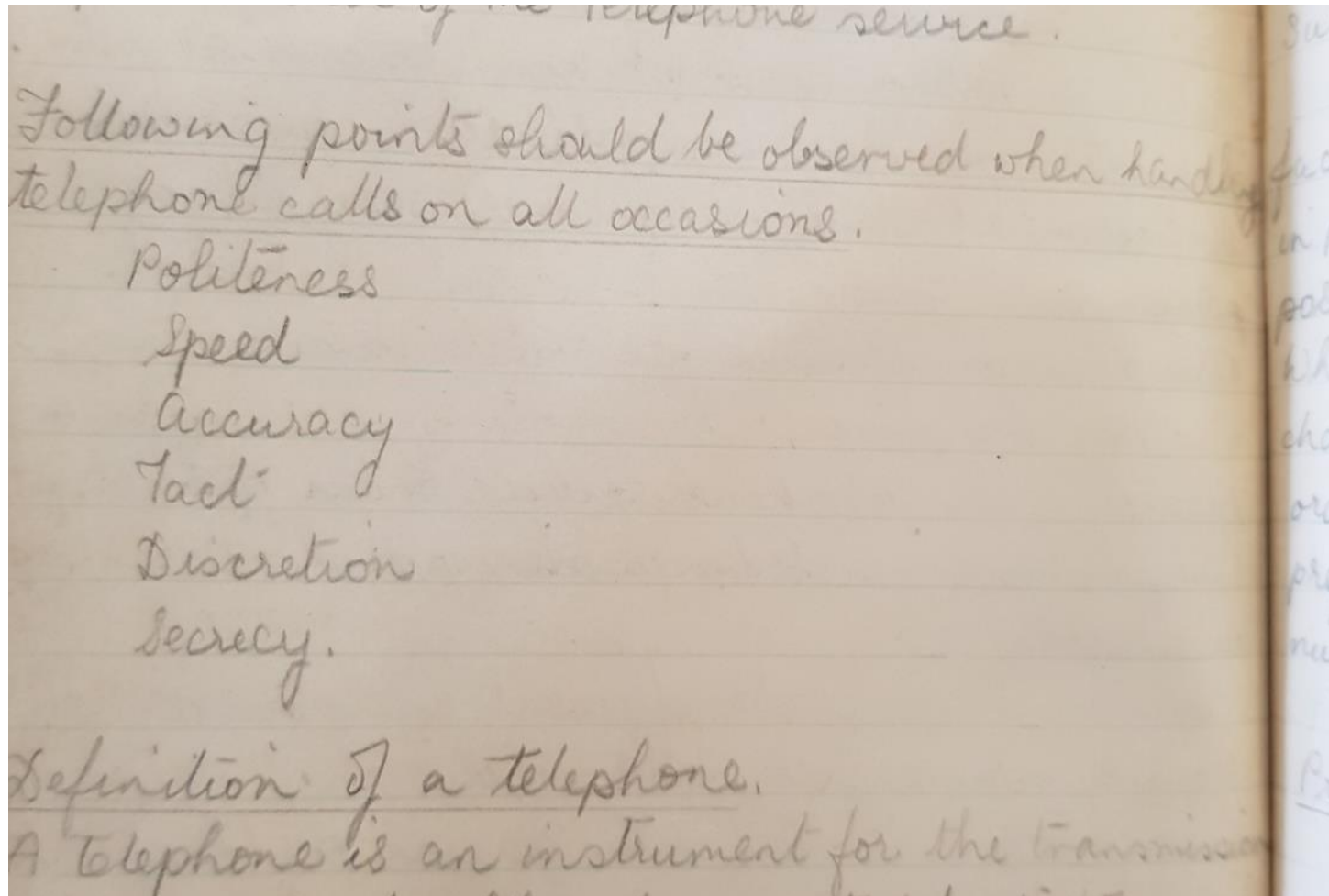


# The New Rules for Customer Experience

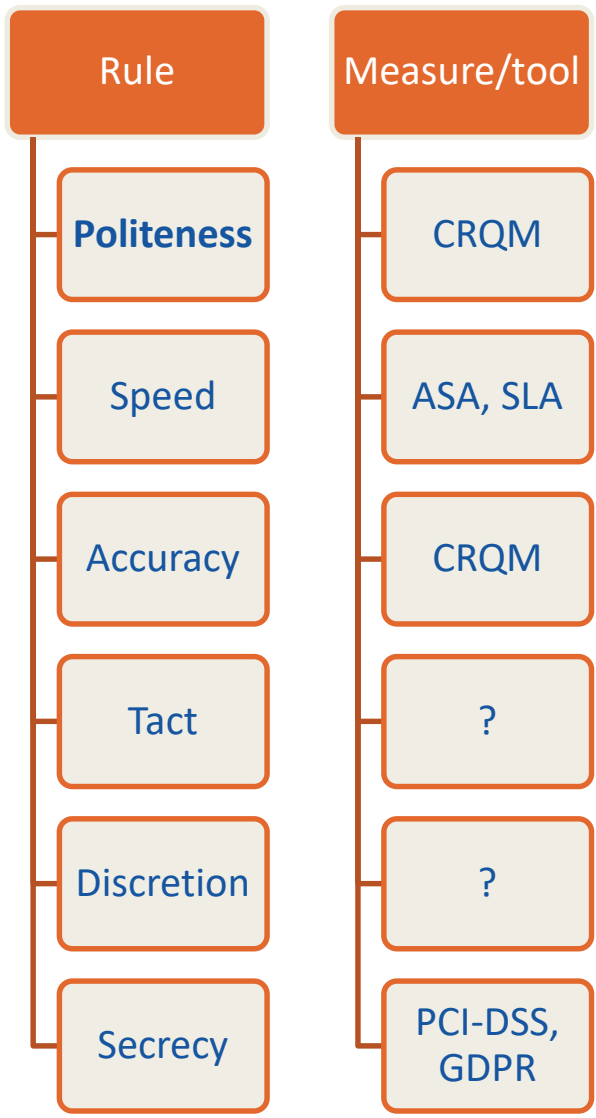
Martin Jukes

# 1930's Rules



Extract from Post Office Telephonists Training notes

