



Ember

**Delivering Great Customer Service to the mobile
and Social Customer**

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Prepared by: Ember Services
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Agenda

- About Ember
- The impact of social media
- The key tenants of establishing a digital organisation



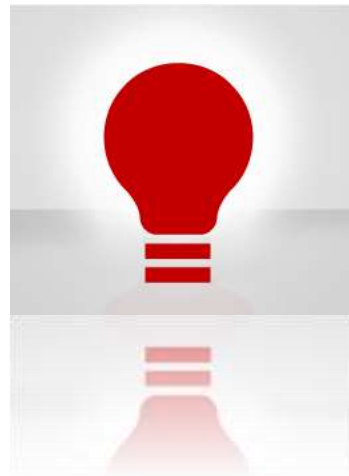
Our proposition is straightforward...



A new direction in customer management consulting and analytics...



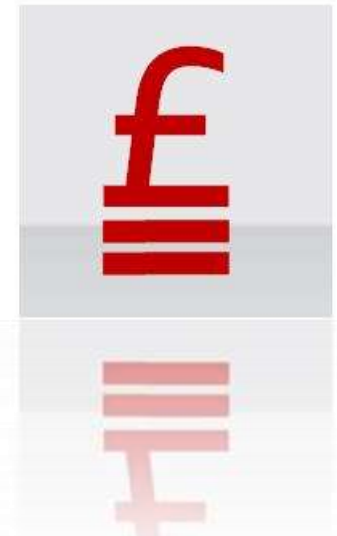
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Unashamedly
financially focused
for our clients.

Insight and
experience

Clear direction
from robust
analysis

Hard,
commercial
perspective

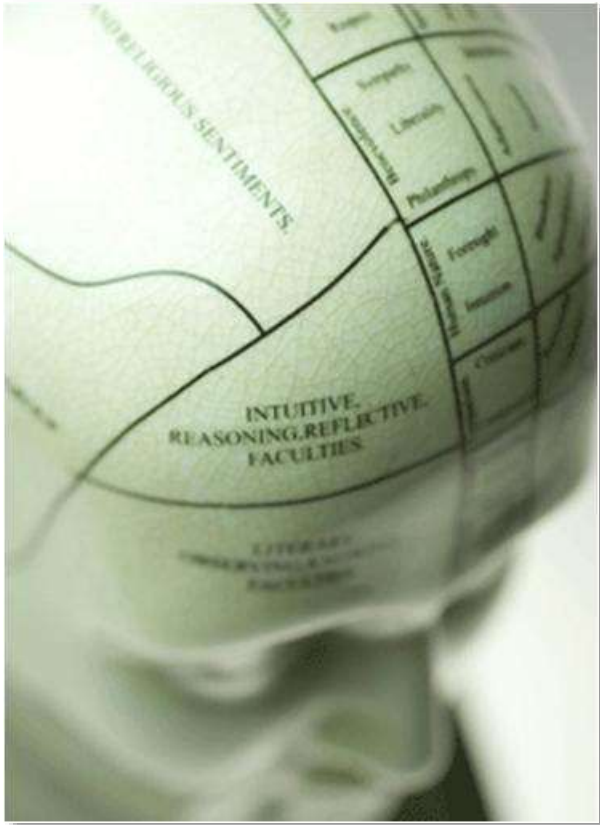
Be in good company – our clients include:



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Utilities & Consumer	
Travel, transport & distribution	
Government – central and local	
Financial Services & Banking	
BPO	
Communications	
Business to Business	
Technology & Consulting Services	
Retail	
Charity & third sector	

Fundamental principles apply to our activities...



Only four customer behaviours to focus on...

1. Buying more
 2. Advocacy
 3. Loyalty and tenure
 4. Being less demanding
- Commercial commonsense must be seen to prevail...
 - Along with consumer trust and confidence...

The world of social and digital?



