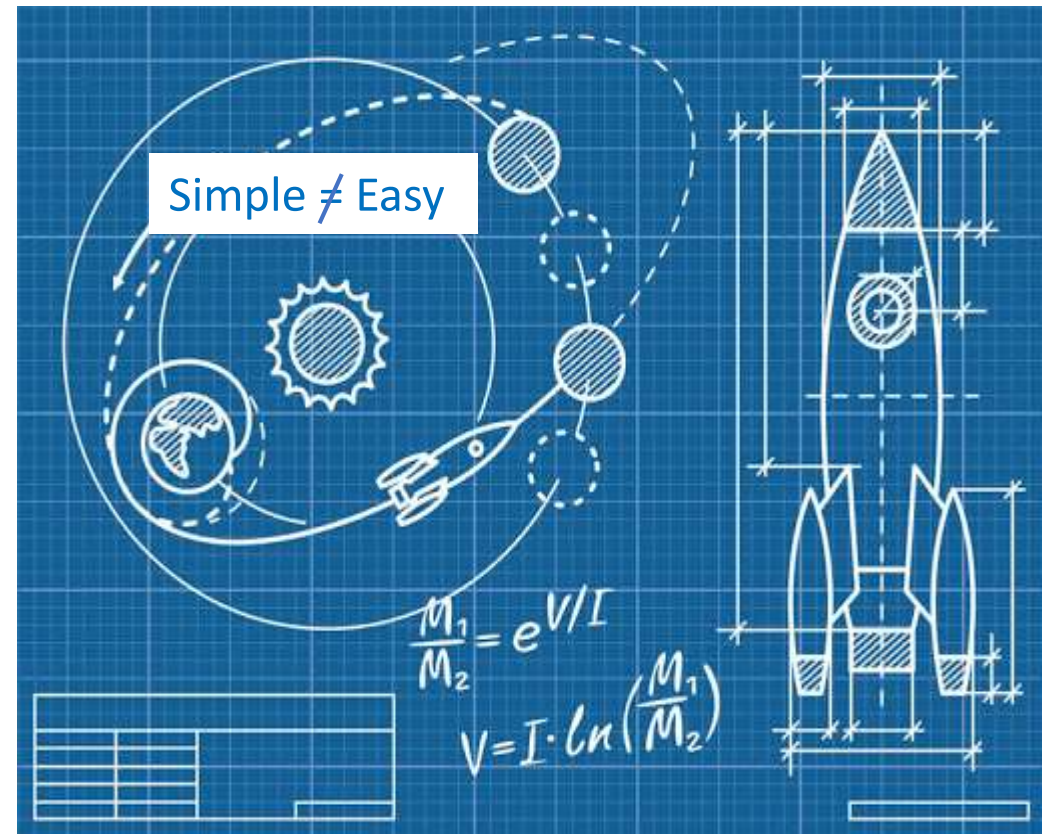




Increasing Customer Satisfaction

Richard Kimber - Comotion

- About us
- The landscape today
- Who's perspective?
- Measure the things that matter
- Measurement is not insight
- So what?
- Understand the ROI – cost to fix vs. cost not to fix
- Fix the basics and leave sexy to later
- Consistency is boring but be curious
- The customer experience is everyone's responsibility
- Automate the boring stuff



Comotion helps businesses become customer-led through strategy and transformation.

We've created successful, sustainable growth for some of the biggest organisations around the world, using 6 transformative customer pillars;

Strategy, Insight, Design, Delivery, Measurement and Culture.