# 1930's Rules



# What is new?

Choice of  
channels

24 hour service

Self service

AI

Complaints

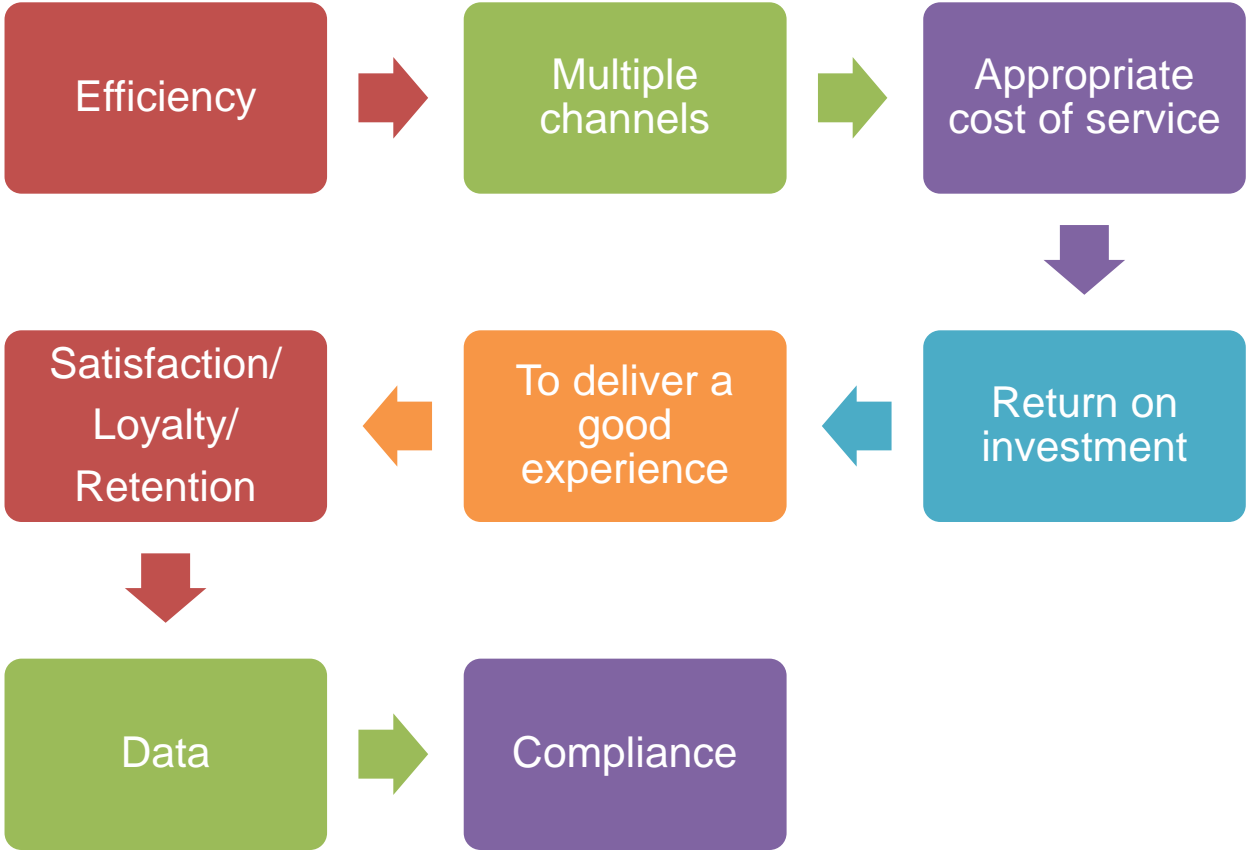
Social media  
