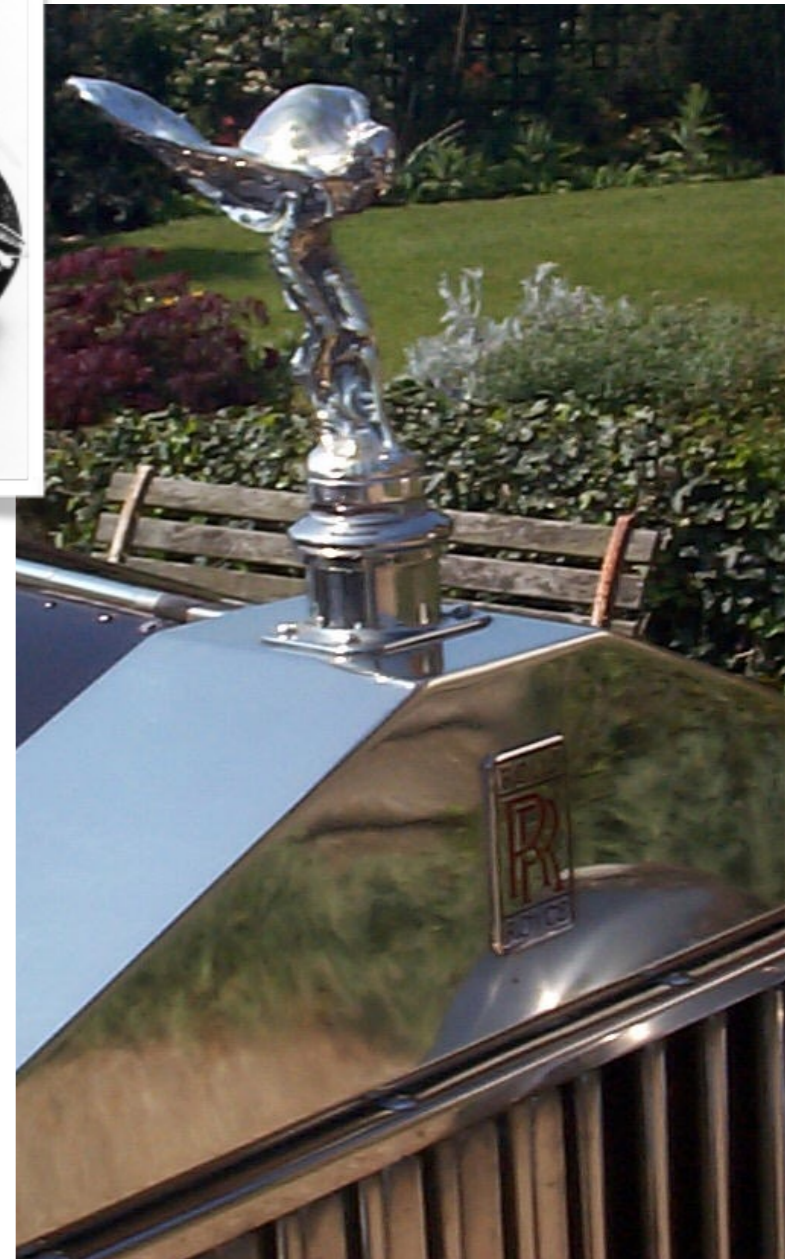
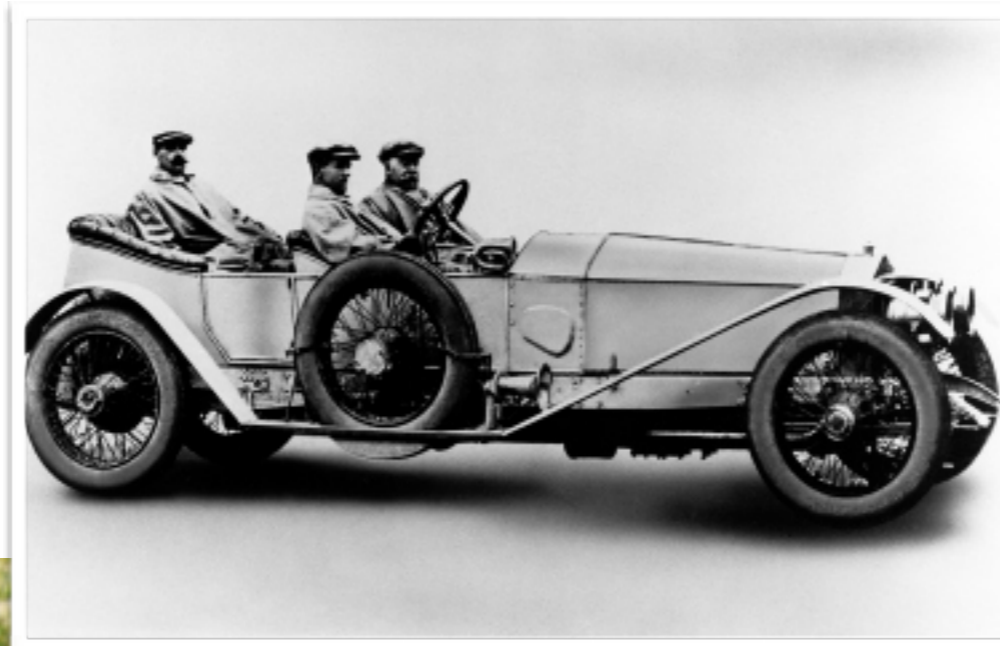




In an old car you can drive up to anyone's front door and they'll be pleased to see you



