



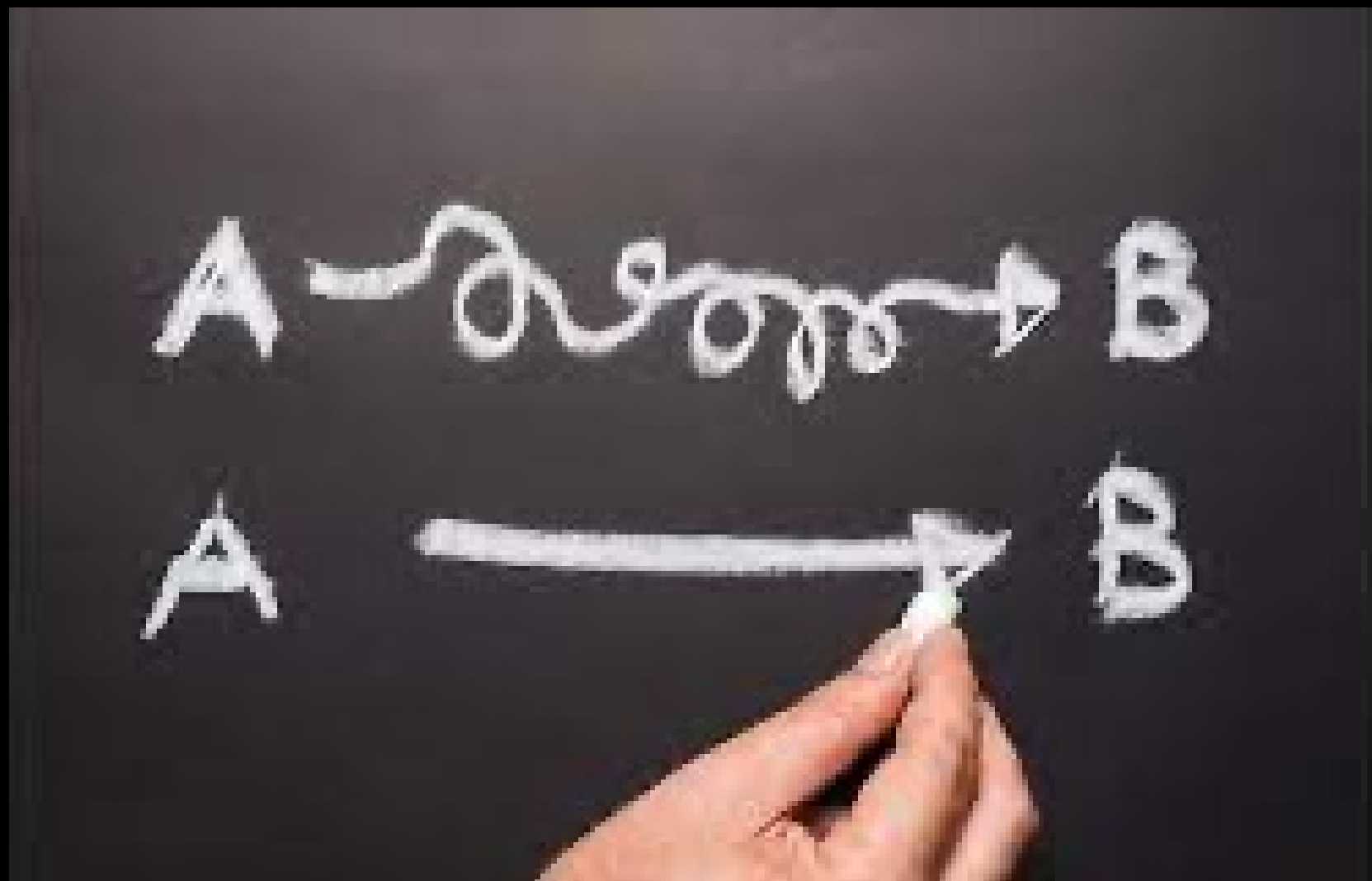
**HOW TO SIMPLIFY CUSTOMER
JOURNEYS**

or

**HOW TO DELIVER EPIC
CUSTOMER SERVICE EXPERIENCES**

HOW TO SIMPLIFY CUSTOMER JOURNEYS

THE COMMON APPROACH



HOW TO

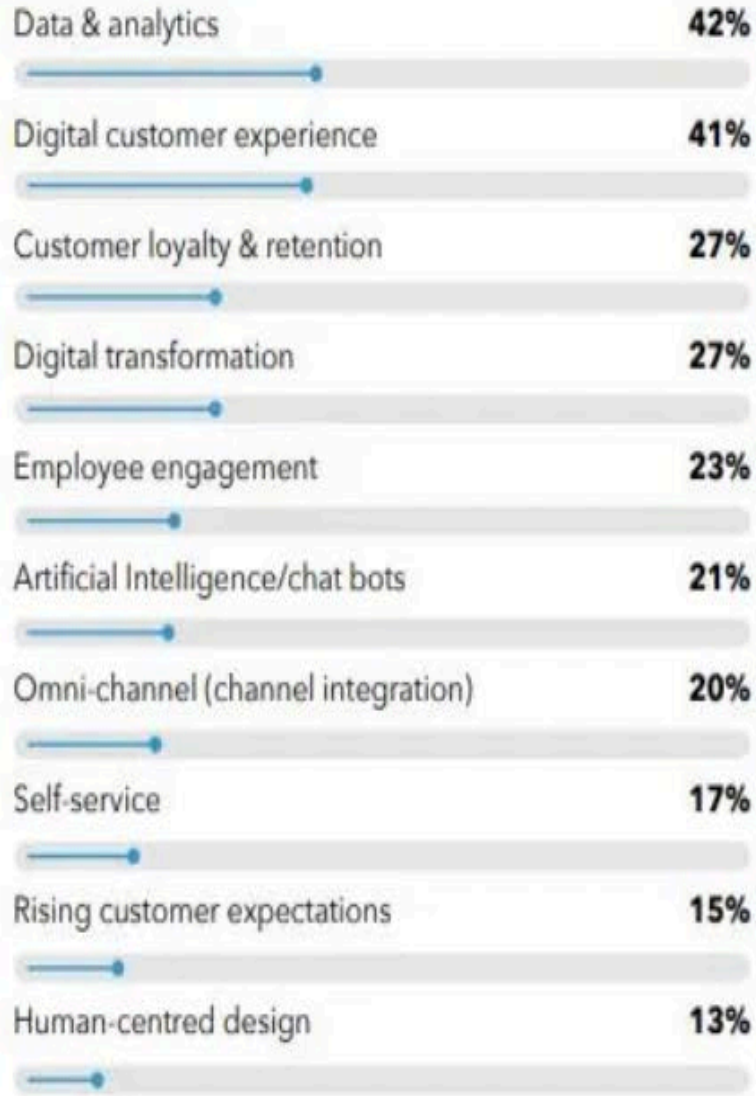
CUSTOMER JOURNEYS

THE COMMON APPROACH





Top trends customer experience practitioners say are impacting the industry:*



Top 3 trends solution providers predict say are impacting the industry:*



Top 3 trends industry commenters say are impacting the industry:*



Top trends customer experience practitioners say are impacting the industry:*

Top 3 trends solution providers predict say are impacting the industry:*

Top 3 trends industry commenters say are impacting the industry:*

Data & analytics
Digital customer experience
Customer loyalty & retention
Digital transformation
Employee engagement
Artificial Intelligence/chat bots
Omni-channel (channel integration)
Self-service
Rising customer expectations