feedback

Customer  
expectations

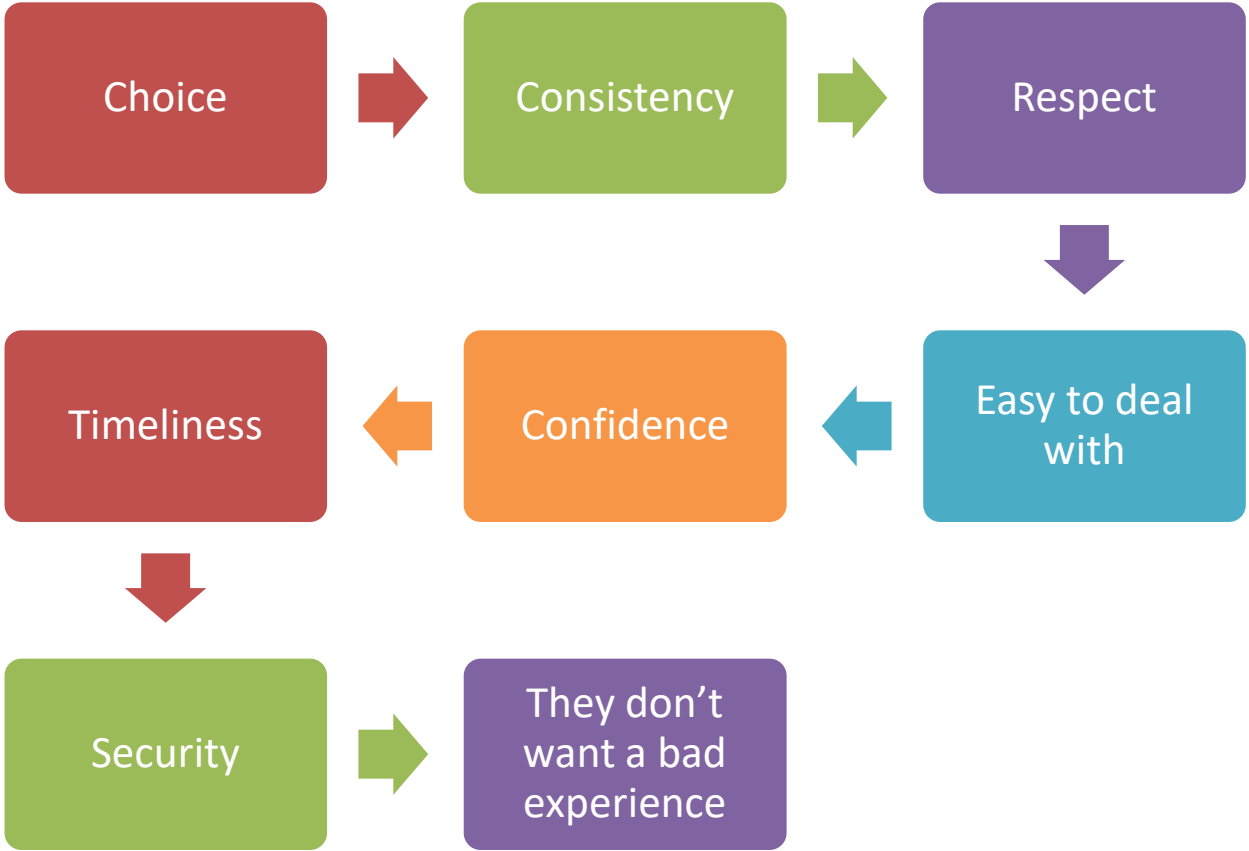
Smartphone Apps

Data

# What do organisations want?



# What do customers want?



# How we evaluate8 performance in the new world?

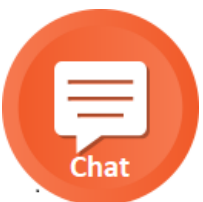
We look at a set of criteria (8) for each channel individually and then ensure that it is aligned with others and consistent