# How long does it take to become world class?

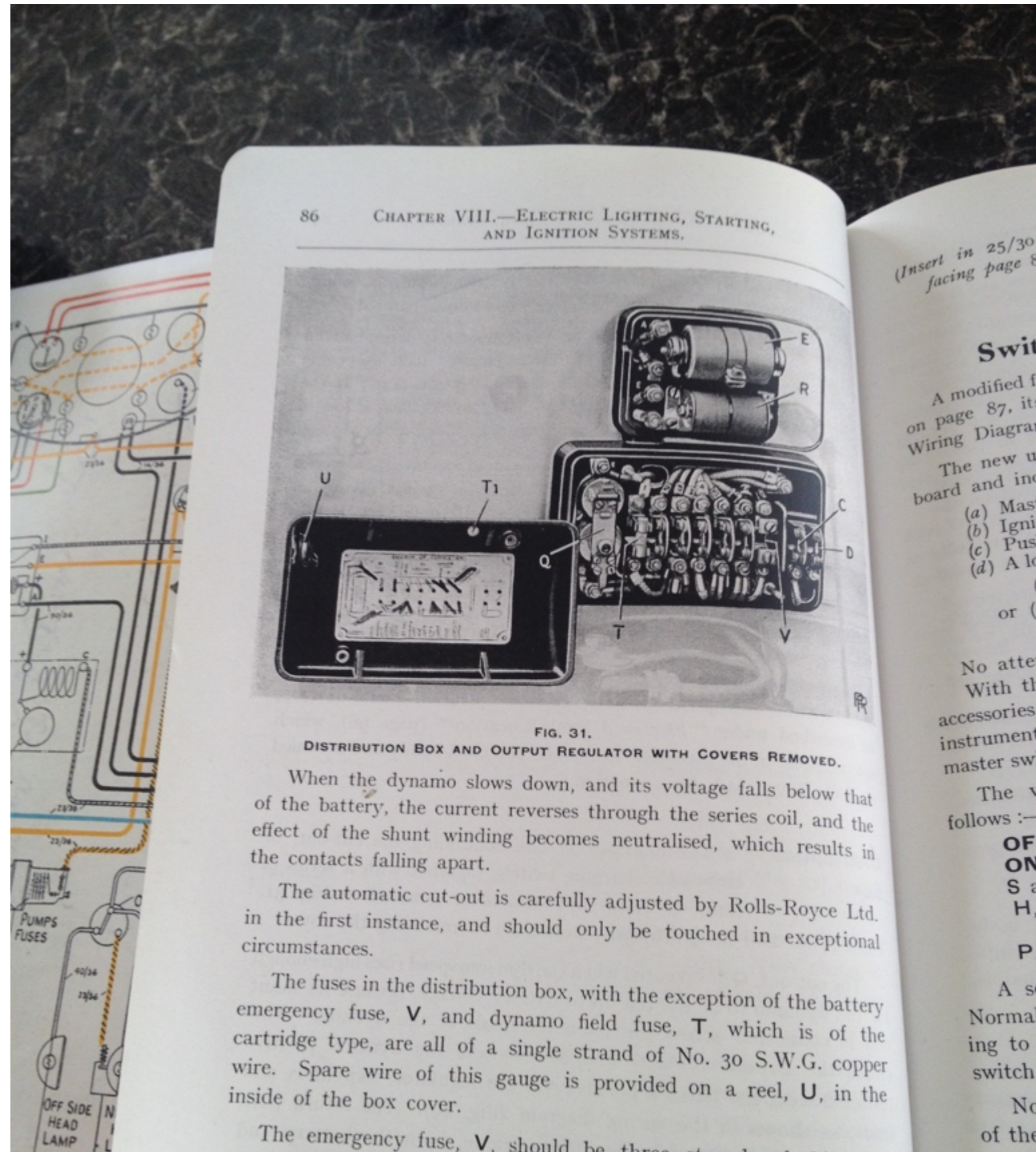
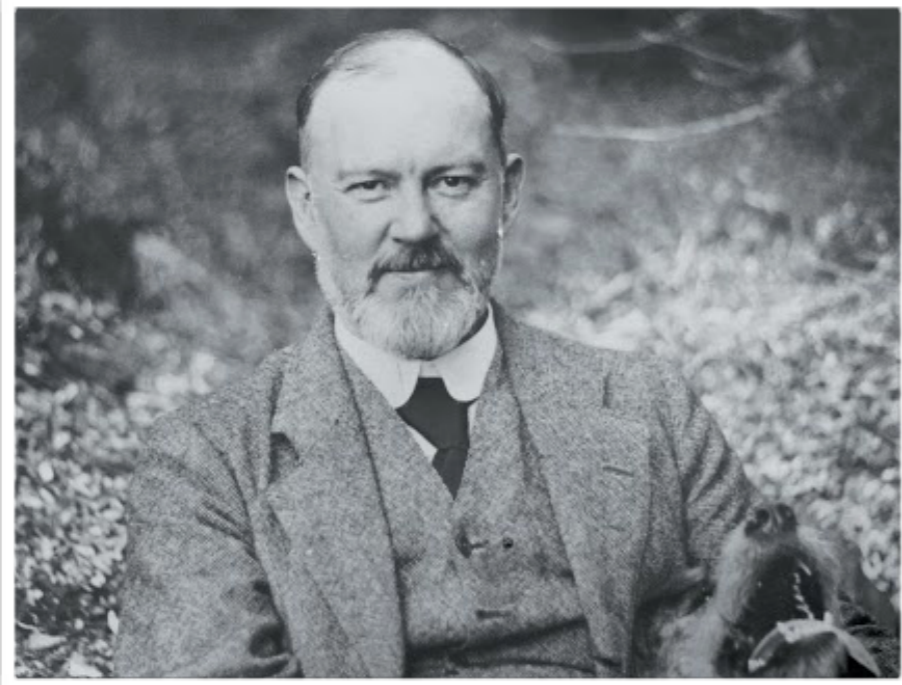


# The salesman, the engineer and the hyphen

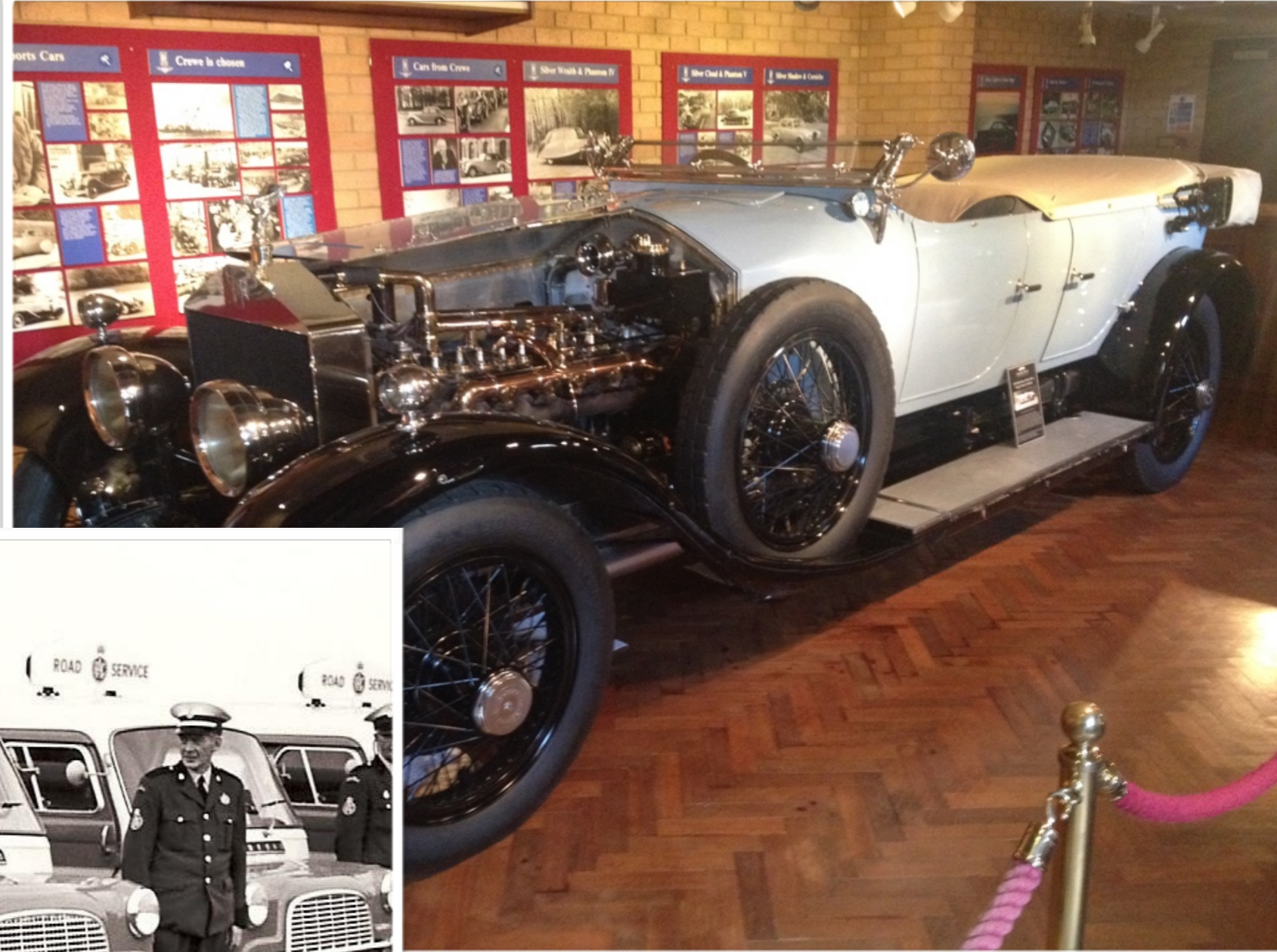


The human "fence" instantly formed round the wreckage, at Bournemouth, of the machine of the late Hon. C. S. Rolls, to keep back the public from interfering with the doctors and others who were dealing with the accident.