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twitter

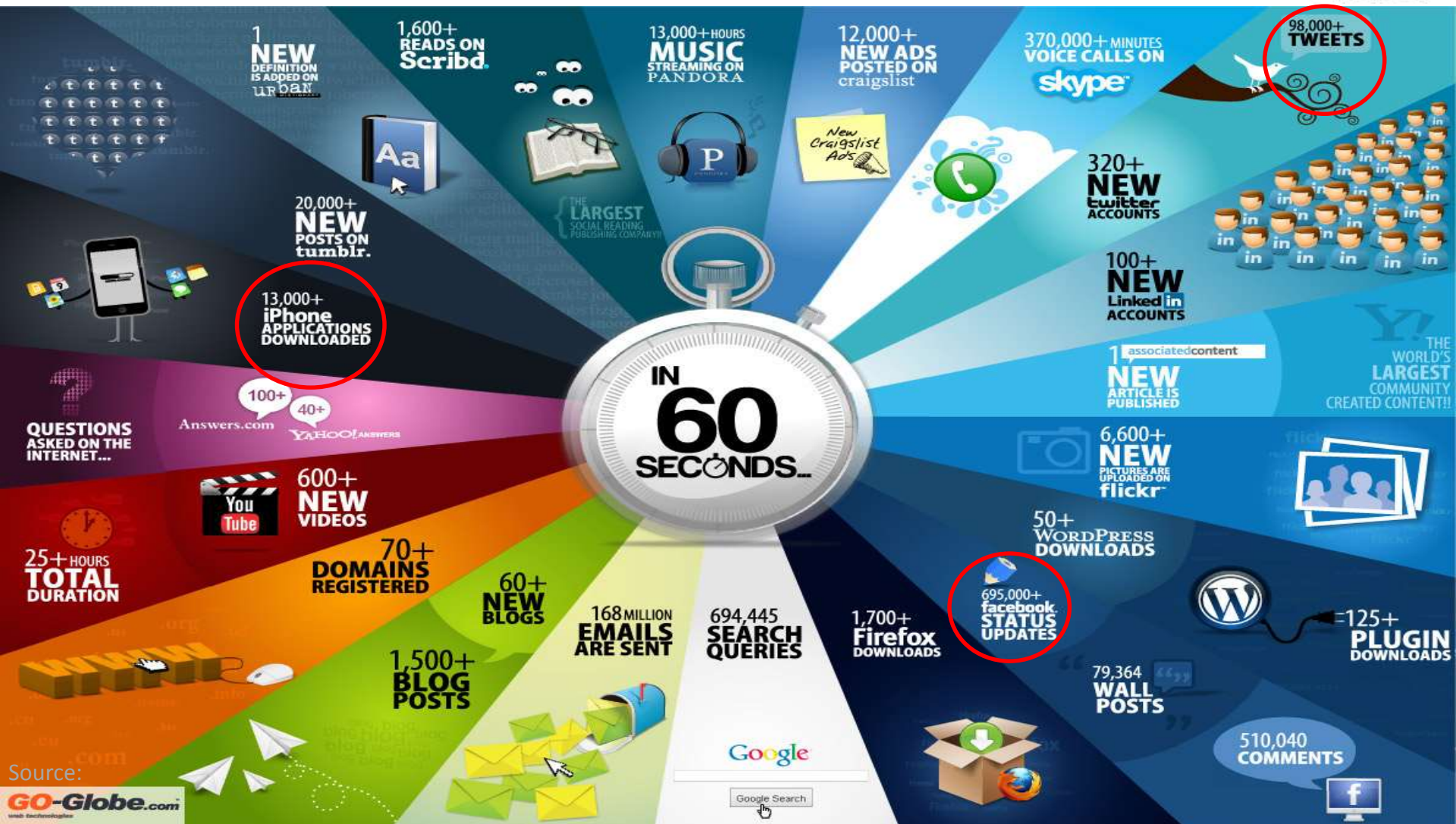
facebook

....This stuff is scary we used to only worry about how many phone numbers we had!

In 60 seconds.....that's +350m tweets in the next hour!