evaluate8

# Channels?

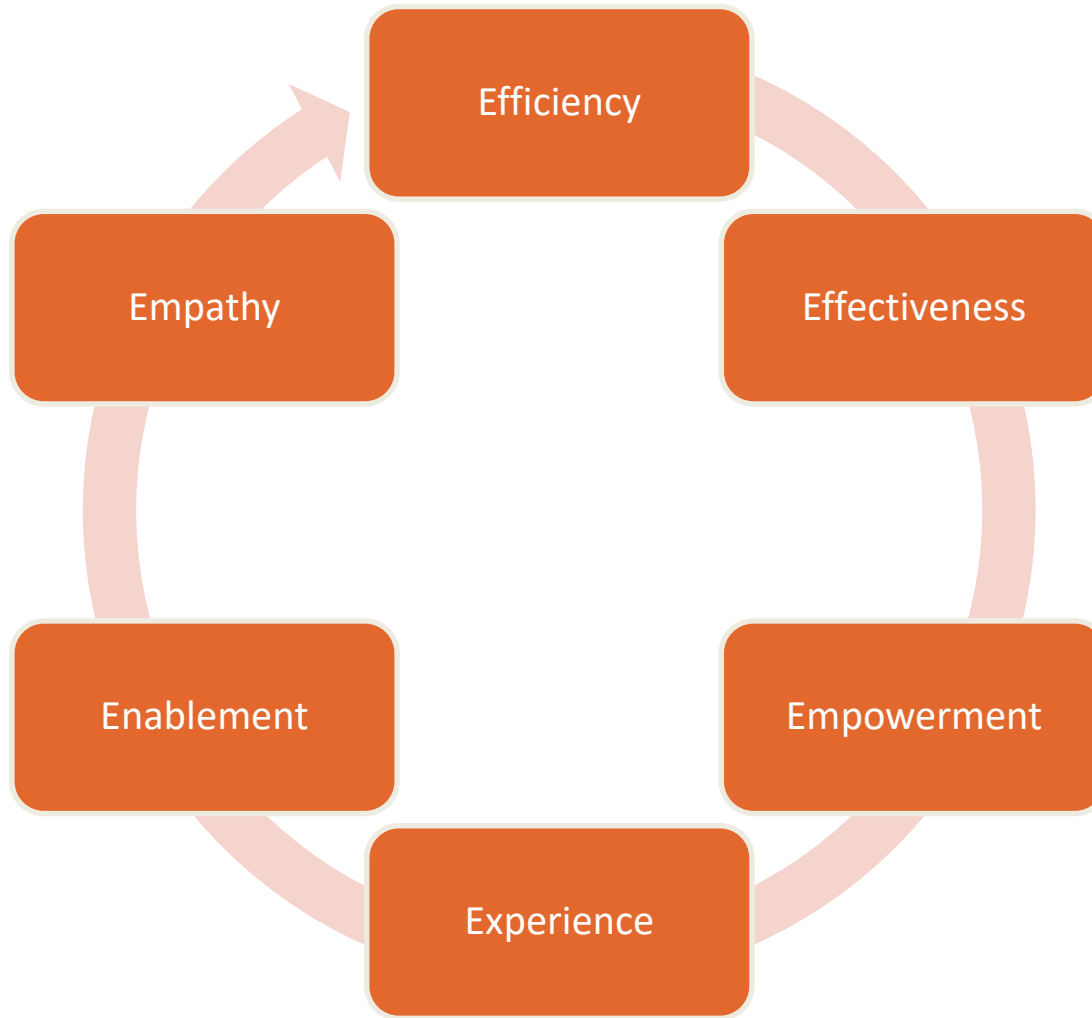


Customers and organisations decide to use different channels for different purposes





# evaluate8 criteria?



# Efficiency?

## How efficient is the channel?



Efficiency is assessed across a wide range of criteria that include the performance of the service delivered, whether it is measured properly, how easy it is to obtain the information required to deal with customers enquiries and how data is accessed and recorded in systems.

# Effective?

## How effective is the channel?



The Effectiveness category looks at how easy it is to deliver the service that customers require from that channel. It assesses the performance including the quality and the outcome resulting from the interaction and how easily that was achieved. This includes assessing the information available from systems and the quality of operational management.

# Experience?

## What is the overall experience when using this channel?



The Experience category assesses a number of areas including accessibility and performance of that channel from both a qualitative and quantitative perspective. It looks at the experience from both customers and Advisors perspectives

# Empowerment?

## How empowered are Advisors and/or Customers when using this channel?



The Empowerment category assesses the level of autonomy and flexibility available to Advisors and customers when reaching a mutually acceptable outcome to a contact.

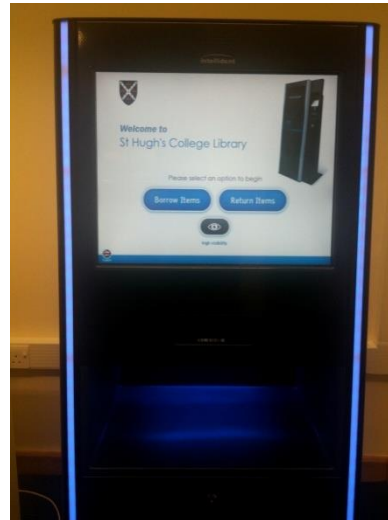
# Enablement?

## How enabled and integrated is this channel?



It is important that there is consistency across all channels in terms of the quality of service and service availability. The Enablement category assesses this whilst also looking at how integrated channels are with each other and the brand.

## How much empathy is apparent when using this channel?



This indicator looks at the level of empathy shown by the organisation towards the customer. It assesses how empathic the service is towards customers and the levels of engagement, personalisation and flexibility within an individual contact. Increasing empathy has a direct correlation to improving efficiency and increasing ROI.

