

Revaluating customer experience



UK – Spain – Mexico – Argentina



Customer Experience Matters in a Crisis – 200 positive examples



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Customer Experience Matters in a Crisis - Mon 4th May 2020

A glimpse of post-lockdown dining shows the way



Some countries are beginning to open up as the first phase of coming out of lockdown begins. Today, Germany allows citizens to visit hairdressers for the first time. However, social distancing considerations will still remain for some time, so adjustments are needed.

In the Netherlands, creative thinking has led to these greenhouse style dining pods. Mediamatic, an art centre dedicated to new developments in the city, has been around over twenty five years. They have linked their theme, plant based dining, with the experience of a greenhouse which also complies with social distancing requirements for reopening.

Importantly for customer experience, this highlights that a new normal can still be an experience when creative thinking is applied.

Rewarding volunteers on the road for others



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Customer Experience Matters in a Crisis - Fri 1st May 2020

The Royal Mail recognises the NHS



The Royal Mail 'postie' has been receiving the thumbs up from customers, the NHS and other key workers have been receiving recognition with a Thursday slap of thanks. But now the Royal Mail has recognised the efforts of the NHS by turning its iconic post boxes from red to blue with a message of thanks.

The postboxes are located close to a handful of hospitals including St Theobald's Hospital in London, Trafford General Hospital in Manchester, Royal Edinburgh Hospital, University Hospital of Wales in Cardiff and The Royal Victoria Hospital in Belfast.

You can't let a lockdown get in the way of a good idea



At Doni they make pizza ovens. It's a passion as much as a business and they

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Customer Experience Matters in a Crisis - Tue 28th April 2020

Unreal example of how football will cope in a crisis



How can you be there for your team when you can't be there? Borussia Dortmund FC in Germany has come up with an interesting idea to create the experience of a stadium crowd, without anyone being there. The idea is to put out sets of fans to be placed in the seats they normally buy to sit in.

This is in anticipation that the Bundesliga will start again when football restrictions are lifted, but games are played behind closed doors. The placards are now in place with 8,000 to follow.

Intel volunteers simplify user experience for seniors



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Customer Experience Matters in a Crisis - Mon 27th April 2020

Delta Airlines choose to diversify in a crisis



Airlines are among the worst impacted economically since the lockdown. Delta's familiar haze of tail smoke has been replaced with crystal blue skies. But cost to the airline's bottom line. Many have laid off employees, others applied for government grants and some are now seeking to restructure revenue by adapting their services.

Delta for instance has received US Federal Aviation Administration approval to be classed as a cargo carrier using its passenger aircraft. With the next period for airlines expected to be sometime, this may not be a change just in the lockdown period. Delta CEO Ed Bastian said, "We believe it could be three years before we see a sustainable recovery" in travel. So Delta, become reliant on other income streams, too.

For consumers, this could mean a whole new league of tail class of experiences.

Citizen M makes good use of dormant technology



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Customer Experience Matters in a Crisis - Tue 5th May 2020

Putting a smile on as PPE becomes the new uniform



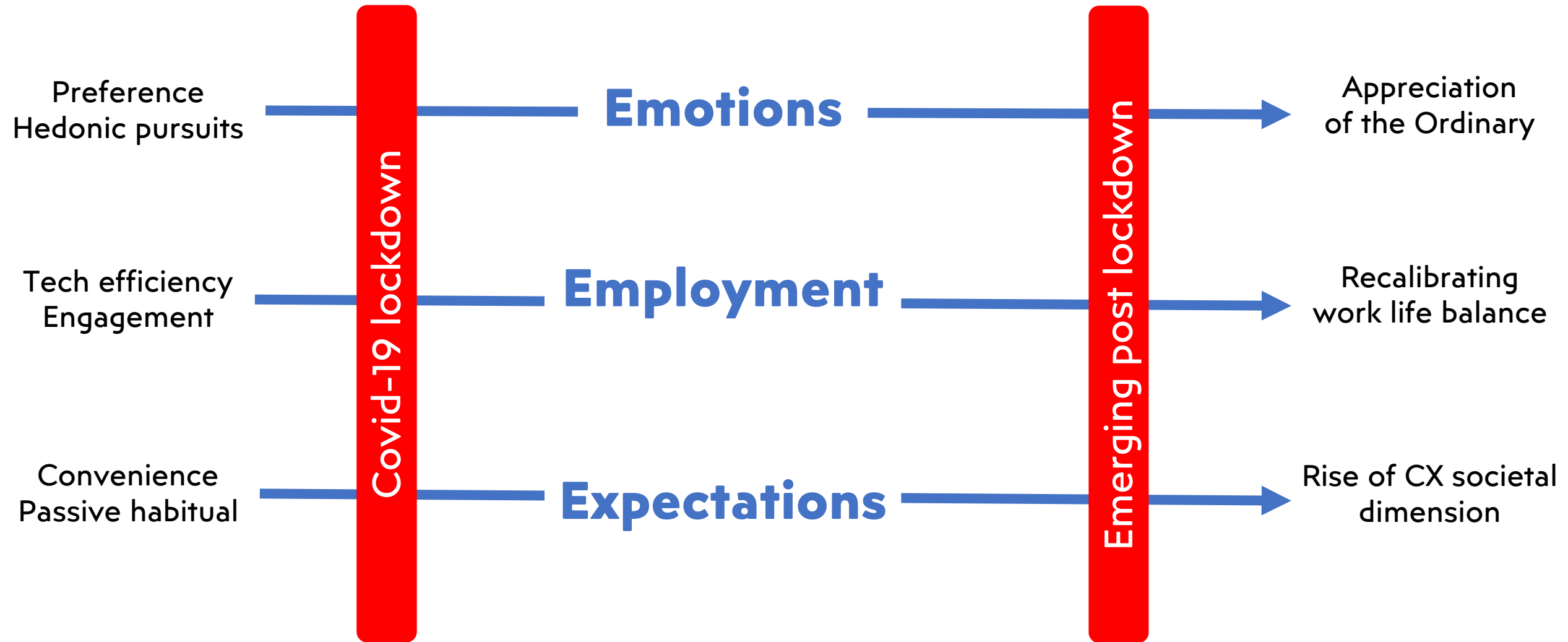
PPE will be an essential new aspect to many staff uniforms. Whereas some will be more familiar with protective clothing, such as food processing factory workers or dentists, for many others it will be very new. For instance hotel staff or car dealerships. This approach from the Westin in Mauritius highlights how personality can be added to humanise the experience for customers and colleagues alike.