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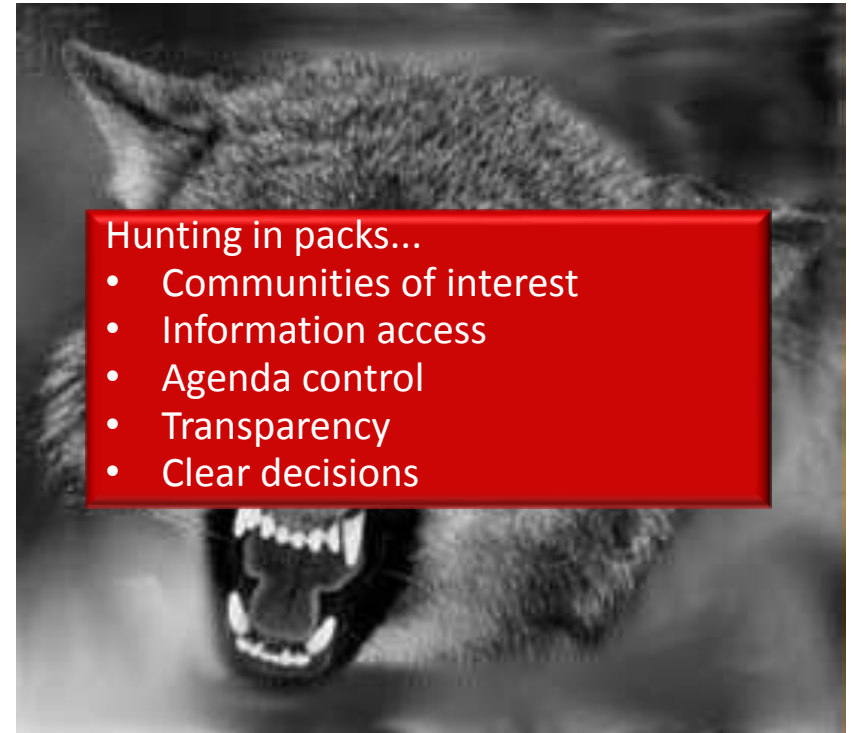
The reality is that customers are changing...



Manipulated as herds...

- Held in queues
- Imposed processes
- Hidden from reality
- Isolated and ignored
- Sold to

- These...



Hunting in packs...

- Communities of interest
- Information access
- Agenda control
- Transparency
- Clear decisions

are becoming these...

And so the organisation has gone from...



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- Piranhas...



- Dominant
- In control
- Preying

... to paranoid



- At the mercy
- Fearful
- Reactive

- How is the initiative to be regained?

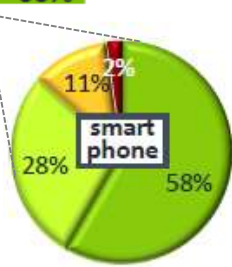
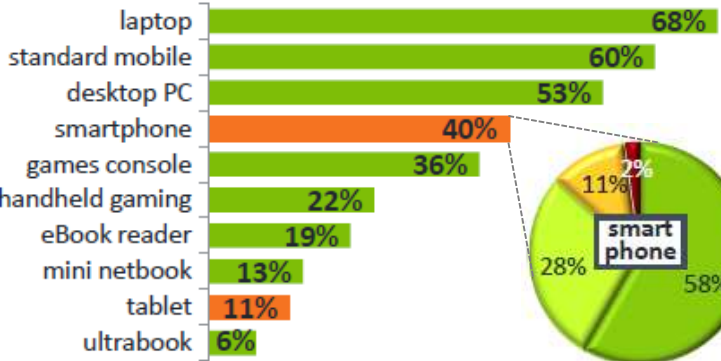
Two big themes are clear...