60%
47%
36%
33%
27%
27%
27%
20%
7%



THIS IS TOO MUCH

Human-centred design

13%

Self service

13%

Human-centred design

13%

CUSTOMER SERVICE V CUSTOMER EXPERIENCE

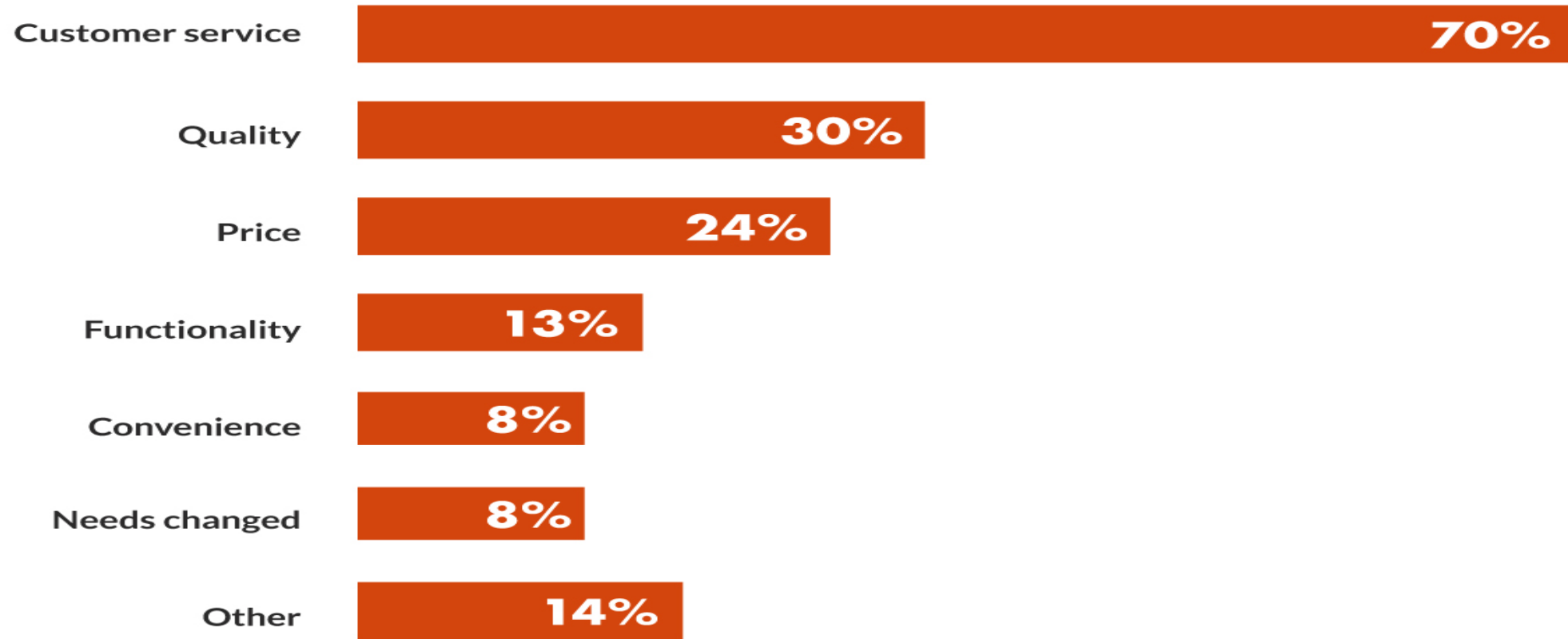
- In a nutshell, here's how **CX industry veterans** would define each:
- **Customer service** focuses on communication and problem-solving so customers get the best out of your service.
- **Customer experience** looks at the overall impression that you leave customers in every stage of the customer journey.

CUSTOMER SERVICE V CUSTOMER EXPERIENCE

- In a nutshell, here's how **CX industry veterans** would define each:
 - **Customer service** focuses on communication and problem-solving so customers get the best out of your service.
 - **Customer experience** is the overall impression that you leave customers in every stage of the customer journey.

WHAT?!

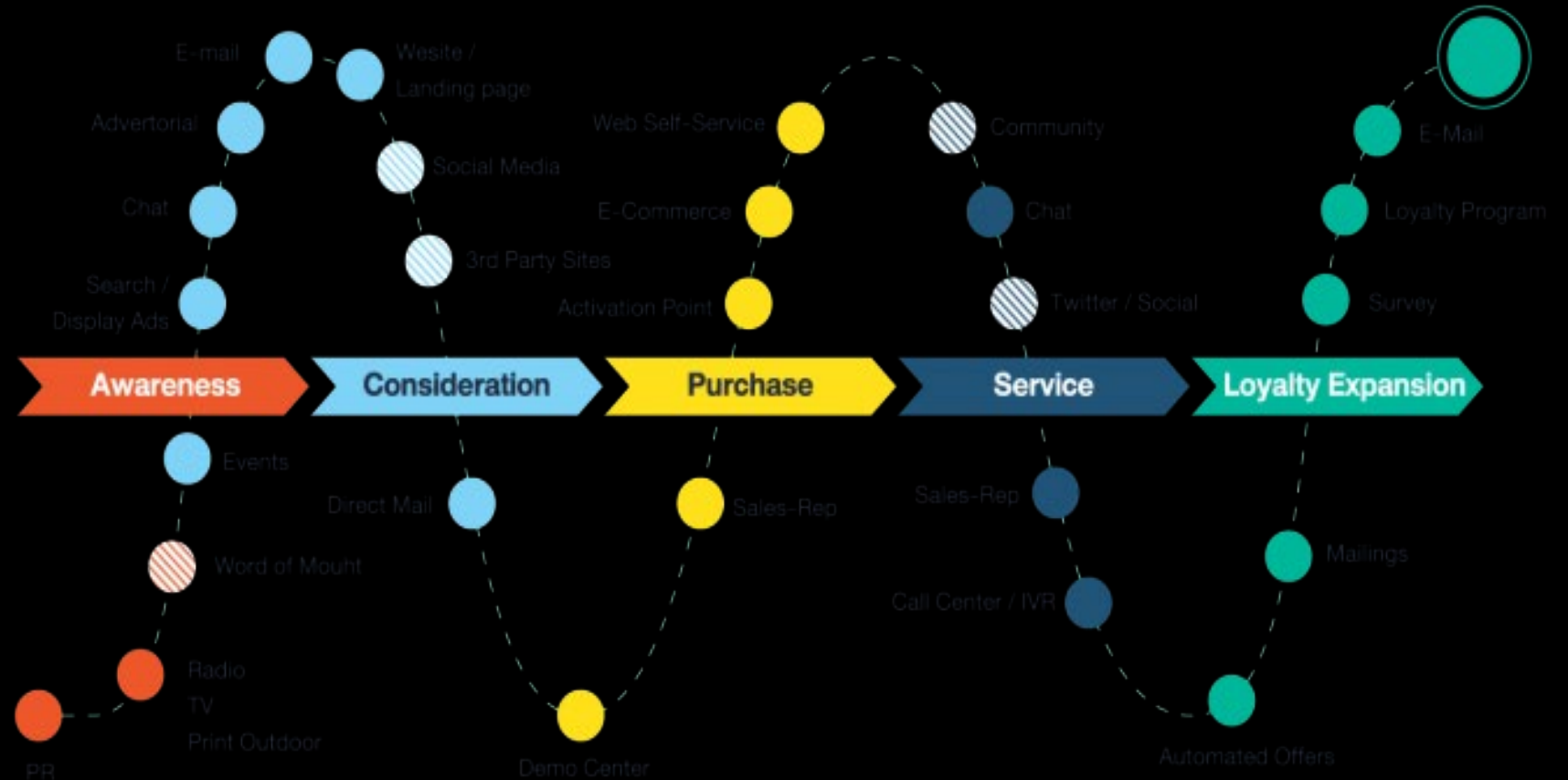
WHY DO CUSTOMERS LEAVE? (CUSTOMER VIEW)



CUSTOMER SERVICE EXPERIENCE (CSX)

- **Customer Service Experience** focuses on creating the very best customer contact options across ALL channels, for ALL customer requests, at ALL times.
- **AND**
- **Customer Service Experience** focusses on resolving ALL customer service requests and issues in the best way, whilst also driving change throughout the whole business.

HOW TO SIMPLIFY CUSTOMER JOURNEYS



HOW TO SIMPLIFY CUSTOMER JOURNEYS



Personalised
FOR ME

INTUITIVE



CSX STRATEGY & VISION

What should we offer our Customers ?



Easy to Find Help options

in-page App Help icon which can provide relevant guidance & advice on the page being viewed. Plus an easy link to the relevant CSX support area

Personalised Help Pages

Customer support information specific for each individual Customer based on their products, services & profile. Help journeys relevant to the customers prior interactions (i.e. dispute a transaction).

Intelligent Self-Help solutions

Dynamic In-App Knowledge Articles which improve based on customer usefulness rating and an Intelligent Digital Assistant which improves with AI & NLP learning

Multiple Customer Contact Channels

Consistent choice of contact channels for customers to use when reaching out for CSX Agent help. Specifically – Agent Chat, Message, Call or Callback for in-App contact, and Digital Assistant across social media channels.