# The salesman, the engineer and the hyphen



# The salesman, the engineer and the hyphen



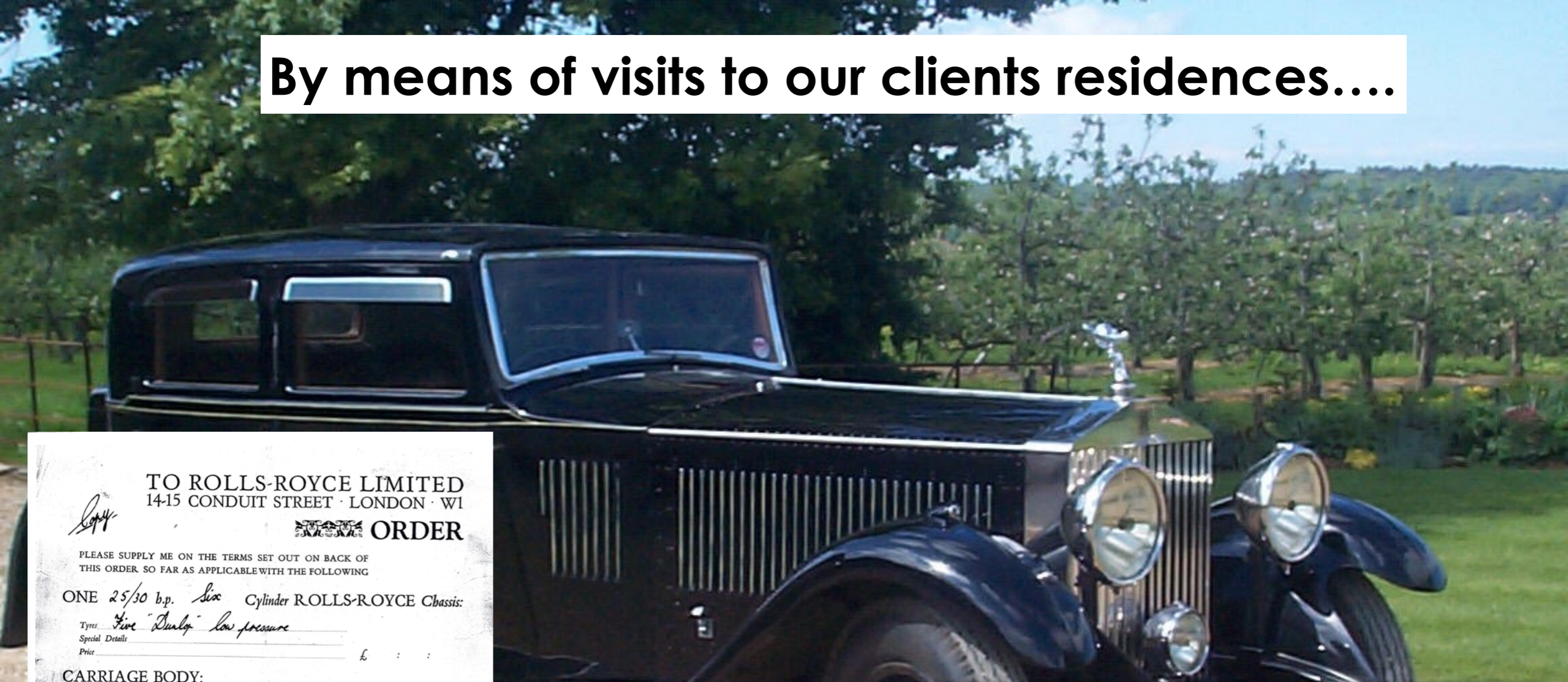
Whatever is rightly done, however humble, is noble

Quidvis recte factum  
quamvis humile praeclarum





By means of visits to our clients residences....



*Copy*

TO ROLLS-ROYCE LIMITED  
14-15 CONDUIT STREET · LONDON · W1

**ORDER**

PLEASE SUPPLY ME ON THE TERMS SET OUT ON BACK OF THIS ORDER SO FAR AS APPLICABLE WITH THE FOLLOWING

ONE 25/30 h.p. *Six* Cylinder ROLLS-ROYCE Chassis:  
Tyres: *Five "Dunlop" low pressure*  
Special Details \_\_\_\_\_  
Price \_\_\_\_\_ £ : :

CARRIAGE BODY:  
Coachbuilder *Messrs. Hoyle & Co Ltd.*  
Type *Touring Saloon*  
Seating Accommodation *As per specification attached*  
Colour of Body *Two shades of grey*  
Upholstery *Dark grey leather*  
Wheels *Grey*  
Special Details \_\_\_\_\_  
Price \_\_\_\_\_ £ 1705 :

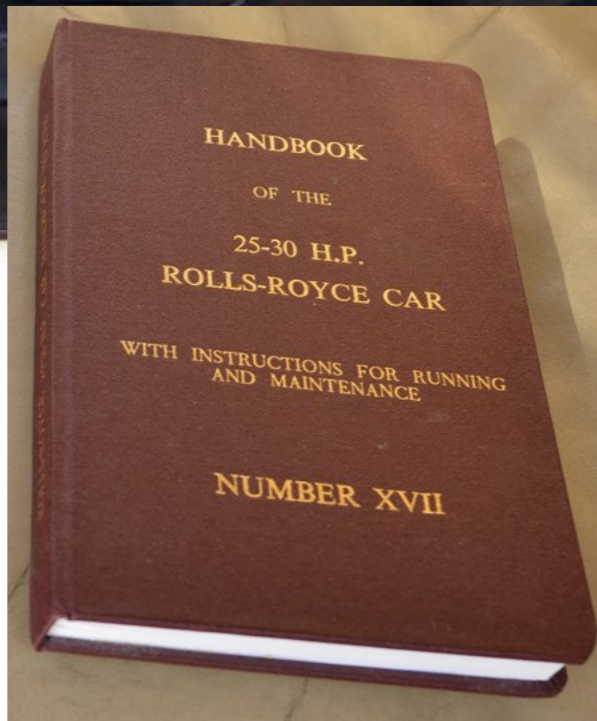
ACCESSORIES AND EXTRAS:  
*Extra charge for bumpers to front* £ 4 :  
*less allowance for no mascot* 1712 : 3 :  
Total £ 1709 : 7

*Seventeen hundred & nine* Pounds, *seven* shillings, or  
Probable Date of Delivery *23rd of April 1937*  
In accordance with the terms overleaf, a deposit of 10% (ten per cent.) of the above sum, being £ \_\_\_\_\_  
herewith, and the balance on receipt of notice as therein provided:

Signature *signed W. Murray Mo*  
Address *118, Whitehall*  
*London*

Date *14th April*, 1937

GAN. 37.  
Type F 30 R 35



By

ces....

### THE ROLLS-ROYCE SYSTEM OF PERIODIC INSPECTION.

Our interest in the Rolls-Royce Cars does not end at the moment when the owner pays for, and takes delivery of, the car. Our interest in the car never wanes. Our ambition is that every purchaser of a Rolls-Royce Car shall continue to be more than satisfied.