COMMERCE



EMOTION

= **comotion**

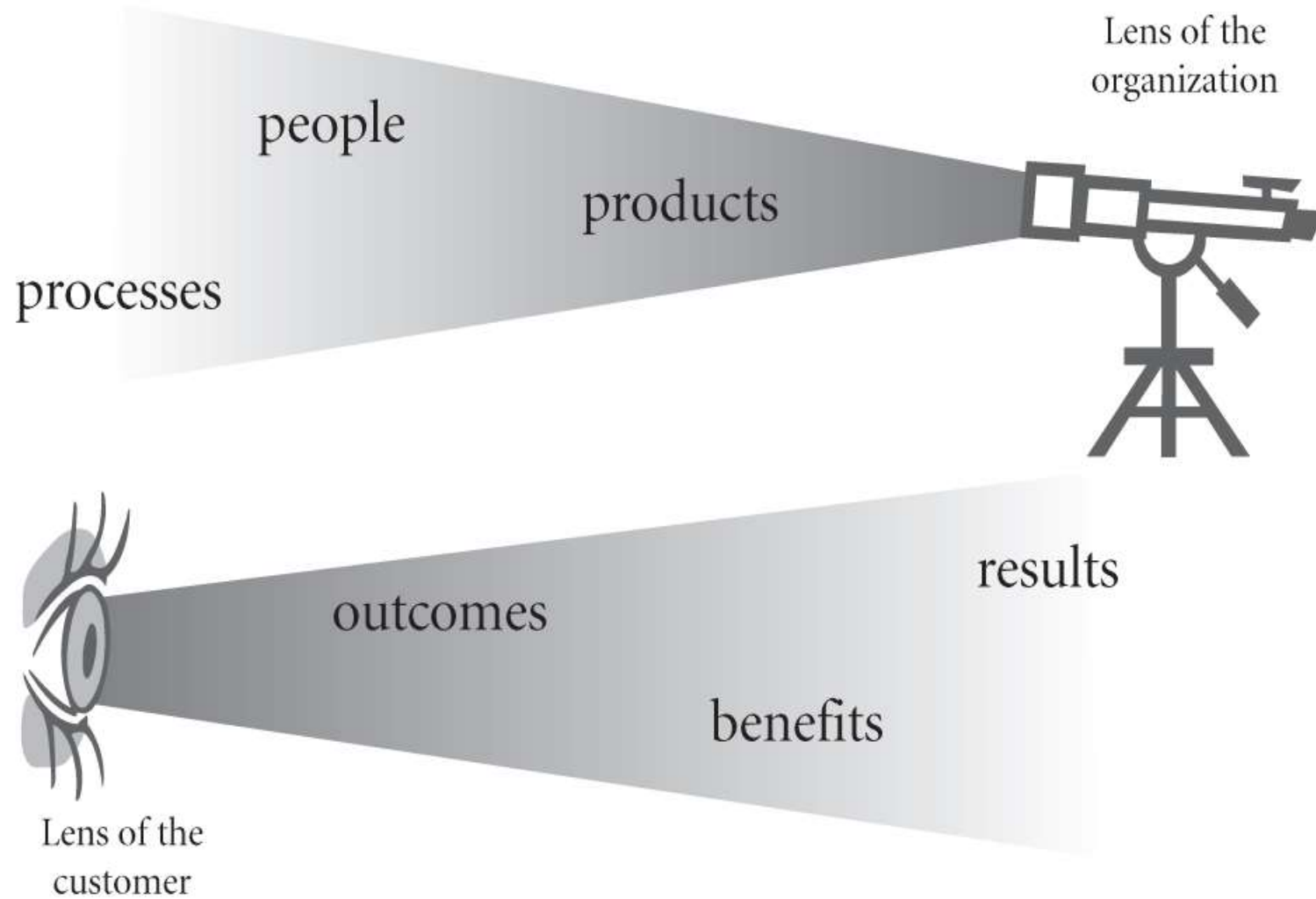
Focus on rational objectives and goals





Focus on engaging people emotionally

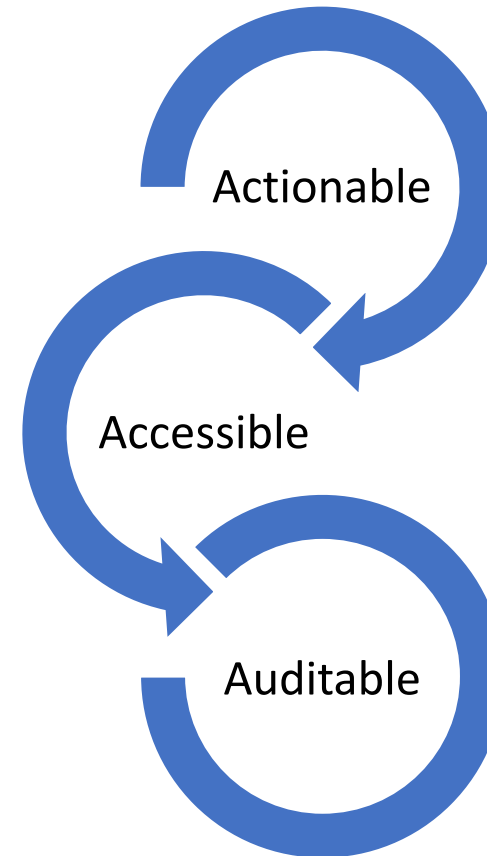
UKCSI – 5th consecutive drop (Jan 2020)



WHO'S PERSPECTIVE?



-  There's lots of things we could measure...
-  But what should we actually measure?
-  Effective measures helps drive the business
-  ... and informs our understanding of the customer



This is measurement:

- NPS was +22 for domestic attendees, which is +4 from last year
- Attendees say they want better Wi-Fi
- First time exhibitor churn is 55%
- There were 35 complaints about registration yesterday
- Booth dwell time is up

Data



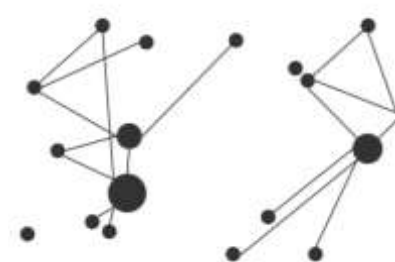
Measurement Noise



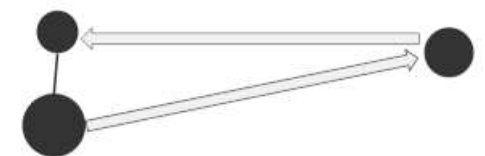
Information



Knowledge



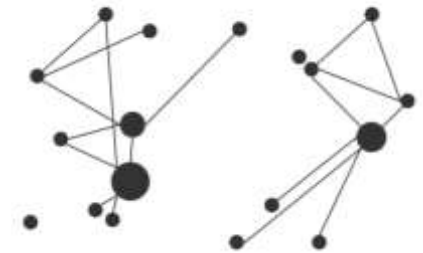
Insight



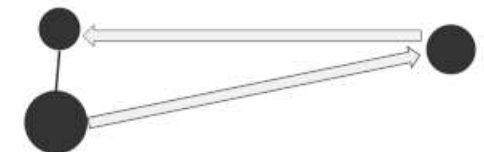
This is insight:

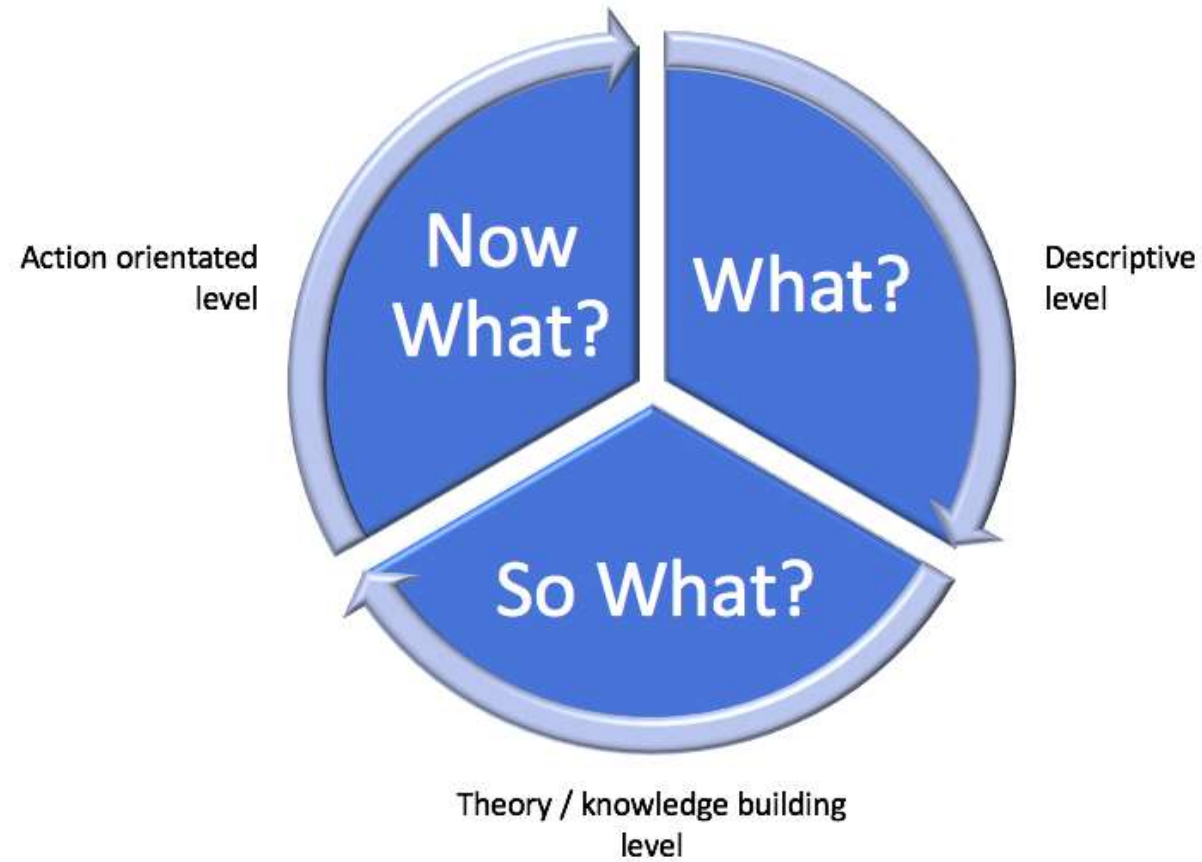
- UK exhibitors have new needs around showcasing product innovations
- Because their end-users can't keep up with the pace of change
- Because exhibitors are pushing really sophisticated systems into the market at a faster pace than ever
- Because 3 dominant Chinese companies own 30% mid and lower end of the entire global market
- ...and as they can't compete on price, UK companies have had to invest heavily in R&D, and attack the sophisticated end of the market
- Which means that end users (who are not all IT-literate) don't understand the art of the possible
- Which means that they are hard to sell to
- Which means that the show needs to become a place where end users can come to become educated
- Which means that the event needs to show exhibitors how to change their show strategy, stand design, and who they staff their booths with.