Virgin Media staff show community compassion

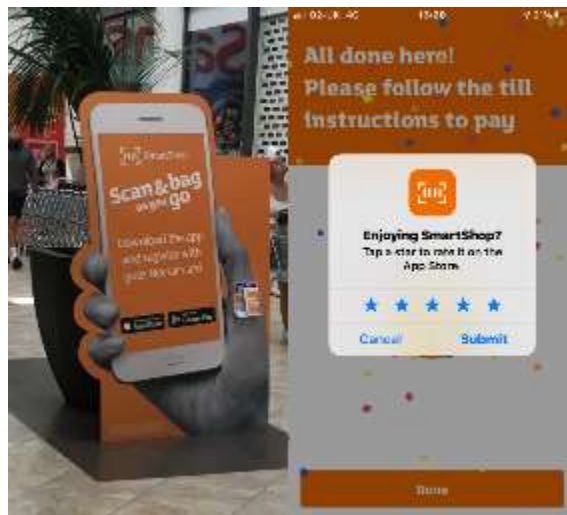


The vista for customer experience has certainly broadened. Consumers are now more aware of how companies are treating the communities and society in general through the experiences they provide. This has led to an uprising in

Covid19 forces us to re-evaluate Customer Experience Practices



Emotional response – re-evaluating what matters most



Employment – recalibrating a new work life balance

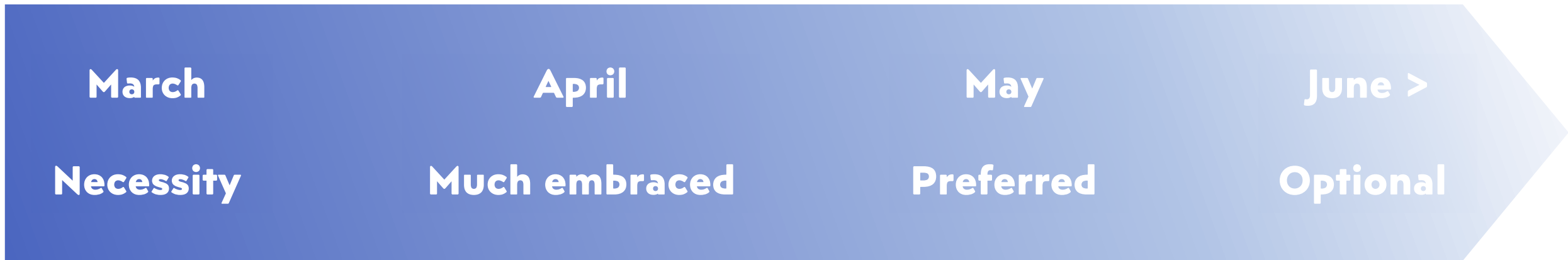


83% of employees feel they do not need an office to be productive

68% employees report higher than normal levels of anxiety

60% working from home

58% working from home policies will remain after Covid19



66% of employers report increased remote worker productivity

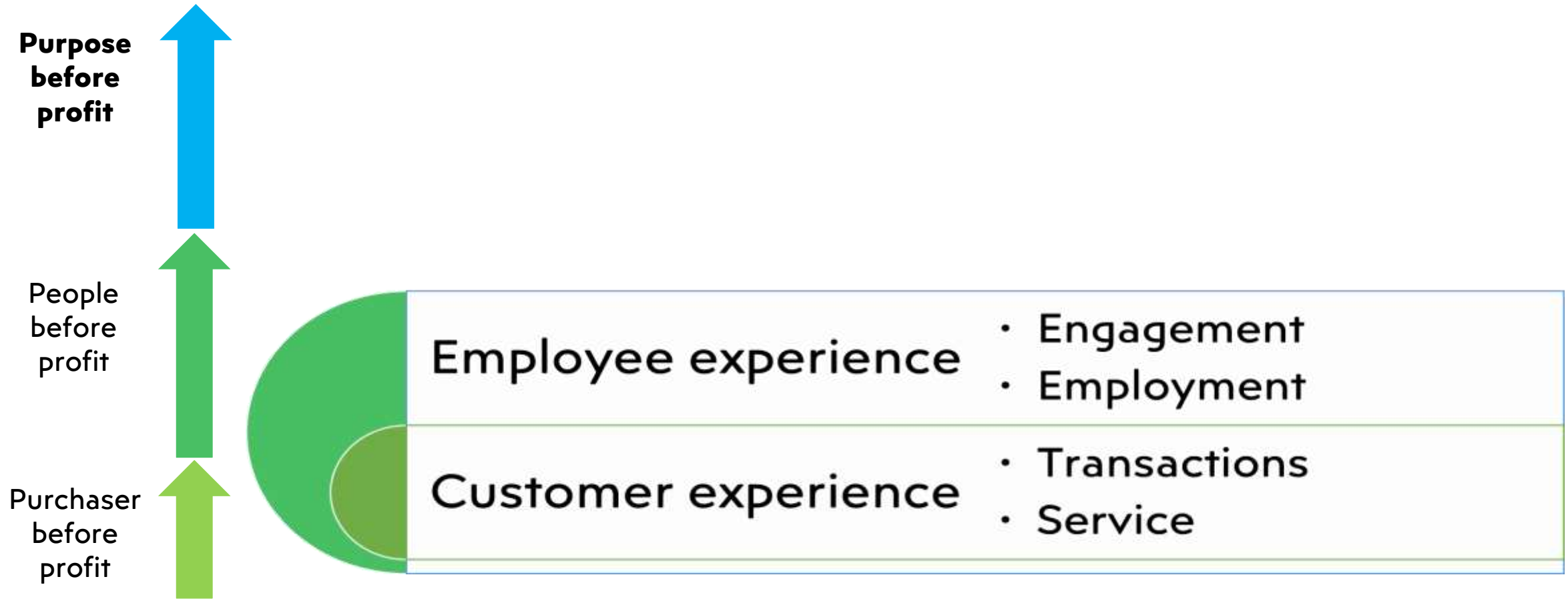
Google offers home working option until 2021



Twitter says staff can continue working from home permanently



Expectations - The rise of true customer-centric purpose



2 in 5 recognise it means a significant change to their Customer Strategies. Further 50% making changes*

Expectations – importance of contribution and compassion



**Customer Service
for Anything**

Helping people find answers.



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Наруш берибле илр 31-27612

Free parking for
NHS staff



What happens when we forget HSE is an experience



What happens when we forget HSE is not the only expectation