With this end in view, there are on the staff of Rolls-Royce Ltd. experts whose sole duty it is to call, by appointment, on the owners or drivers of Rolls-Royce Cars, with a view to ascertaining whether they are satisfied with their cars.

These calls can be made at the owner's residence, not only in Great Britain, but also in certain countries abroad.

A consultation between the owner or driver, or both, and one of these inspectors is invariably of benefit to users of Rolls-Royce Cars, and these visits have been highly appreciated in the past by both owners and drivers.

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TO ROLLS-ROYCE  
14-15 CONDUIT STREET

PLEASE SUPPLY ME ON THE TERMS SET OUT ON BACK  
THIS ORDER SO FAR AS APPLICABLE WITH THE FOLLOW

ONE 25/30 h.p. Six Cylinder ROLLS  
Tyres: Five "Dunlop" low pressure  
Special Details  
Price

CARRIAGE BODY:  
Coachbuilder Messrs. Hooper & Co. Ltd.  
Type Touring Saloon  
Seating Accommodation As per specification attached  
Colour of Body Two shades of grey  
Upholstery Dark grey leather  
Wheels Grey  
Special Details  
Price

ACCESSORIES AND EXTRAS:  
Extra charge for bumpers to front  
Less allowance for no mascot

Total  
Seventeen hundred & ninety Pounds, seven  
Probable Date of Delivery 23<sup>rd</sup> of April 1937  
In accordance with the terms overleaf, a deposit of 10% (ten per cent.) of the above sum, being  
herewith, and the balance on receipt of notice as therein provided:

Signature signed W.  
Address 118, W.  
Date 14<sup>th</sup> April, 1937

# World class experiences



PATRON  
HER MAJESTY THE QUEEN  
PRESIDENT  
HER MAJESTY QUEEN ELIZABETH THE QUEEN MOTHER  
DEPUTY PRESIDENT  
SIR RODEN CUTLER, V.C., A.K., K.C.M.G., K.C.V.O., C.B.E.

## THE VICTORIA CROSS AND GEORGE CROSS ASSOCIATION *(Registered under the War Charities Act 1940)*

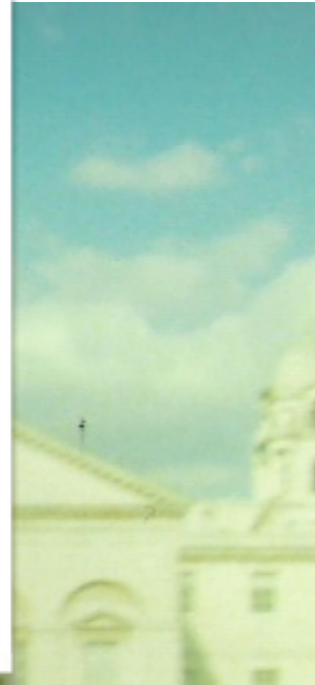
Chairman:  
COLONEL B. S. T. ARCHER, G.C., O.B.E., E.R.D.  
Vice Chairmen:  
COLONEL P. A. PORTEOUS, V.C. (UK)  
HON. CAPTAIN GANIU LAMA V.C., M.M. (Overseas)  
Hon. Treasurer:  
H. ERRINGTON, ESQ., G.C.  
Hon. Secretary:  
J.W. BEATON, ESQ., G.C., C.V.O.

ROOM 028  
THE OLD WAR OFFICE  
WHITEHALL, LONDON SW1A 2EU  
TELEPHONE: 0171-930 3506  
FACSIMILE: 0171-218 3971

4<sup>th</sup> August 2000

*Dear Mr. Jostley*

A note to thank you so very much for the wonderful way in which you coped with all the happenings connected with this Association on 19<sup>th</sup> July. You helped, significantly, to make it a perfect day for us all and I know the occupants of your beautiful car enjoyed their time with you immensely and felt perfectly safe. Sir Ronnie Flanagan said it was the best day of his life.



A world class experience requires.....

.....a world class team

Are you passionate enough ?

Can you sustain that passion ?

Can you afford it ?



# World class

What is world class

It's not easy

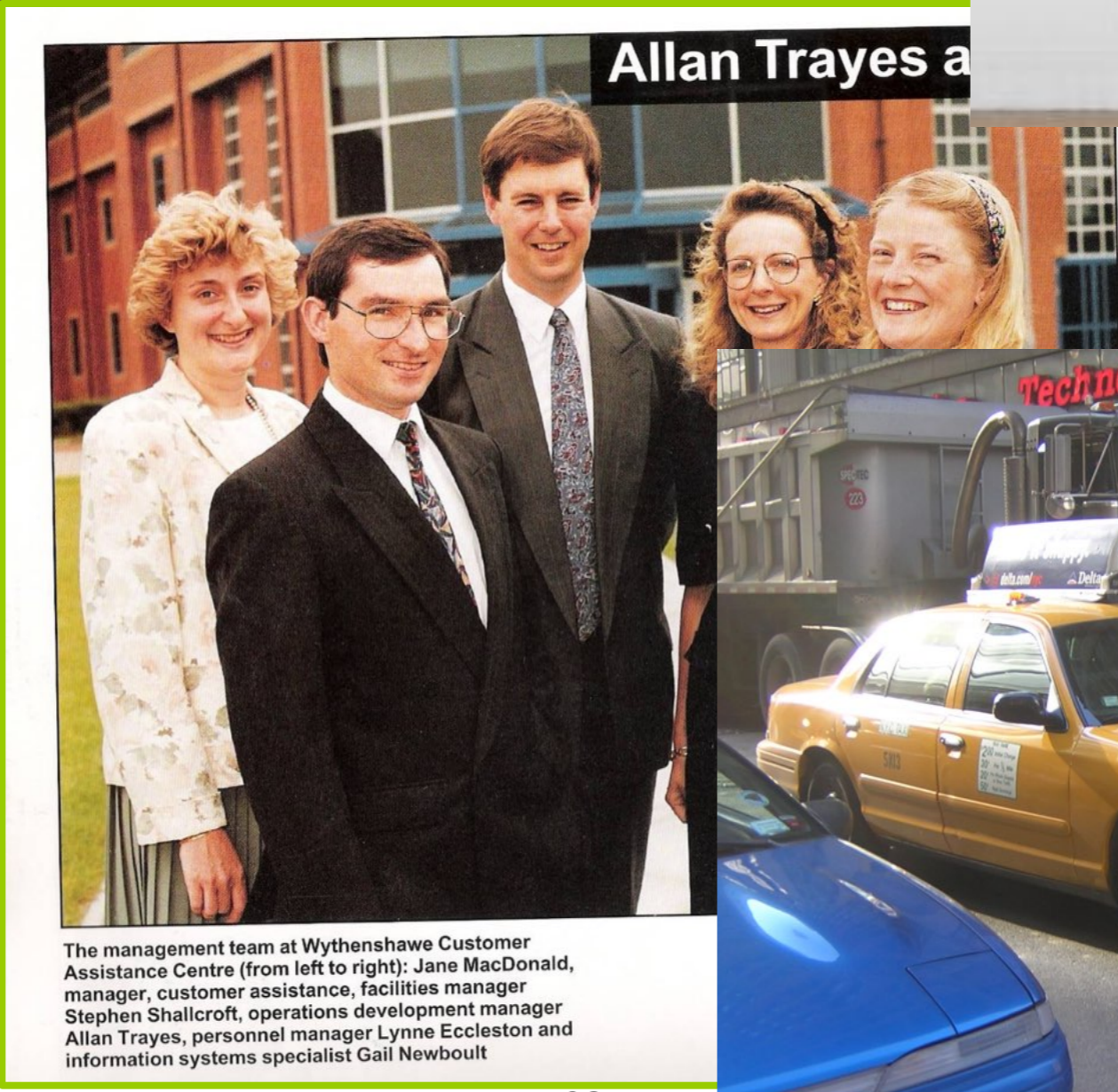
Today



World class  
is hard to do



# Best in the world?



The management team at Wythenshawe Customer Assistance Centre (from left to right): Jane MacDonald, manager, customer assistance, facilities manager Stephen Shallcroft, operations development manager Allan Traves, personnel manager Lynne Eccleston and information systems specialist Gail Newbould