Knowledge



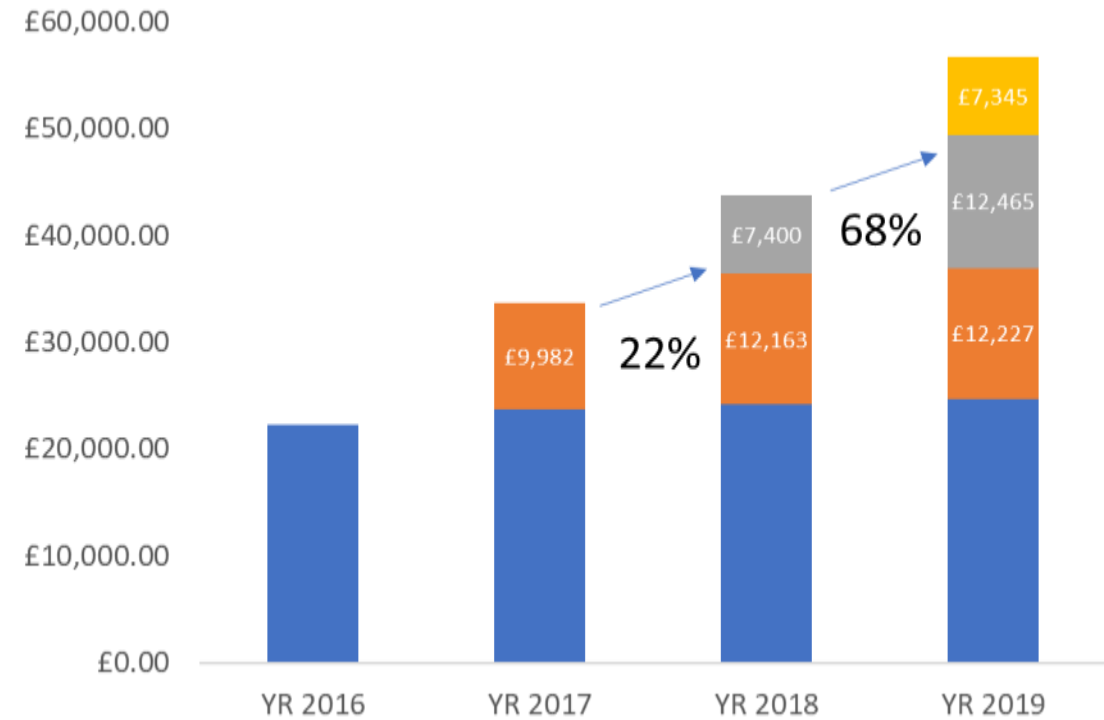
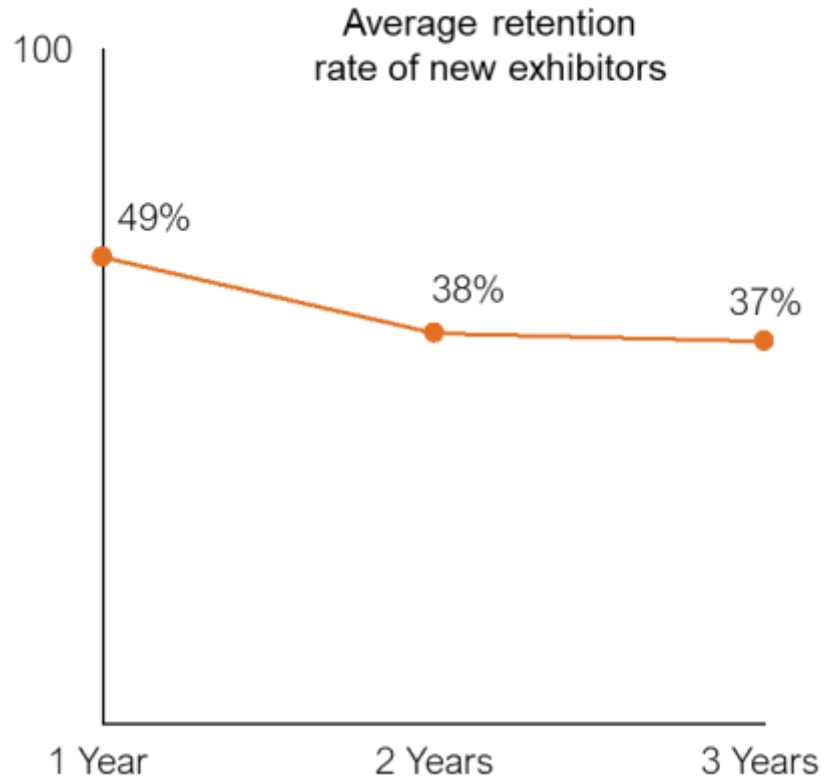
Insight