Seamless Multi-channel experiences

Customer interaction journeys which work consistently and seamlessly for customers across multiple channels, without the need for repeating avoidable ID&V and information.

Customer Centric Processes

Processes that mean customers do not have to wait whilst we are doing work on their behalf. We will own issues (not contacts) & will proactively resolve issues, regularly providing updates to customers.

Track current Cases, Reopen old ones

We will provide constant access for customers to view any issues, requests, questions or complaints we are working on, and will allow them to reopen responses they do not feel acceptably resolved their issue or answered their question.

Provide feedback when you like

'Always on' App feedback solution, for customers to provide insight on our Support, App, Product & Service experiences, and make recommendations for Features and enhancements.

Request follow up when you like

Easy tick-box functionality for customers to request us to respond to their feedback at a time convenient to them.

Easy to Find Help options

Personalised Help Pages

Intelligent Self-Help solutions

in-page App Help icon which can provide relevant guidance. Plus an e

Customer support information specific for each

Dynamic In-App Knowledge Articles which improve business rating and an which improves with AI &

DETAIL YOUR CSX VISION AGAINST YOUR CSX PRINCIPLES

Multiple Customer Contact Channels

Seamless Multi-channel experiences

Customer Centric Processes

Consistent contact channels for customers to use when they go out for CSX Agent help. Specifically, we will offer Chat, Message, Call or Callback for in-App contact and a Virtual Assistant across social media channels.

Customer interaction journeys which work consistently and seamlessly for customers across multiple channels, without the need for repeating avoidable ID&V and information.

Processes that ensure customers do not have to wait whilst we are working on their behalf. We will own issues (responsibilities) & will proactively resolve issues, re-engage customers providing updates to customers.

Track Current Cases, Reopen old ones

Provide feedback when you like

Request follow up when you like

We will proactively follow up on any issues, working on, and will allow them to reopen responses they do not feel acceptably resolved their issue or answered their question.

Service experiences, and make recommendations for Features and enhancements.

Options for customers to provide their feedback at a time convenient to them.

Principle

Simplicity

Understand first, then act.

Adapt

Continuously challenge the status quo

360 Design Principle

Look at it from customers perspective

Be Transparent & Fair

Continuous Improvement

Encourage Dialogue

Share Experiences

10 Principles to guide the company

How do they translate to CSE?

How do they translate to UX & Product?

How do they translate to branding?

How do they translate to OPS?

New table

Principle	CSE	UX & Product	Marketing	OPS
Simplicity	Easy to Find Help & Contact options	Minimize click journeys Simple Offerings Seamless & frictionless experience	Minimalistic Approach Create clarity	Control by Design
Understand first, then act.	Personalised Help Pages Complaint Root Analysis	Prototyping and usability testing Localization Next Best Action with Customer Experiment with personas and solutions	Understand your customers Market Research	??
Adapt	Intelligent Self-Help solutions	Flexibility to change product offering Adapt to UX Trends	Adapt to Trends Create Trends Focus on Relevancy	Understand your regulatory landscape
Continuously challenge the status quo	Challenge the market mindset	Question the market Challenge customer experiences Strive for newest and fastest ways	Challenge the old-school banking Change the scene	Processes that work, always!
360 Design Principle	Seamless Multi-channel experiences Multiple Customer Contact Channels	Consider many options Offering comprehensive features Flexibility & access from different touchpoints	Consider Every Customer Type and Lifecycle Stage Strive to be the best option for the customer The Brand of Choice	Build processes around customer requirements Services that fulfill all use cases of customers
Look at it from customers perspective	Customer Centric Processes Processes set for the customers not for the bank	Design based on customer needs Available for customer anytime, anywhere	Pillar 4 - Customer Centric Approach Market Orientation from customer's perspective	Remove painpoints
Be Transparent & Fair	Close Loop Process - if you dont like the outcome, reopen it 24/7 CSE Progress Tracking	NO hidden Fees Smart Notifications/alerts Inform user about any destructive actions	What you see is what you get Minimum small prints ;)	Transparent T&Cs Service Downtime Comms
Continuous Improvement	Provide feedback when you like Every contact's Root-cause analysis	Agile Culture / Work in iterations Continuous Testing and Data-driven improvements Future-proof the products for complaints	Pillar 3 - Future-proof startup culture Data Driven Marketing decisions Listen and learn from the customers	Ongoing optimization of processes
Encourage Dialogue	Request follow up when you like	Feedback / Ratings / Experience Surveys Open Dialogue with stakeholders	Social Media Engagement Provoke questions and calls to actions	BO and FO together<3
Share Experiences	Openly share NPS Scores	Referral Programmes Community Sharing	Create brand advocates Pillar 5 - Wow People Magician brand archetype	

Principle

Simplicity

Understand first, then act.

Adapt

Continuously challenge status quo

360 Design Principle

Look at it from customer perspective

Be Transparent & Fair

Continuous Improvement

Encourage Dialogue

Share Experiences

10 Principles to guide the company

How do they translate to CSE?

How do they translate to UX & Product?

How do they translate to branding?

How do they translate to OPS?

Principle

CSE

UX & Product

Marketing

OPS

Understand first, then act.

Easy to find Help

Minimize

Seamless &

Create

Control by Design

Understand first, then act.

Personalised Help Pages

Root Analysis

usability testing

Localization

Work with Customer

with personas and solutions

your customers

Re

??

Adapt

Intelligent Self-Help solutions

Flexibility in handling customer offering

Adapt to UX trends

Adapt to Trends

Cr

Focus on Relevancy

Understand your regulatory landscape

Continuously challenge status quo

Challenge the market

Question the market

Challenge customer experiences

Strive for new and fast solutions

Challenge the old-school thinking

Cr

Processes that work, always!

360 Design Principle

Seamless Multi-channel experiences

Multiple

Consider many options

Offering comprehensive features

Flexibility & access from different touchpoints

Consider Every Customer Type and Lifecycle Stage

Str

The Brand of Choice

Build processes around customer requirements

Services that fulfill all use cases of customers

Look at it from customer perspective

Customer Centric Processes

customers not for the bank

Design based on customer needs

Available for customer anytime, anywhere

Pillar 4 - Customer Centric Approach

Or

Remove painpoints

Be Transparent & Fair

Close loop Process - if you dont like the outcome, reopen it

4/7 CSE Progress Tracking

NO hidden Fees

Smart Notifications/alerts

Inform user about any destructive actions

What you see is what you get

Min

Transparent T&Cs

Service Downtime Comms

Continuous Improvement

Provide feedback

Every

Agile

Continuous

Future-proof

Pillar 3 -

e

Listen and learn from the customers

Ongoing optimization of processes

Encourage Dialogue

Follow up when you like

Ratings / Experience Surveys

Dialogue with stakeholders

Social Media Engagement

ques

Listen and learn from the customers

Ongoing optimization of processes

BO and FO together<3

Share Experiences

Openly share NPS Scores

Referral Programmes

Community Sharing

Create brand advocates

Pillar 5 - Wow People

Magician brand archetype

THESE CSX DESIGN PRINCIPLES MUST APPLY ACROSS ALL OF THE COMPANY

OUR VISION – WHAT WOULD GREAT LOOK LIKE FOR OUR CUSTOMERS?



- CHOICE OF CONTACT CHANNEL.
- PERSONALISED CONTACT JOURNEYS.
- CHOICE OF IMMEDIATE (ASAP) OR SCHEDULED RESPONSE.
- IF THERE'S A DELAY, A SOLUTION OTHER THAN WAITING.
- JOINED UP INFORMATION ACROSS ALL CHANNELS.
- PERSONALISED PORTAL SHOWING ALL QUOTATIONS & BOOKINGS.
- EASILY ASK QUESTIONS, AND TRACK PROGRESS WITHIN THIS PORTAL.
- EASILY SHARE QUOTATIONS & BOOKINGS WITH FELLOW TRAVELLERS.
- CHAT SOCIALLY WITH FELLOW TRAVELLERS.
- PROVIDE FEEDBACK WITHIN PORTAL.

OUR VISION – WHAT WOULD GREAT LOOK LIKE FOR OUR CUSTOMERS?