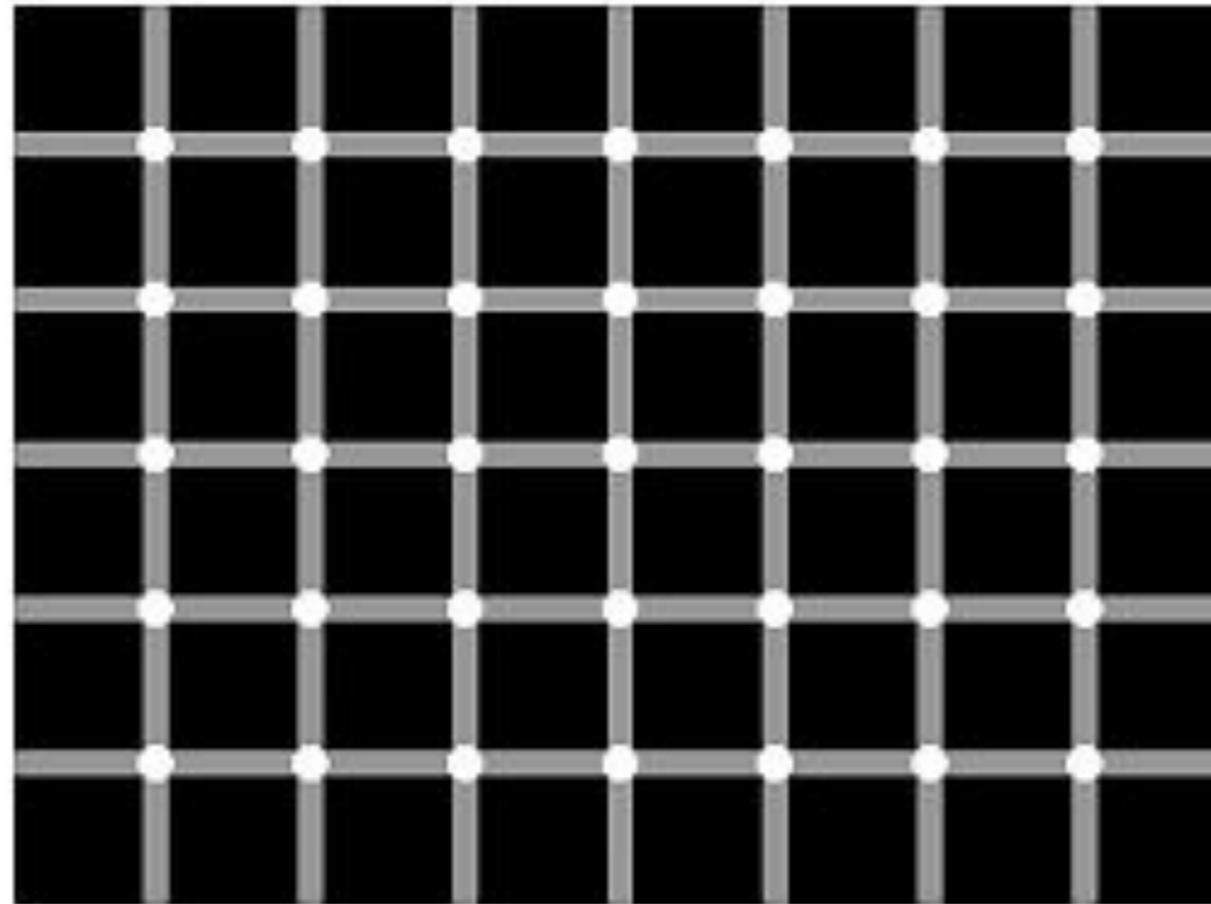


# We found a mixed reality in the US





# Why were we so disappointed ?

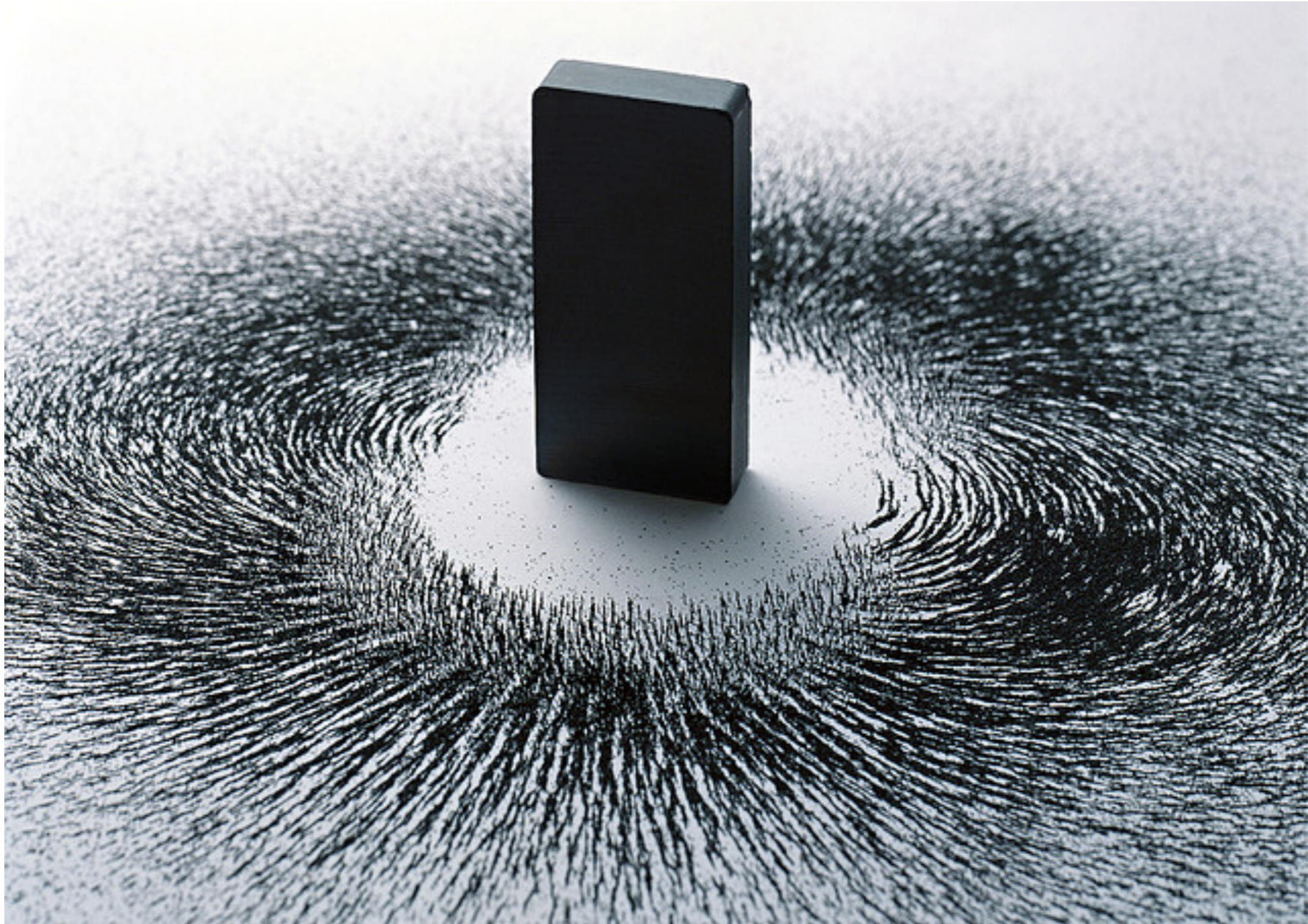


Count the black dots! :o)