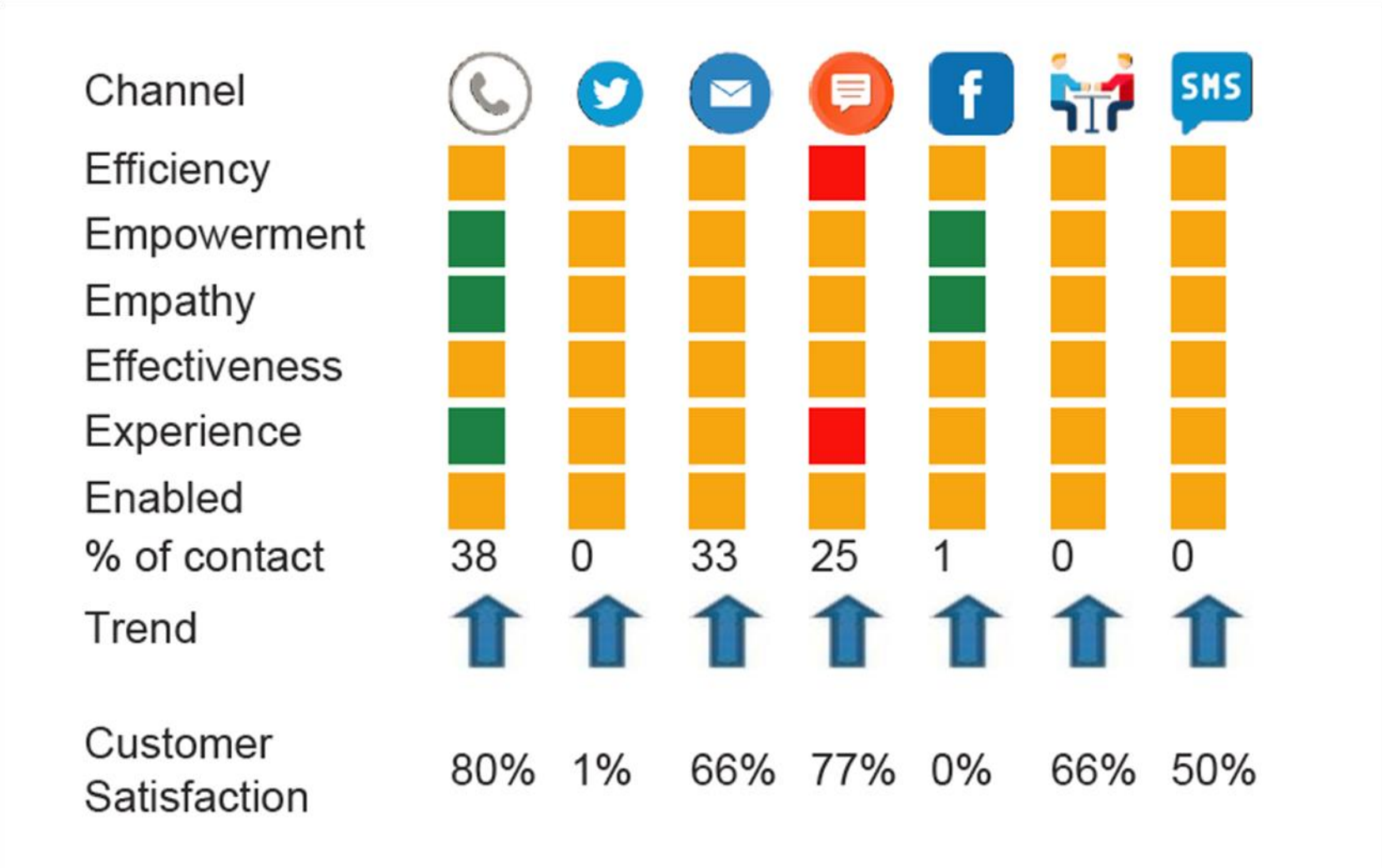
What else?

Customer satisfaction by channel

Utilisation (% of total contact)  
for each channel with trends



# Outcome



# Thanks for listening

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