1. The changing (more empowered) consumer
2. The growth of digital capabilities and tools for organisations to better serve the customer:
 - Web, mobile devices, video, gaming, natural speech

These change *everything*



% own & personally use
(GB nationally representative, 16-64)



owners' usage levels

- always checking it
- use it a lot
- use it only when I need to
- hardly ever use it

Source: Harris Interactive, Touchscreen Life, July 2012

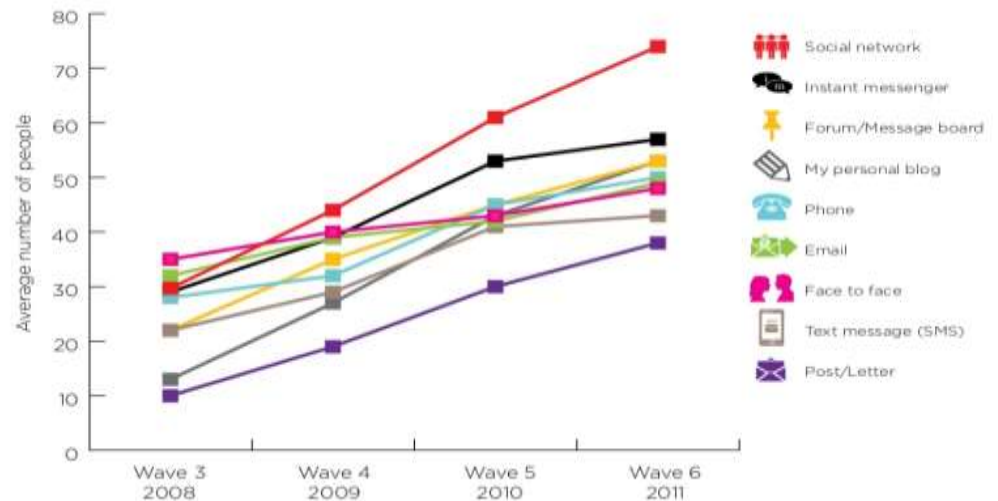


- What channels do you use most to communicate with your friends?

Customers use multiple channels themselves

- In our lives, we use a wide range of channels to keep in contact with people
- The line between personal use and business use has become blurred
- Life is getting more complex and more **connected**
- It is all about *context*

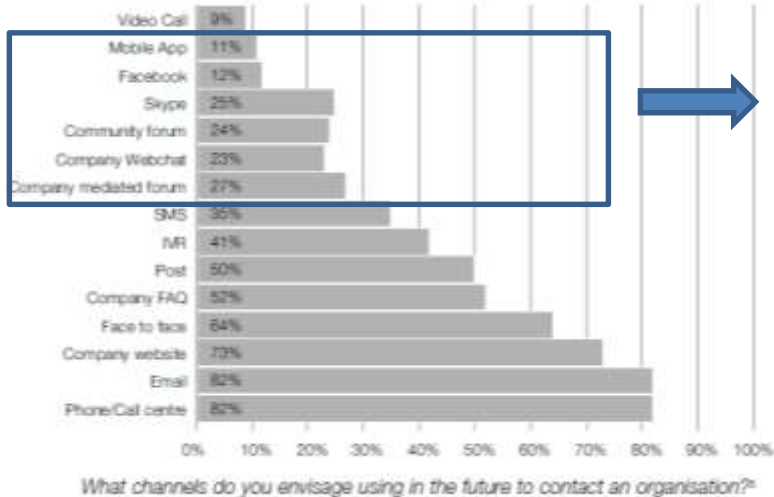
"Approximately how many people do you stay in contact with in your personal life through the following means?"



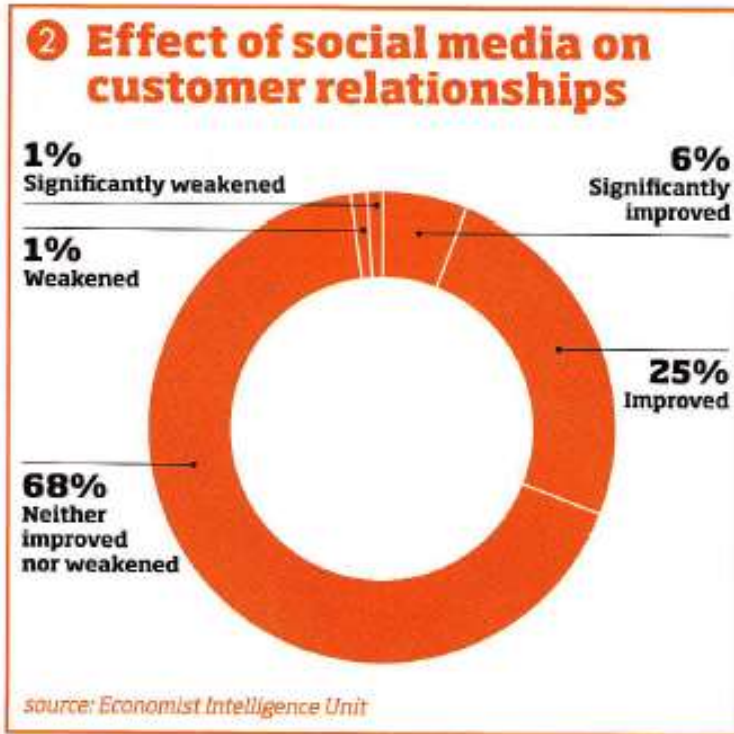
Source: Universal McCann
"The socialisation of media: Wave 6", 2012 (N=37,600)