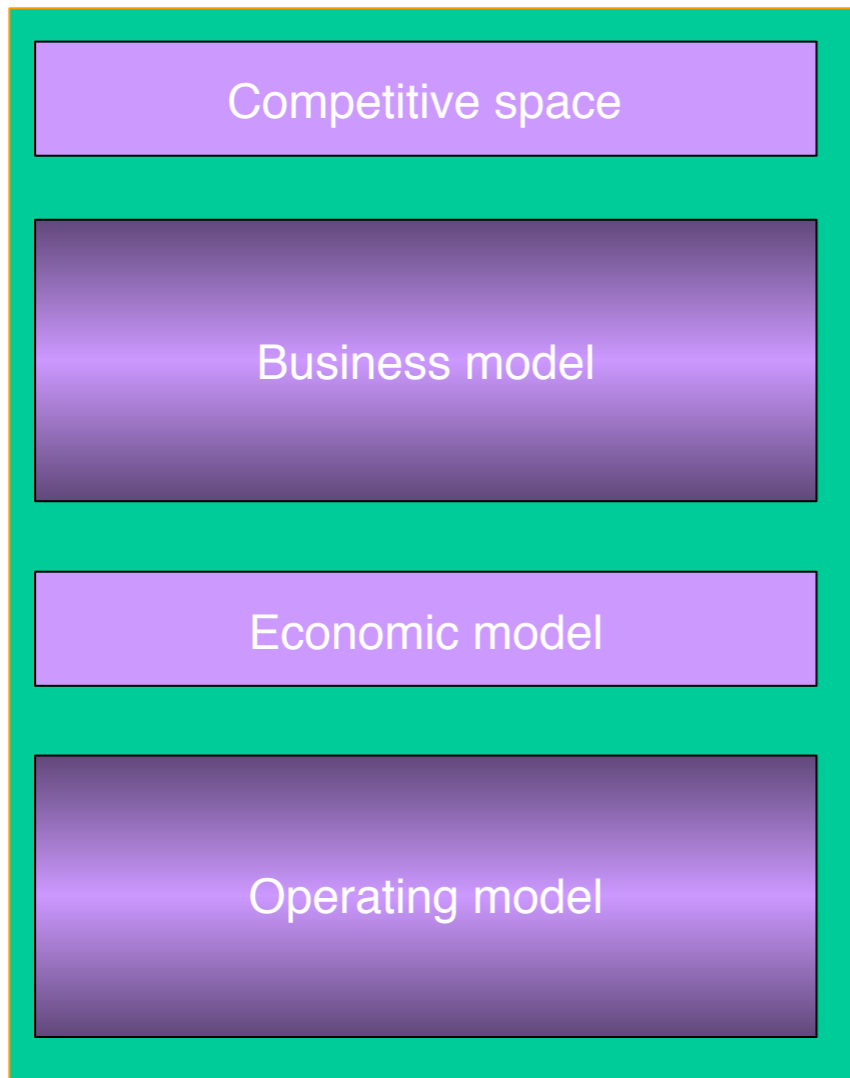


# Alignment

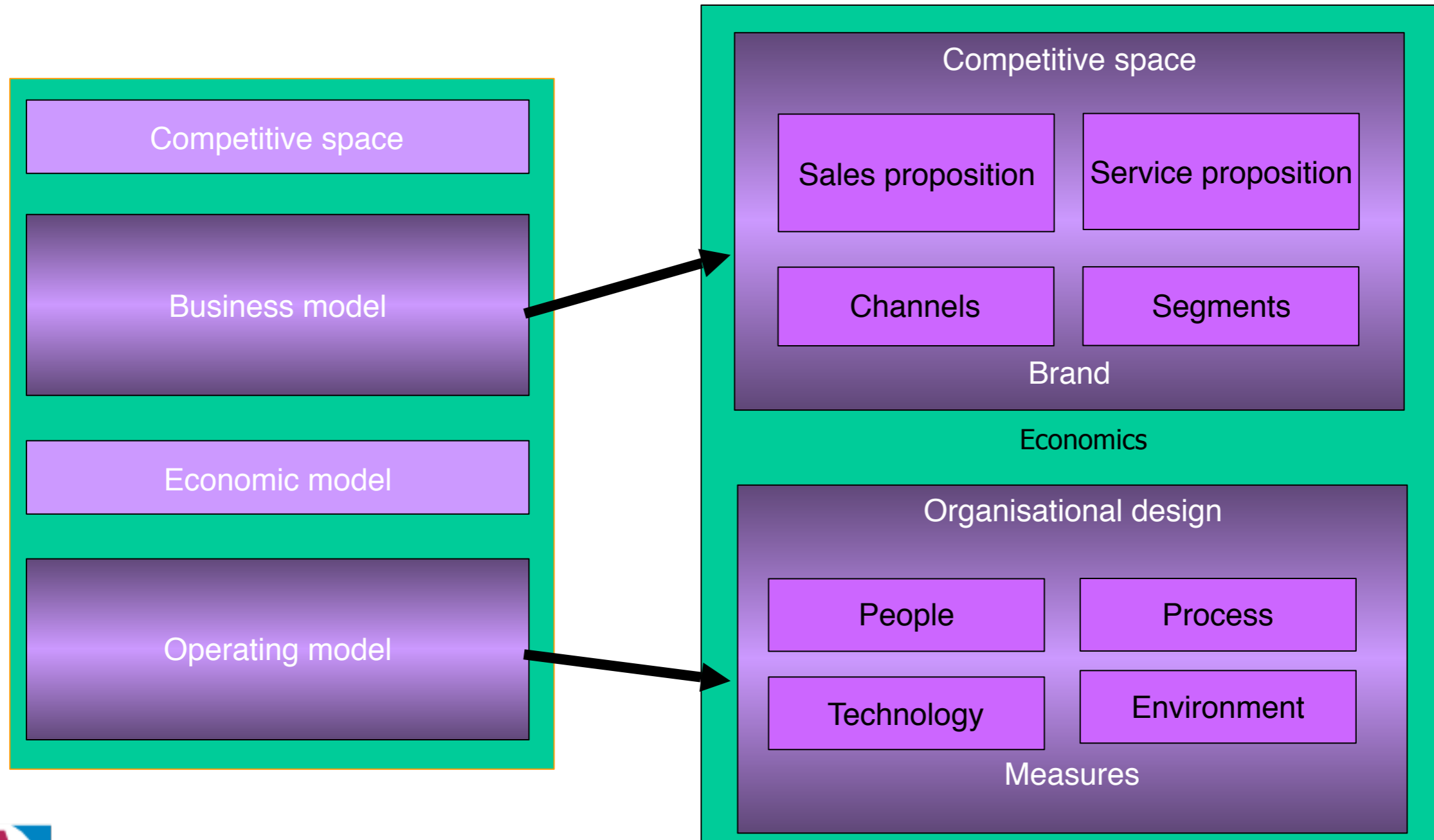




# Alignment of the contact centre and the business



# Alignment of the contact centre and the business





# Alignment





If the answer is “world class”  
then  
**what is a better question ?**



# World class

What is world class

It's not easy

Today



research.google.com

BUDD – Just another... | GDPR and accountabili... | (1) Company Dashboard | Workplace by Facebook | Future of the Contact... | Research at Google

Research at Google

Home | Publications | People | **Teams** | Outreach | Blog | Work at Google

# Google Brain Team

Make machines intelligent. Improve people's lives.