<https://comotional.com/customer-research-so-what/>

UNDERSTAND THE ROI AND THE OPPORTUNITY



FIX THE BASICS...BY UNDERSTANDING THE SPECIFIC CUSTOMER ISSUE



100,000 response from 100 countries



43,000 ideas review by team of 100



470 ideas given further investigation

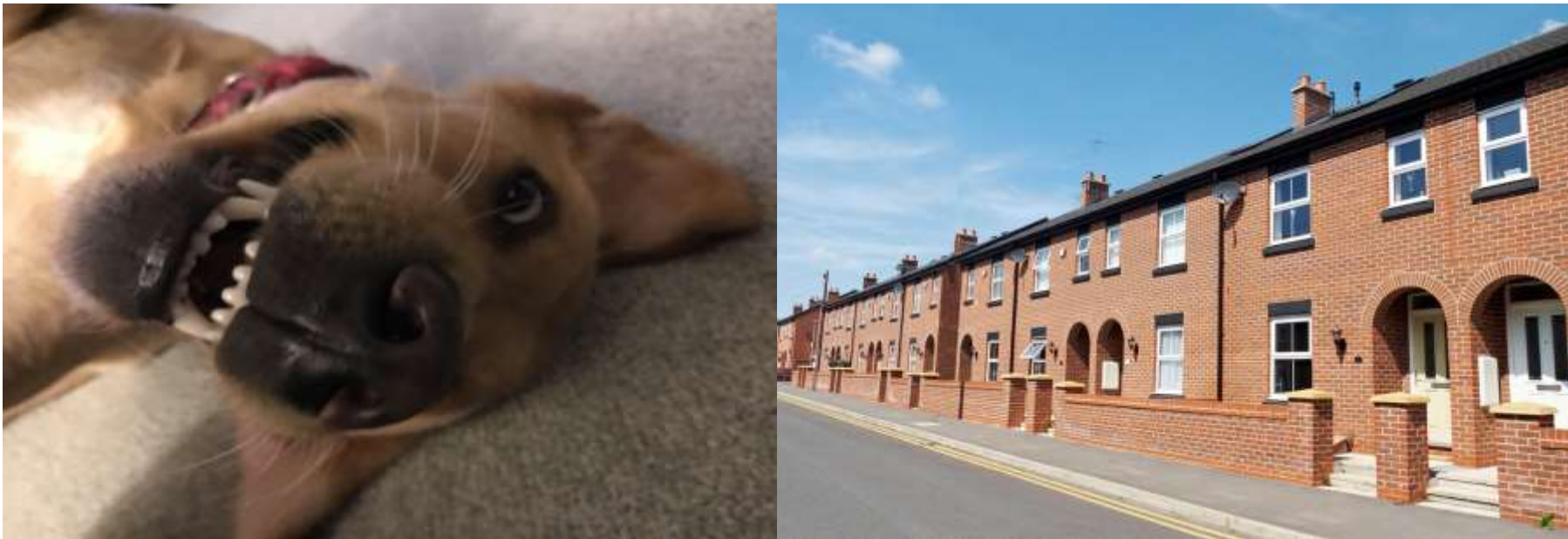


30 ideas were put to use (0.069%)

...AND LEAVE THE SEXY STUFF TO LATER.

CONSISTENCY IS BORING....BUT BE CURIOUS

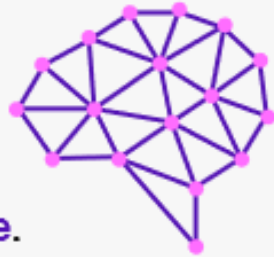




Talking makes a difference..(To CSAT)

87%

want to be informed when there is a problem with their **product or service**.



82% say it would be good if organisations used **AI to monitor** the condition of products and services.

Digital transformation is happening at speed. **Inaction is not an option.** Consumers faced with a less-than exceptional experience will be quick to take their custom elsewhere.

Prudent businesses will turn to technology partners who can help them think through the customer journey, make the right technology choices and co-create the best channel strategy for the future.

Dr Nicola Millard, Principal Innovation Partner, BT

Source: The Autonomous Customer 2020

<https://www.forbes.com/sites/cognitiveworld/2020/02/18/ai-driven-policy-recommendations/>

**THANKS FOR LISTENING.
TO FIND OUT MORE...**

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