As well as, not instead of though!

- Customers expect to be able to use many of these channels to interact with organisations that they do business with
- 29% of us are 'super-user device junkies' with 7+ connected devices in the home (53% have 4-6 devices). Source: Intersperience, 2012



Source: 'Becoming Digital by Default', Ember Services, 2012



- 32% of consumers admit to expressing a negative opinion about a company on social media sites.
- 49% of respondents complaining using social media stated they never received a response.
- 61% would communicate exclusively through social media if guaranteed a swift response.
- And if a company responds to a negative customer comment on a social media site, 33% post a positive review while 34% delete the original negative review.
- Many consumers (51%) who have tweeted a complaint did not actually expect the organisation to read it
- ***For these consumers, it is likely that the act of tweeting the complaint was the goal – not necessarily resolving the issue at hand***

Source: Evolve24,2011 (N=1298)

So what do customers expect in terms of response times?



CALL CENTRES

- 84% Phone number is free
- 80% Told how long they will need to wait in call queue
- 78% Call answered in 20 seconds
- 55% Call centre Advisor knows what internet page I'm on

SMARTPHONES

- 48% Text are replied to within one hour
- 38% No more than 3 'push notifications' from an App each month
- 32% Can contact an org directly through smartphone App

SHOPS

- 63% No more than 3 people in a shop queue to buy something

INTERNET SELF SERVICE

- 59% Web chat support is near instant
- 37% One-way video chat is available to contact organisations
- 72% Emails are replied to within 3 hours

SOCIAL MEDIA

- 34% Receive a response within 15 minutes through social media sites (i.e. Facebook/Twitter)

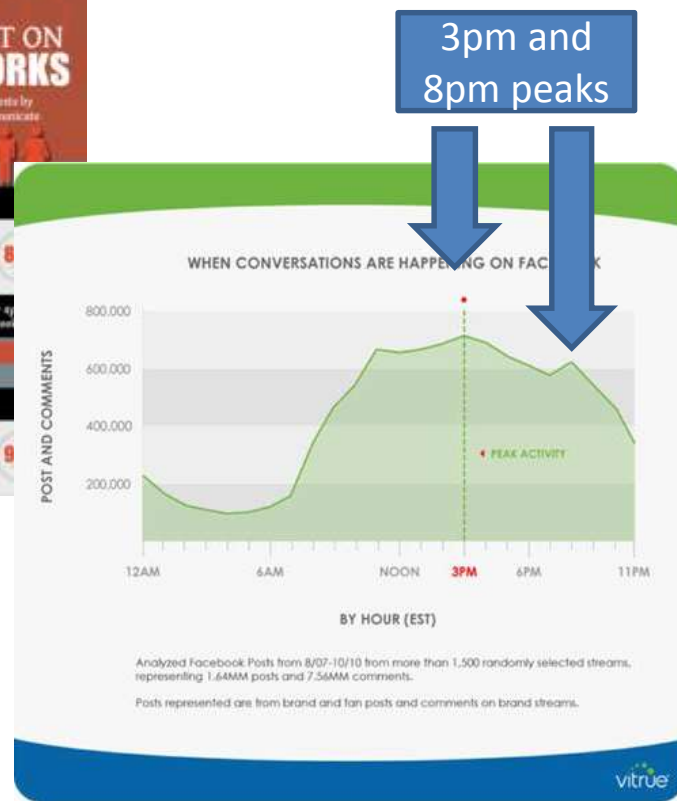
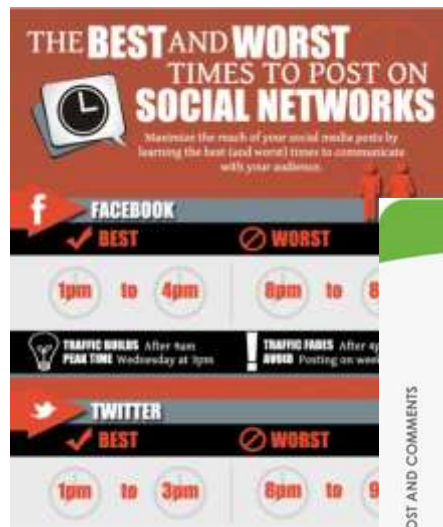
ONLINE COMMUNITY