- CHOICE OF CONTACT CHANNEL.
- PERSONALISED CONTACT JOURNEYS.
- CHOICE OF IMMEDIATE (ASAP) OR SCHEDULED RESPONSE.
- IF THERE'S A DELAY, A SOLUTION OTHER THAN WAITING.
- JOINED UP INFORMATION ACROSS ALL CHANNELS.
- PERSONALISED PORTAL SHOWING ALL QUOTATIONS & BOOKINGS.
- EASILY ASK QUESTIONS, AND TRACK PROGRESS WITHIN THIS PORTAL.
- EASILY SHARE QUOTATIONS & BOOKINGS WITH FELLOW TRAVELLERS.
- CHAT SOCIALLY WITH FELLOW TRAVELLERS.
- PROVIDE FEEDBACK WITHIN PORTAL.

**DETAIL YOUR CSX VISION
AGAINST YOUR CSX PRINCIPLES**



Andrew,
welcome to
My Golfbreaks.com



Andrew Bairstow
Handicap - 10.2

NEXT TRIP

[Assign guest groups](#)

8 nights, Self Catering, 6 rounds of golf at
Hotel La Manga Principe Felipe 5* - 21st Oct 16

Booking reference: XXXXXXXXXX

MANAGE BOOKING

Trip countdown
05:02:34
DAYS HRS MIN

BreakPoints you will earn
 320

Venue weather
 23°

LIVE QUOTE

Winston's 30th Birthday
6 packages to choose from

VIEW QUOTE

Quote expires in 3 days. [View quote](#)

Breakpoints

£11 608

Chatter

VIEW ALL CHATS >

Mark's Stag Do⁵



You (Leader) - 14.20pm, 21/02/16

Lorem ipsum dolor sit amet, onsectetur adipiscing elit...

GO TO GROUP

EPIC CONTACT JOURNEY

! Don't forget! This online enquiry is live for 2 more days.

Mark's stag do

PREVIOUS PACKAGES

Packages

Package 1

CHOOSE EDIT HELP

Package description

7 nights, Bed & breakfast, 5 rounds of golf at Hotel La Manga

Price

Golfer

ADD A COMMENT DELETE QUOTE

I'm enquiring about...
Booking - Craig's Stag Golf Trip

Regarding:
Golf → Facilities

I'd like to:

- Live chat
- Send a message I can check on later
- Request a callback

Alternatively, call us free on
0808 278 6714
Lines are open from 8am - 9pm Mon to Fri,
9am - 6pm Sat, 9am - 3pm Sun.

← BACK

8 nights, Self Catering, 6 rounds of golf at Hotel La Manga Principe Felipe 5*

Golfer

Easy choice of channel for customers with no loss of context.

Easy, relevant and contextual support options.

EASY & PERSONALISED CONTACT

! Don't forget! This online enquiry is live for 2 more days.

REQUEST AN EXTENSION >

Mark's stag do

ADD A COMMENT

DELETE QUOTE

← PREVIOUS PACKAGES

👜 Packages

✓
CHOOSE

Agent knows who the customer is, what package they are looking at, and what their question is about



I'm enquiring about...

Booking - Craigs Stag Golf Trip



You

Hi, I was wondering tiam tempor, arcu tincidunt pulvinar cursus, justo odio sagittis tellus, at feugiat mi dui id?



Jordan

Hi, my name is Jordan. Maecenas sed diam eget risus varius blandit sit amet non magna. Donec sed odio dui.

Jordan is typing...



Write your message...

SEND

END CHAT

Package description

7 nights, Bed & Breakfast, 5 rounds of golf at Hotel La Finca Golf & Spa Resort

8 n

at H

£ Price

Golfer

£1,375.00 pp Earn 130 Breakpoints pp

Golfer

£1,375.00 pp Earn 130 Breakpoints pp

Receive 3000 bonus Breakpoints worth £300 as part of the Group Giveaway for groups of 16 to 19

GIVING CONTROL TO THE CUSTOMER

I'm enquiring about...
Booking - Craigs Stag Golf Trip


Regarding:
Travel → Hotels

I'd like to request a callback:
(* denotes required field)


IT'S ABOUT * :

CALL ME ON * :

CALL ME * :

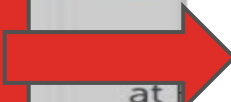
BETWEEN * :

SEND REQUEST

[← BACK](#)

Customer choice of immediate or scheduled callback response.



Mark's stag do

← PREVIOUS PACKAGES

👛 Packages

£ Price

★ Extras

[REQUEST AN EXTENSION >](#)

[DELETE QUOTE](#)

it...
ig's Stag Golf Trip

essage I can check on later

callback

Alternatively, call us free on
0808 278 6714

re open from 8am - 9pm Mon to Fri,
am - 6pm Sat, 9am - 3pm Sun.

[← BACK](#)

ncipe Felipe 5*

Earn **130 Breakpoints** pp

Receive **3000** bonus Breakpoints worth **£300** as part of the Group Giveaway for groups of 16 to 19

FREE PLACE, 1 in 8 go free

FREE PLACE, 1 in 8 go free

GIVING CONTROL TO THE CUSTOMER

**All Routing
Decisions and
Prioritisation based
on Customer
Profile, Interaction
History & Context**

Customer choice of
immediate or
scheduled callback
response.

Receive **3000** bonus Breakpoints worth **£300** as part of the Group Giveaway for groups of 16 to 19

★ Extras

FREE PLACE, 1 in 8 go free

FREE PLACE, 1 in 8 go free

PUTTING THE CUSTOMER IN CONTROL

Customers can see the status of their questions and requests



Open questions & requests

Please select your quote or booking

Request you've made

Case Type	Status	Method of contact	Case no.	Last action	
Feedback follow up <i>Group name here</i>	New	Message	#123456789	2 mins ago	CLOSE ✖
Room upgrade request <i>Group name here</i>	In progress	Live chat	#123456789	4 hours ago	CLOSE ✖

Booking Question

Maecenas faucibus mollis interdum. Donec ullamcorper nulla non metus auctor fringilla. Donec sed odio dui.

12/12/16 - 13:21 We've requested a reply from you:

Please add your comments

Feedback will be responded to if you ask us.



Open questions & requests

Show all questions and requests

Requests you've made

Feedback for: Booking #123456789 complaint CLOSE ✖

Case Type

How happy were you with our service?

Please Select

Last action

2 mins ago

CLOSE ✖

[Feedback follow up](#)
Group name here

How happy were you with the outcome?

Please Select

4 hours ago

CLOSE ✖

[Room upgrade request](#)
Group name here

Any additional comments?