## Research Freedom

Google Brain team members set their own research agenda, with the team as a whole maintaining a portfolio of projects across different time horizons and levels of risk.

## Google Scale

As part of Google and Alphabet, the team has resources and access to projects impossible to find elsewhere. Our broad and fundamental research goals allow us to actively collaborate with, and contribute uniquely to, many other teams across Alphabet who deploy our cutting edge technology into products.

## Open Culture

We believe that openly disseminating research is critical to a healthy

### Partnerships

- [A](#)
- [Attend, In](#)
- [Deep Learn](#)
- [DeepMath - Deep Sequence Models for Premise Selection](#)
- [Domain Separation Networks](#)
- [Exponential expressivity in deep neural networks through transient chaos](#)
- [Toward Deeper Understanding of Neural Networks: The Power of Initialization and a Dual View on Expressivity](#)
- [Unsupervised Learning for Physical Interaction via Video Prediction](#)
- [Can Active Memory Replace Attention?](#)

To the winner the spoils

All of them

Google

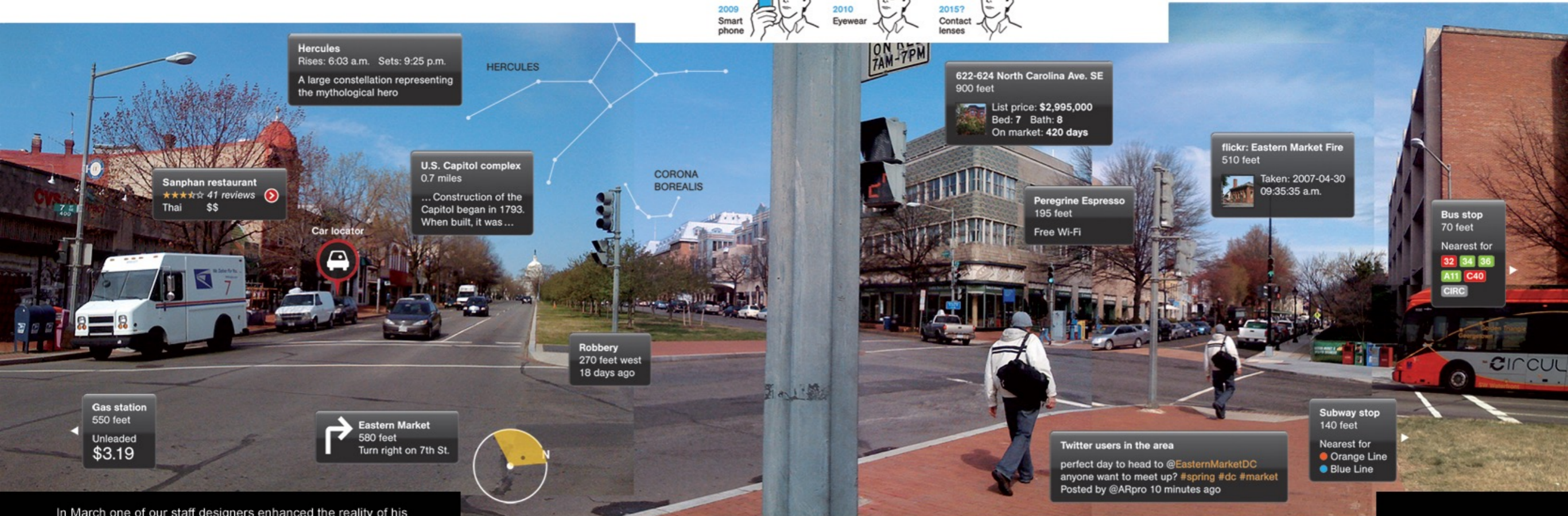
Translate



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# Augmented reality



In March one of our staff designers enhanced the reality of his Washington, D.C., neighborhood. Smart phone applications (apps) added layers of information to what he saw—called out in this composite of five photos, each taken with his phone.

**UP AND AWAY** Point your phone at the sky and find stars hidden by daylight. Aim at a tourist spot and see its history plus info for visitors. For an augmented-reality check, tap into crime stats.

**REAL DEALS** Various apps can steer you to the cheapest gas around, mass-transit options, good food, and Wi-Fi spots. You can also learn the price of that town house that's up for sale.

**STREET PALS** The Tweeps Around app tells if tweeters are near. Flickr displays area photos by members (Eastern Market, above). In the works: an app to match faces to social-network profiles.





Max's  
reality

**budd**



Max's  
first  
selfie



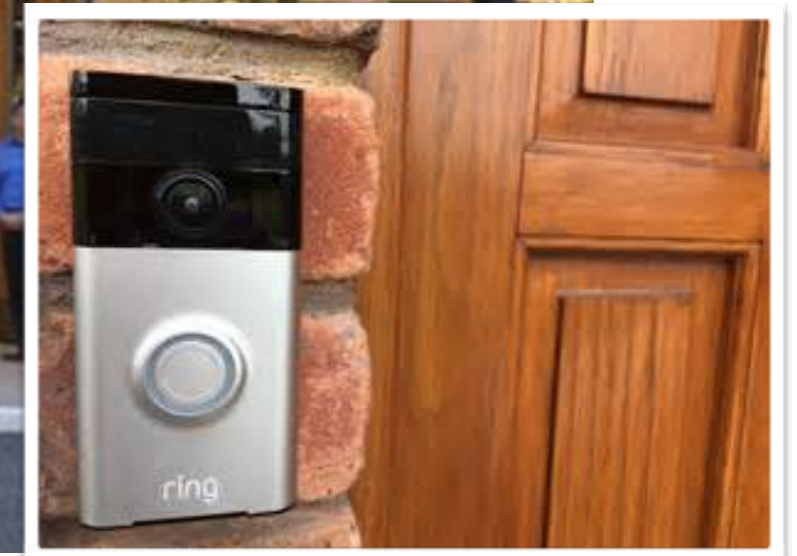
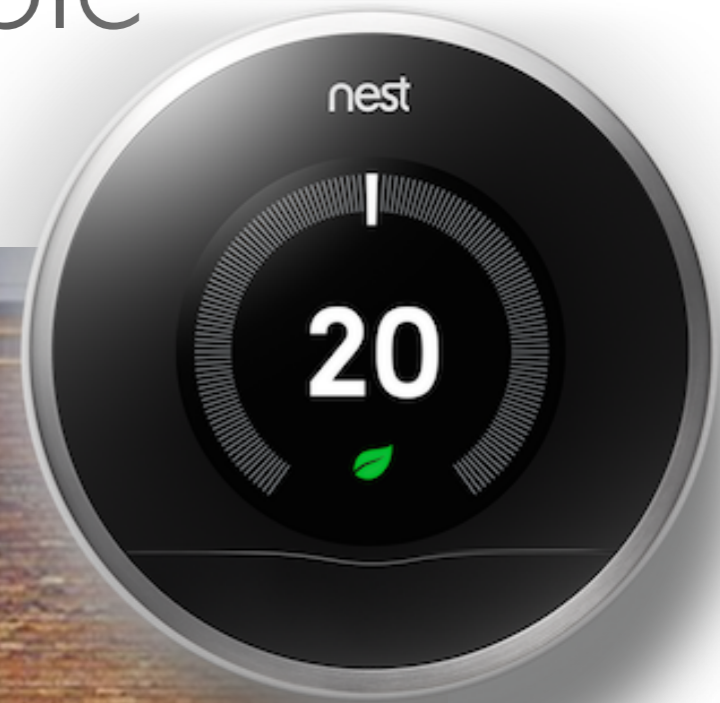
activeo

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# Amazon, Facebook, Google, Apple - who can compete ?