- 47% Easily join an online community

Copyright BT Global Services, 2013

Twitter vs contact centre opening hours

Company	Twitter Hours	Call centre opening hours
Orange	8am – 8 pm	8am – 10pm/ 8am-8pm Sat and Sunday
T-Mobile	8am – 8pm	8am – 10pm/ 8am-8pm Sat and Sunday
Vodafone	8am – 8pm	8am-9pm 7 days
O2	8am – 10pm	8am-9pm Mon-Friday 8am-8pm Saturday 8am – 6pm Sunday
British Gas	8am – 8pm (6pm weekends)	8am – 8pm Mon-Fri, 8am-6pm Sun
Sky	7am – 11pm	7am – 11pm 7 days
BT	9am – 9pm (8am-8pm weekends)	8am-8pm Mon-Fri, 8am-6pm weekends
NatWest	8am – 8pm	8am-8pm Mon-Fri, 9am-6pm weekends



Companies need to identify and analyse and understand when their customers want to contact them and when

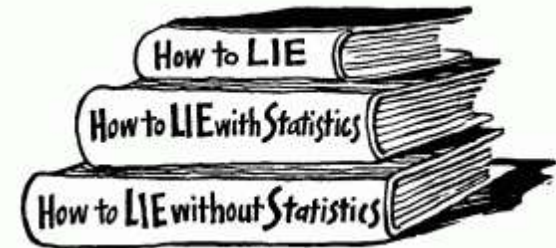
...Beware though don't just *monitor*, **manage**

*Source: socialbakers, Mashable March 2013

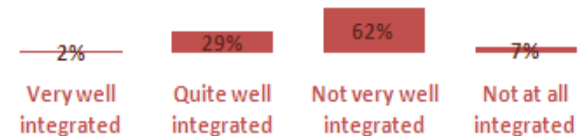


Why this matters – the evidence...

- 90% of businesses believe multi-channel is important, yet 70% acknowledge they are not delivering it effectively; with 1 in 4 claiming a poor experience and only 3% rating it 'excellent'.
- 67% of organisations want to use social media in customer service – only 18% do.
- 80% of first contact is now via the web – and rising (though 37% of those who couldn't immediately find what they wanted picked up the phone).
- Generation Y use the phone service as a channel 30% less than baby boomers.



Thinking about the different channels you have, how well integrated are they into your overall customer experience strategy?