12/12/16

CLOSE ✖

[Booking Question](#)
Group name here

Tick here to receive a follow up

12/12/16

RE-OPEN

SUBMIT FEEDBACK

Questions you've asked

Case Type

Status

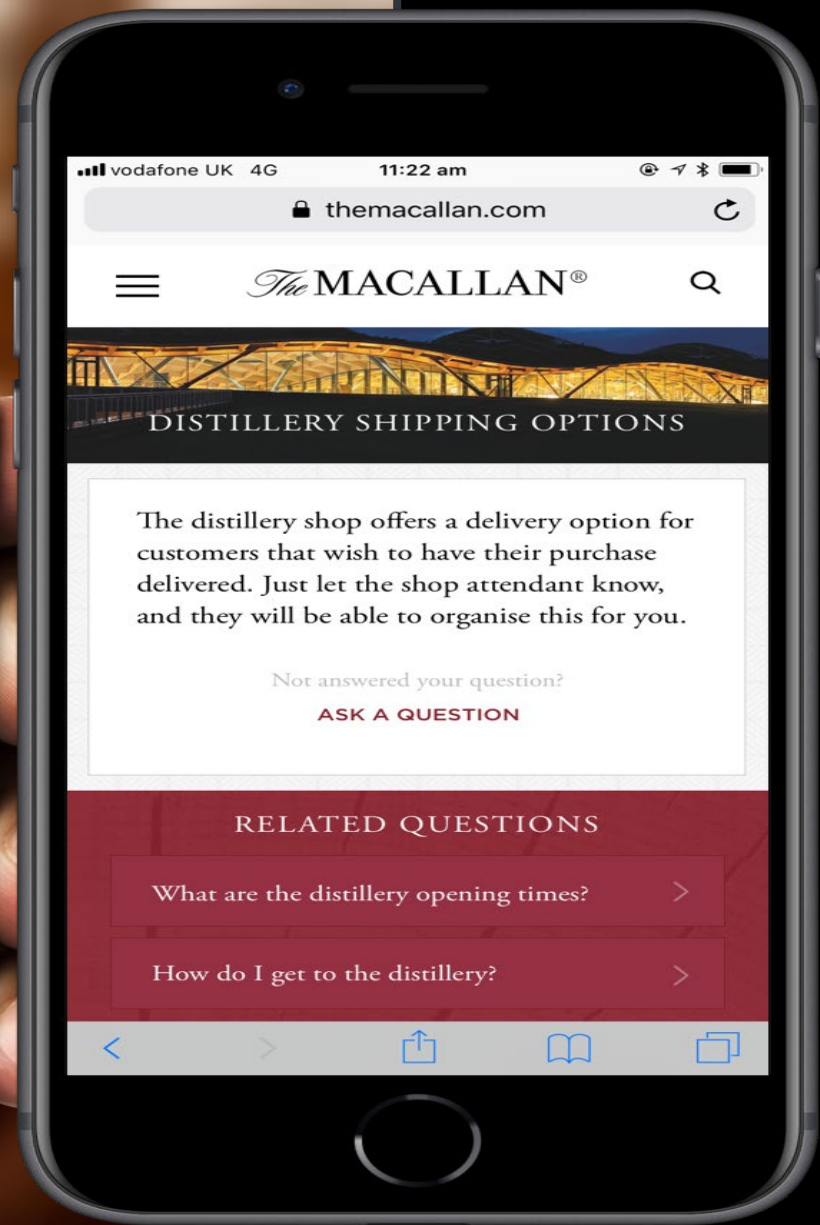
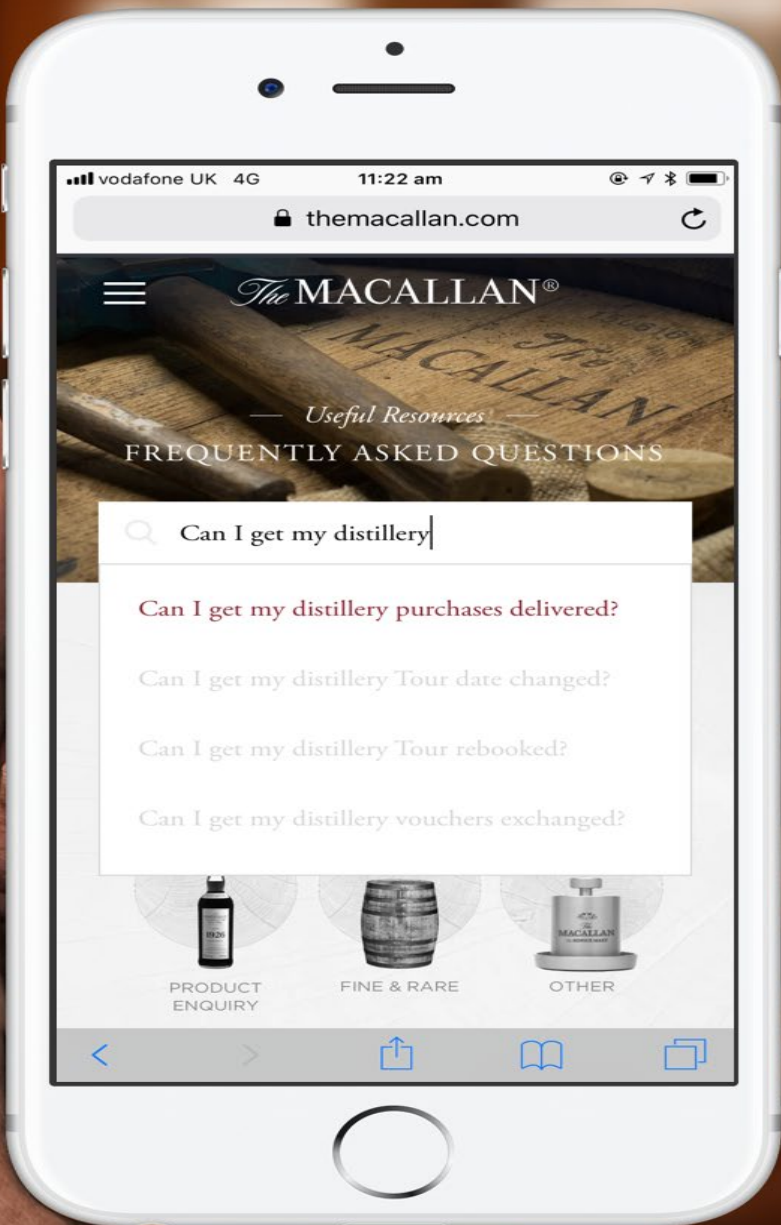
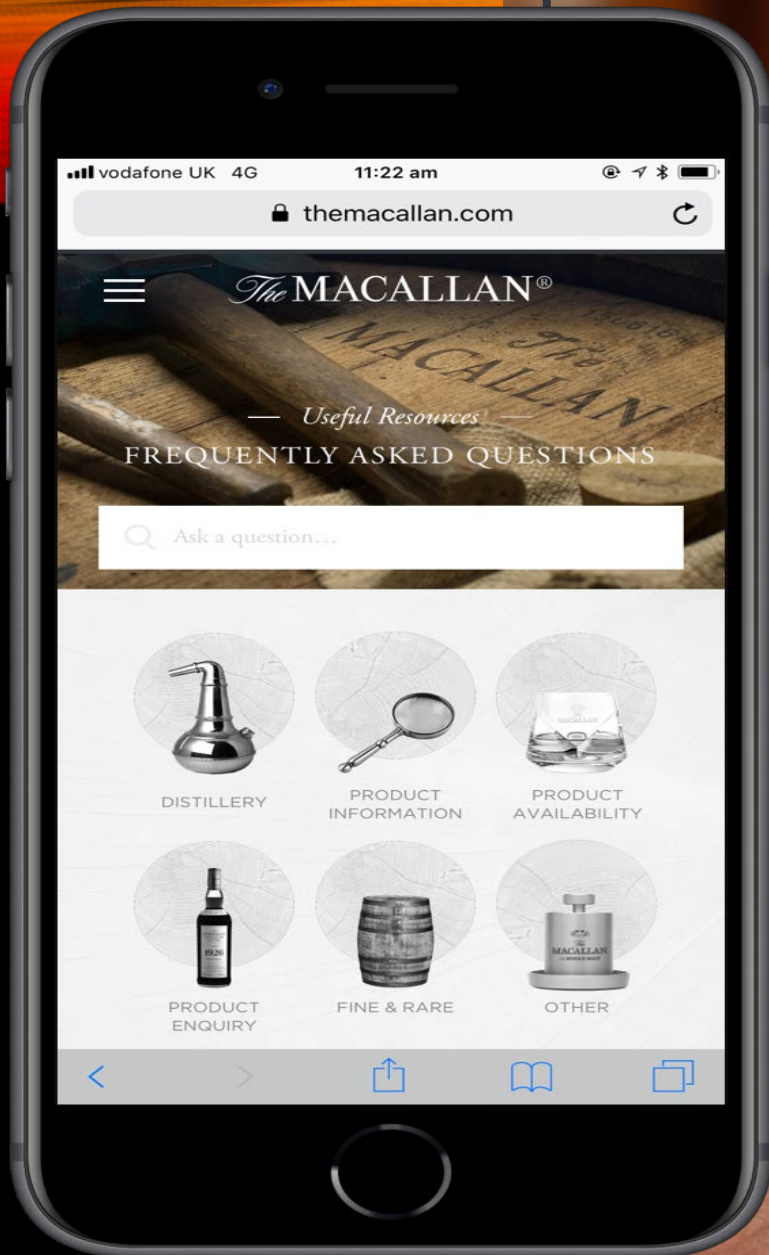
Method of contact

Case no.

Last action

MACALLAN CONSUMER SERVICE





PRODUCT ENQUIRY



13:05

MACALLAN AGENT



Hello Micheal, I'm sorry you are having issues with your Macallan 30 year old Sherry Oak bottle. What seems to be the problem?

The cork is disintegrating and is leaving sediment in the whisky



So sorry you are having problems with the cork. Could we send a replacement bottle out to you?

That would be perfect thank you.



Please could you confirm your delivery address:
63 Ovington Gardens, Knightsbridge, London, SW3 1LU

That's correct.



Excellent. We will get that sent out to you. The expected delivery date will be the 17th of July. Is there anything else I can help you with?

