



Great ways to improve Customer Satisfaction

An award judges experience



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Customer Service Excellence in the Multi-channel world

What can we learn from 'best in class' performers?

Customer Behaviours

More self-service - Customers are now booking their own travel, doing their own banking and scanning their own groceries at self serve checkouts

Sophisticated, Connected User - increasingly accesses services through multiple technologies / platforms

Delivering consistently superior customer service - now the main differentiator for creating long lasting customer relationships

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LEGO coined the phrase
'FRKE' (pronounced
"freaky") for their call centre
culture

**Fun, Reliable,
Knowledgeable and
Engaging**



2007

2009

2012

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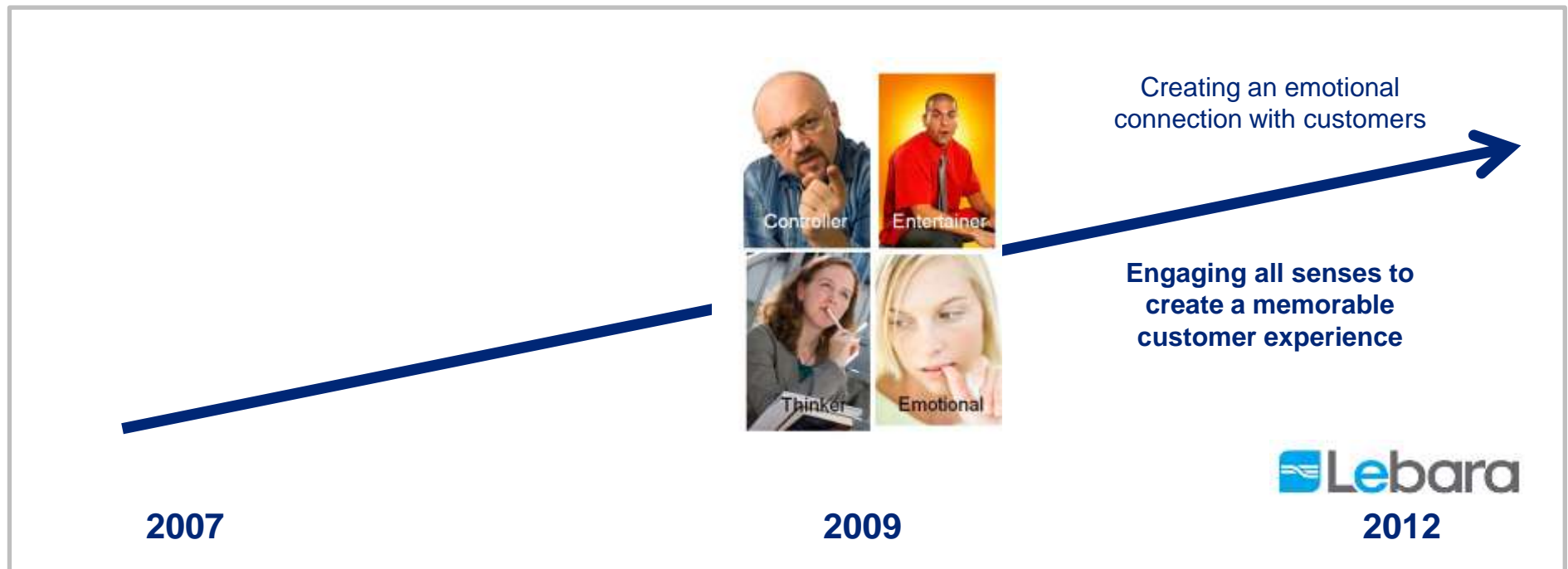
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Customer Benchmarking

Net Promoter
(measuring Customer Advocacy)

Customer Effort
(measuring how easy it is to do business)

Customer Value Impact
(comparing the spend for those customers who deal with contact centre vs. those that don't)

Top 3 Customer Service Strategies

Great ways to improve Customer Satisfaction

1. Define the right culture

- Based on a clear customer orientated vision that you can communicate with your staff

2. Create an emotional connection

- Recognise customer differences and remember “it’s not what you say, it is how you say it”

3. Use Customer orientated measures

- To benchmark the impact of customer experience improvements that you make