'There are no easy calls left'
Banking Client

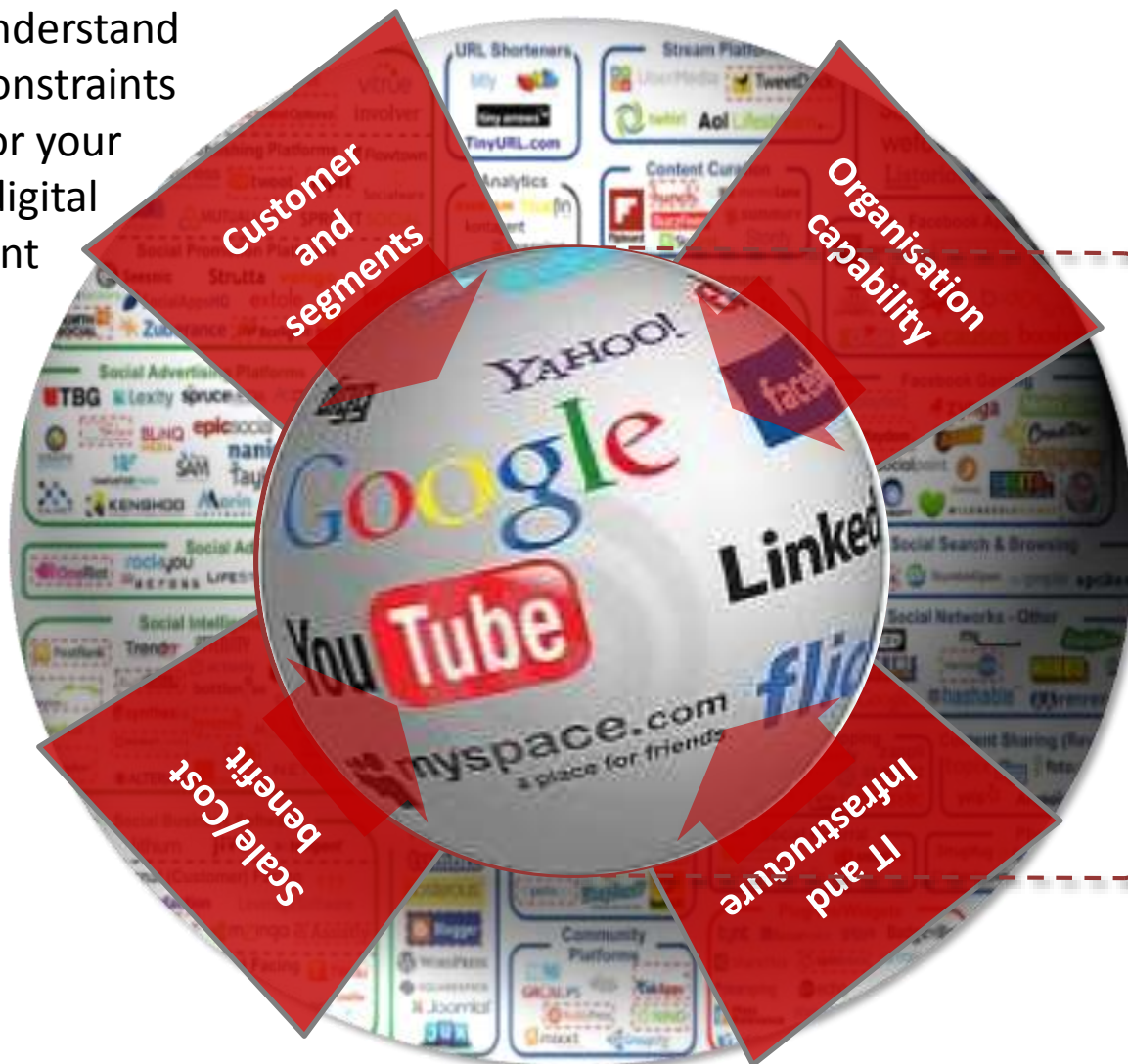
Source: 'Becoming Digital by Default',
Ember Services, 2012



The art of the possible should be framed by hard science...

There is a need to understand the opportunities, constraints and dependencies for your organisation of the digital customer engagement world:


- Using digital to step ahead
- Using digital to breakthrough
- Recognizing what is practical and affordable
- Knowing where the benefits are.



Your digital strategy: only a subset of the possible is viable

So three big questions of risk emerged...

1. Can you keep up with rapidly evolving customer dynamics or will you be left behind?
2. How will you cope with the growth in demand for meaningful and useful engagement across channels?
3. How are you planning to you stay agile and competitive?



By the way that's 625m
facebook status
updates globally since I
started this
presentation!



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