No that's everything, thank you.



Write a message...



SEND

CALLAN®

INSIDE THE MACALLAN

WHISKY

DISTILLERY

SHOP

NEWSLETTER

EN

— Welcome Back Micheal —

FREQUENTLY ASKED QUESTIONS

Ask a question...

DISTILLERY

PRODUCT INFORMATION

PRODUCT AVAILABILITY

PRODUCT ENQUIRY

FINE & RARE

OTHER

BOTTLE REPLACEMENT CONFIRMATION

Firstly, our sincere apologies for any inconvenience caused by the problem with your original purchase. Please consider this confirmation that a replacement bottle is being shipped to you.



SHERRY OAK 30 YEARS OLD

— Delivery Information —

Delivery Address
Micheal Longton
Ovington Gardens,
Knightsbridge
London
SW3 1LU

Tracking Number
ARE34GF54RW

Expected Delivery Date
17/06/18

Reference Number
8829183

Delivery Method
FedEx

— Your Collection —

VIEW YOUR BOTTLE COLLECTION

VIEW





CALLAN®

INSIDE THE MACALLAN

WHISKY

DISTILLERY

SHOP

NEWSLETTER

EN

— Welcome Back Micheal —

FREQUENTLY ASKED QUESTIONS

Ask a question...

EPIC CSX

Write

SEND

VIEW





**PARCEL
DELIVERY ??**





**HOW
CUSTOMER SERVICE**



**FIXED THE
CUSTOMER EXPERIENCE**



**PARCEL
DELIVERY ??**

CSX VISION - Our Customer Promise

- We handle your parcel safely, securely and on time - every time
- You're in control - we give you the technology to view your parcel's progress and reschedule if you want to
- We will let you know when you can expect our driver to arrive, and if that doesn't work for you, you can tell us
- We make it easy for you to contact us, and find a way to deliver if anything goes wrong
- We listen to your feedback and take action
- All our people are committed to delivering a great customer experience - every time

If you have questions or issues about receiving or sending a parcel or another aspect of the City Link services, you can find answers and solutions in our knowledge base. Click the relevant option below to find your answer.

Query Type

[Receiving a delivery](#)[Sending a parcel](#)[General enquiries](#)

Query

[My parcel hasn't been delivered](#)[Your tracking information is wrong](#)[Your driver did not deliver as requested](#)[My parcel has been lost or damaged](#)[Our People](#)[Can I change my delivery arrangements?](#)[I would like to speak to someone](#)[When will my parcel be delivered?](#)[Can I collect my parcel?](#)

Frequently Asked Questions

[You say you have left a card, but I haven't received one](#)[You say my parcel has been delivered, but I haven't received it](#)[The tracking information is out of date](#)[I have received a blank card/cannot read the writing](#)[My parcel has been signed for, but I don't recognise the signature](#)[If you have not found your answer, click here to Contact Us](#)

Answer

We apologise the information shown online appears to be incorrect. Please contact us or call our Customer Care Team on 08444 930 932 if you need more assistance. You will need your consignment number or customer reference number which should be provided by the sender of your goods. In order for us to find out what went wrong, and take steps to ensure it does not happen again, we would be grateful if you could complete a Web Contact Form by clicking on the 'Contact Us' link below. This will allow us to establish which individual was involved, and take the appropriate corrective actions with them directly

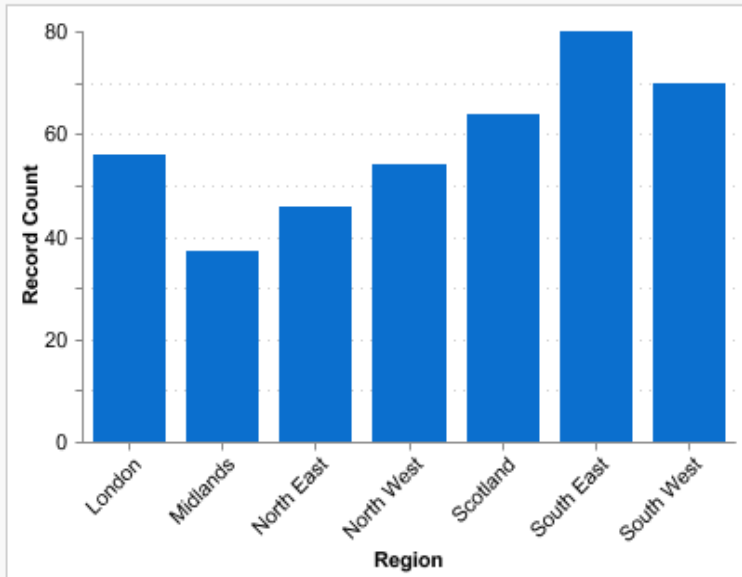
If you need to talk to us, you can call us on 08444 930 932

[LOGIN TO HELP & SUPPORT](#)

HOW CUSTOMER SERVICE FIXED THE CUSTOMER EXPERIENCE

Shows the origin of customer relations cases this month

Operational Failure complaints by region



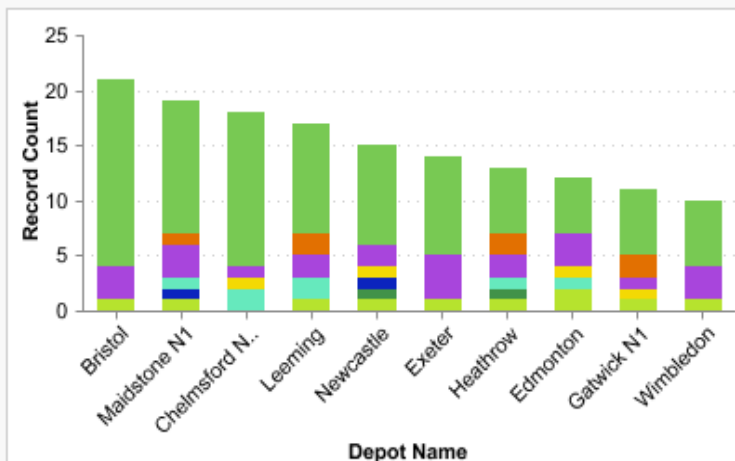
Operational Failure complaints by driver id

Driver ID & Depot	Record Count
113 - Beckton	3
102 - Beckton	2
106 - Leicester	2
106 - Newcastle	2
113 - Oxford	2
115 - Carlisle	2
121 - Wimbledon	2
138 - Rotherham	2
143 - Cardiff	2
156 - Peterborough	2

Cases due to Escalate

Open Cases due to escalate to Head of Customer Experience:	3
Open Cases due to escalate to Customer Relations Manager:	1
Open Cases due to escalate to Customer Relations Team Leader (Daniel):	1
Open Cases due to escalate to Customer Relations Team Leader (Kelly):	0

Operational Failure complaints by depot (Top 10)



Reason for Contact
I have received a blank card / cannot read the writing
I was here all day, your driver didn't arrive
I was left a card but I was home
My delivery instructions were ignored
My parcel has been damaged
My parcel has been left unsecure
My parcel has not been delivered on time
Your card doesn't say where my parcel is
You say my parcel has been delivered, but I haven't received it
You say you have left a card, but I haven't received one

Customer Relations Queue	88
Sara Accorsini	6
Benedicta Nwabuoku	5
Daniel Faulkner	5
Gary Baker	4
Kelly Badham	4
Vivian Igebu	4
Martin McPherson	3
Natasha Teji	3
Tom Mansbridge	2
David Winnington	1
Olamide Akintola	1

Other Metrics

Average age of closed cases owned by Customer Relations this month (Hours):	12
Open cases older than 24 Hours:	29