 We are looking forward to welcoming more passengers on board again. But how can safety and hygiene be guaranteed everywhere? Our expert Annette Mann informs about our measures. Watch the full video at: ti.lh.com/DhAj #MeetTheExpert #WeCare



78 20 219

Replies



AG @ago_guer · Jun 16

Replying to @lufthansa

Three months an I have not received reimbursement from LUFTHANSA. How much more I have to wait? Shame on you.

1 9

We're restarting some flights from 15 June 2020. We have put a number of biosecurity measures in place to protect you, our aircrew and our ground crew. Watch the video to find out more.



Missyxx @Missyxx9 - May 26

Replying to @easyJet

I would really like my money back from my cancelled flights in March first!!! Why would I book any more flights with you if you won't give me back my money???????



Breaking Aviation News & Videos @breakingavnews · Jun 16

Turkish Airlines 787 receives water salute at Hamburg Airport to celebrate its first visit 🇹🇷



The Right Response – balanced and evolving approach



A graphic consisting of a teal background with a dark green speech bubble shape. Inside the speech bubble, the text "THE RIGHT CX RESPONSE" is written in white, uppercase, sans-serif font. A thin red horizontal line is positioned below the text.

THE RIGHT CX RESPONSE

The Right CX Response Plan

1. EEE mindset overview
2. 5 dimension assessment
3. Journey Impact & enablers
4. Recommendation & Activation plan

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