# World class transnationals - how can countries compete ?



Can social & ethical thinking keep up with the 4th industrial revolution ?



# Glass half full or half empty ?



“These changes will have **very different effects** on nations, businesses and individuals.”

World Economic Forum 2016

# What's my point?

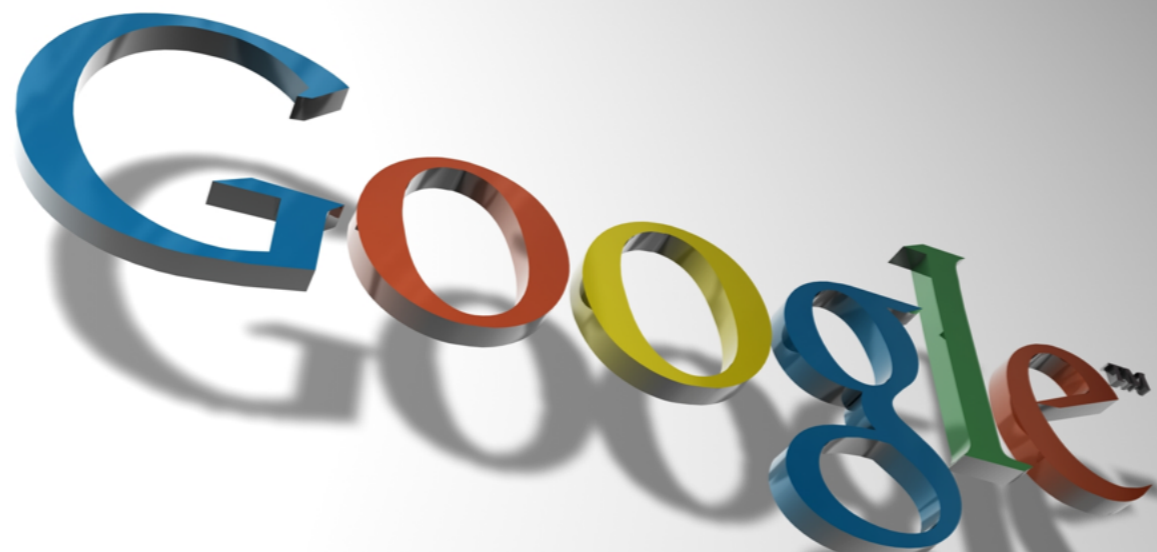


Today's world class companies win with people & customers

Massively ~~profitable~~ valuable

Passions sustained..... for decades

**first direct**



A world class experience requires.....

.....a world class team

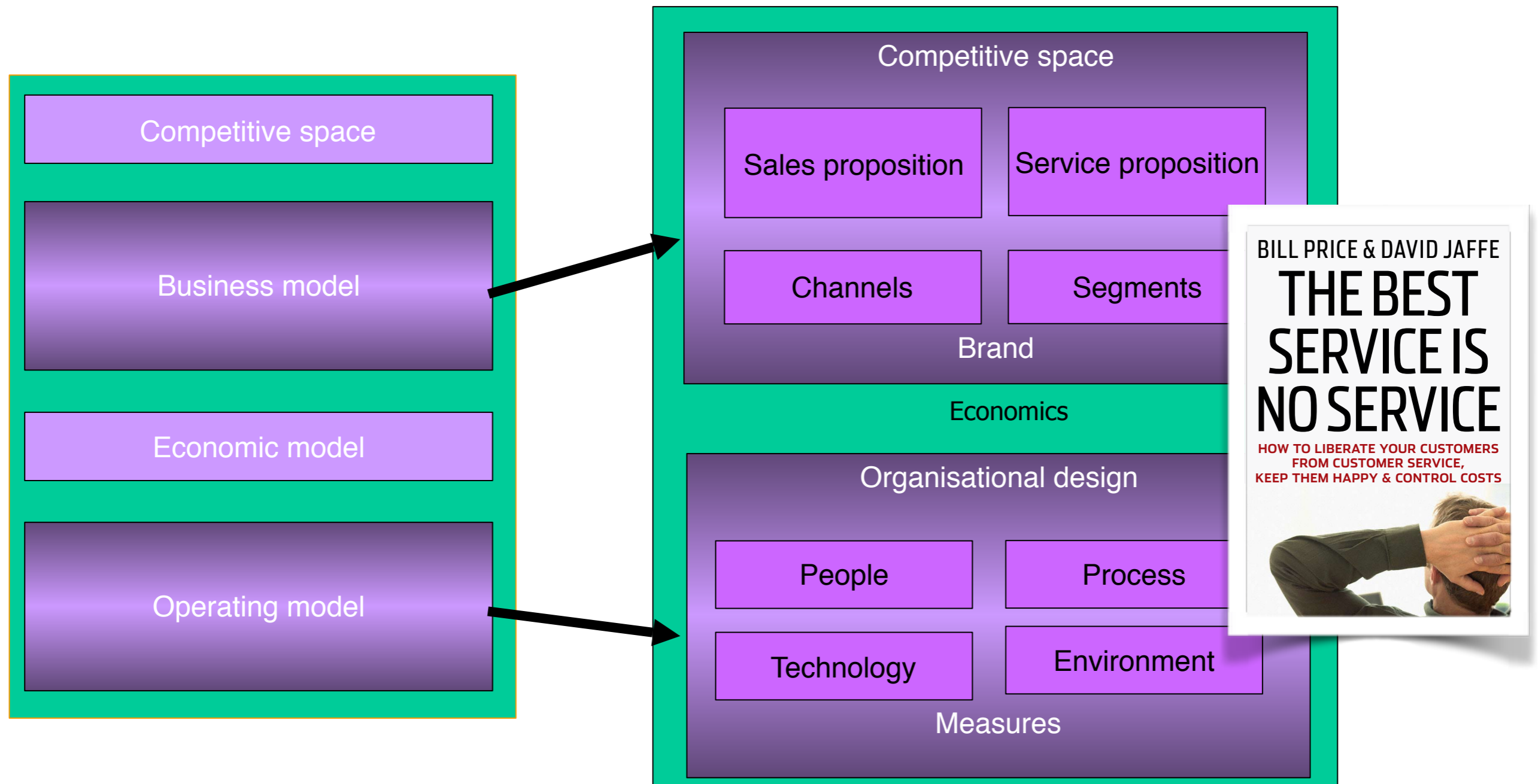


Are you passionate enough ?

Can you sustain that passion ?

Can you afford it ?

# Amazon is aligned - The Best Service Is No Service





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[Peter.massey@budd.uk.com](mailto:Peter.massey@budd.uk.com)

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