Reopened Cases

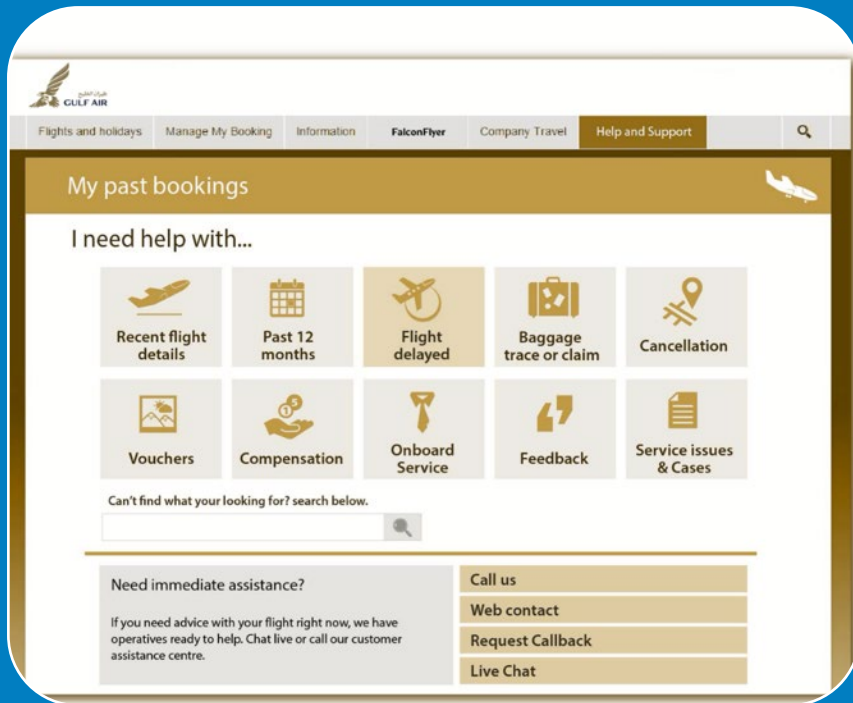
Reopened cases since 12th December:	3
-------------------------------------	---

Feedback Surveys this month

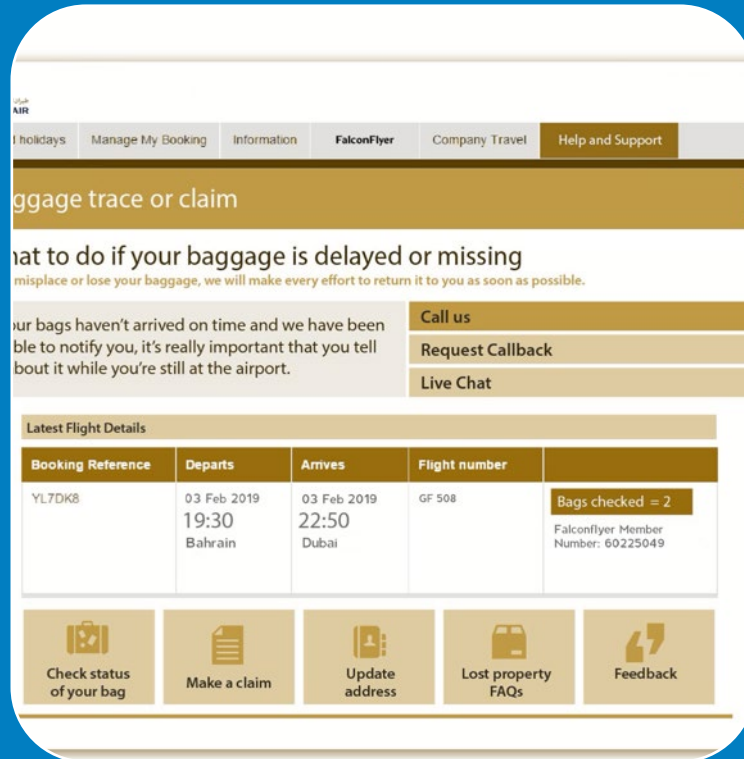
Case Owner	Average Score	Average CSA Helpfulness	Average Resolution
Natasha Teji	9	9	9
Vivian Igebu	8	9	7
Sara Accorsini	4	5	5
Gina McGuinness	1	1	1



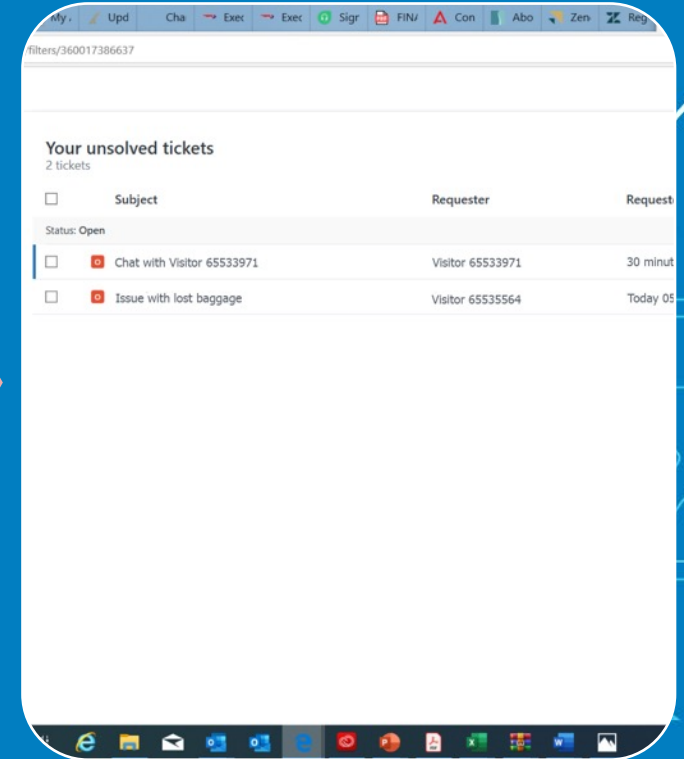
Customer Relations – customer journey



Intuitively designed Customer Relations Contact options easily available



Customer sends details of their enquiry, claim or complaint



The Customers issue is immediately routed to the relevant CX teams within CRM



Customer Relations – customer journey

Intuitively designed Customer Relations Contact options easily available

Booking Reference	Departs	Arrives	Flight number	
YL7DK8	03 Feb 2019 19:30 Bahrain	03 Feb 2019 22:50 Dubai	GF 508	Bags checked Falconflyer Member Number: 60225049

Customer sends details of their enquiry, claim or complaint

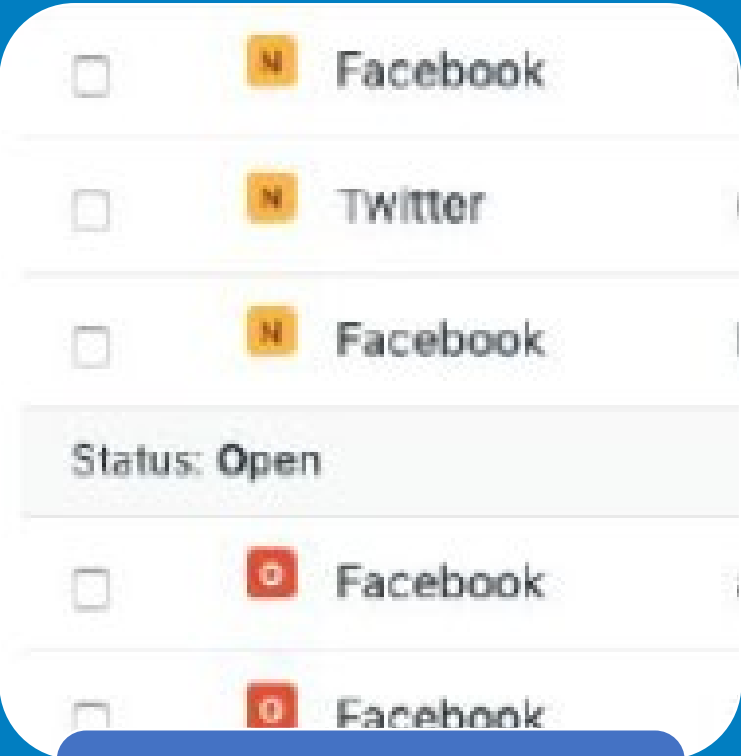
Booking Reference	Departs	Arrives	Flight number	
YL7DK8	03 Feb 2019 19:30 Bahrain	03 Feb 2019 22:50 Dubai	GF 508	Bags checked = 2 Falconflyer Member Number: 60225049



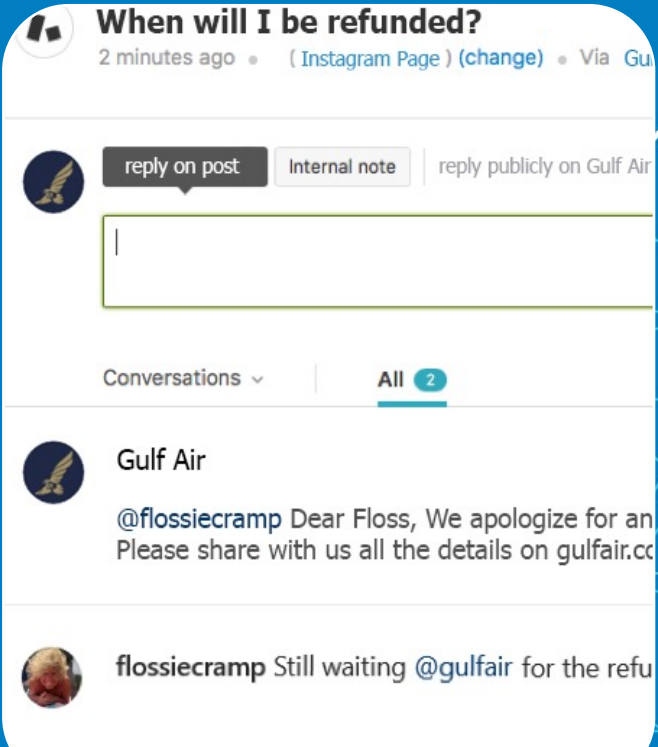
Service issue – social media customer journey



Customers post their questions & issues directly on Instagram, Facebook or Twitter pages



Social post is immediately routed into the relevant CRM Customer Queue for investigation & response

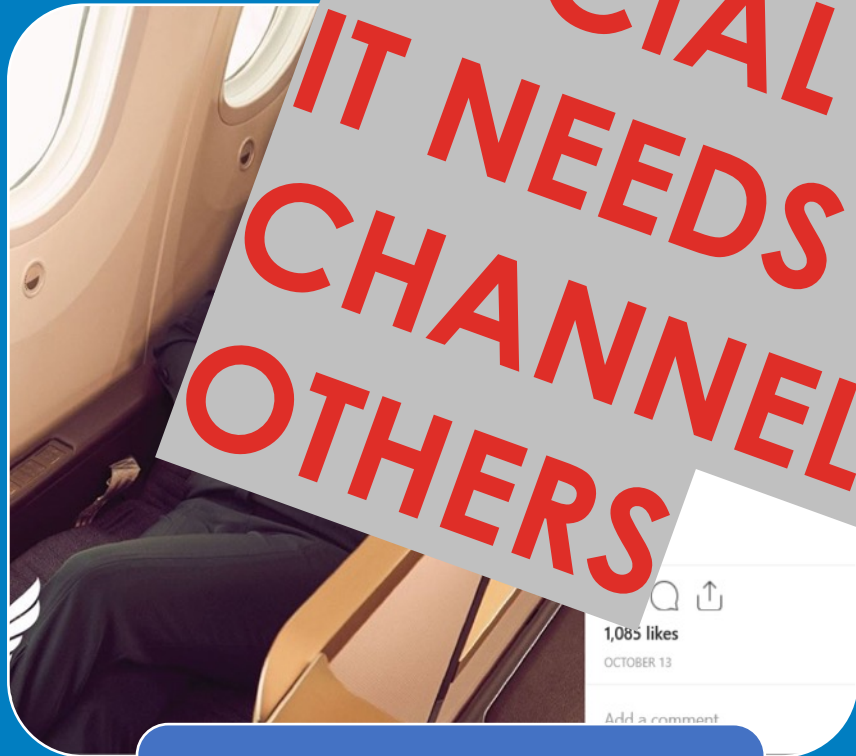


Agents respond to Customer Service Cases filtered out as relevant by Social Media & CRM integration



Service issue – Social media customer journey

SOCIAL MEDIA IS HERE NOW... IT NEEDS TO BE A CORE CHANNEL INTEGRATED TO ALL OTHERS



Customers post their questions & issues directly on Instagram, Facebook or Twitter pages



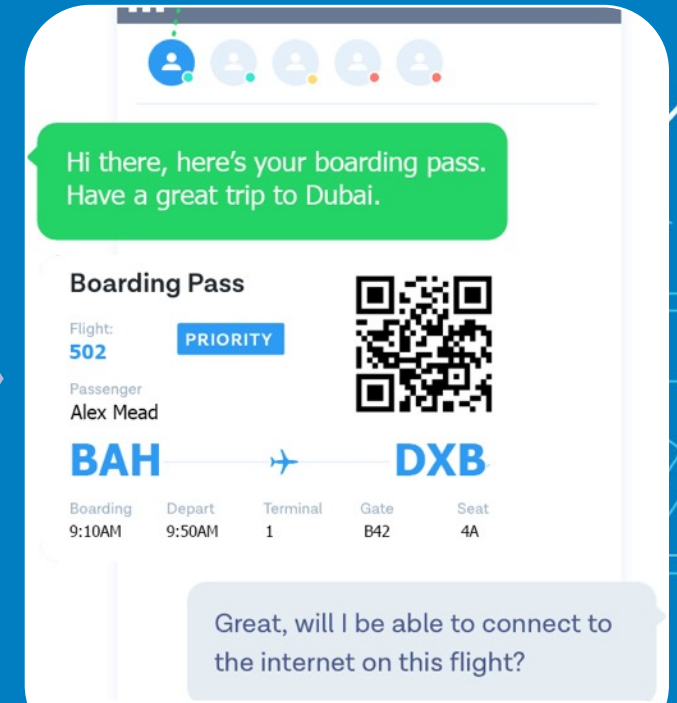
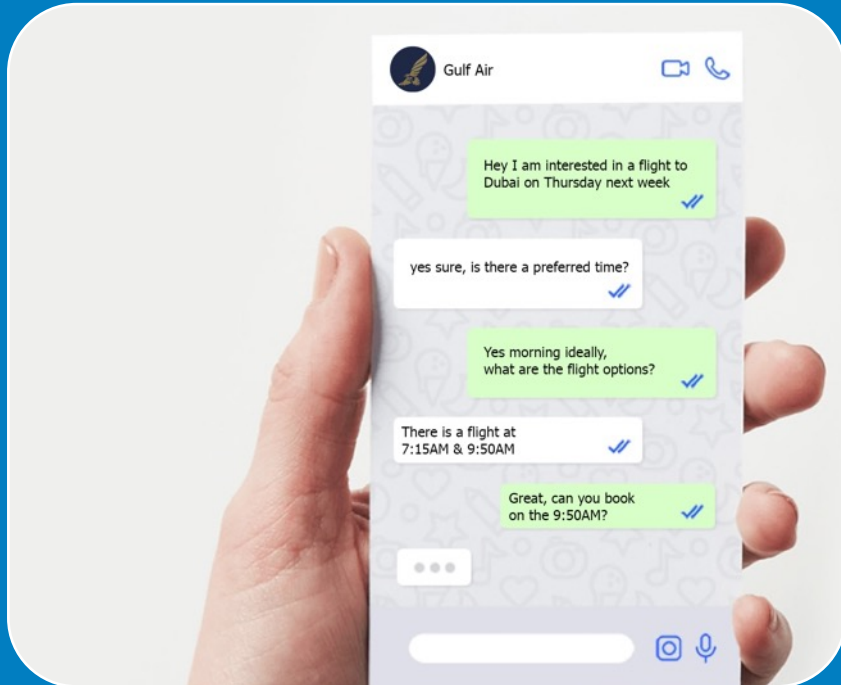
Social post is immediately routed into the relevant CRM Customer Queue for investigation & response



...to Customer ... out as ... media & ... CRM integration



WhatsApp – High Tier Falcon Flyermembers



Black & Gold level members can send WhatsApp sales & service requests directly to the relevant CX team


Black & Gold WhatsApp requests will arrive into priority queues within the CRM application

The FF Priority CX team can then share and respond flight information directly through WhatsApp




WhatsApp – High Tier Falcon Flyermembers

WHATSAPP / MESSENGER STYLE INTERACTIONS ARE WHAT CUSTOMERS WANT & NEED



Black & Gold level members can send WhatsApp sales & service requests directly to the relevant CX team



Black & Gold WhatsApp requests will arrive into priority queues within the CRM application



Priority CX team can create and respond flight interaction directly through WhatsApp



HOW TO SIMPLIFY CUSTOMER JOURNEYS

- Create your own Company Vision for CSX
- **Validate it with your Frontline Staff AND Customers**
- Make them your company wide CSX Design Principles
- Build the Foundations, then add on the 'clever stuff'
- Only Implement Technology Platforms that align to your CSX Vision