



MANAGING SEASONAL PEAKS

PANDEMIC PARALYSIS
BEATING YOUR CUSTOMERS
FRONT LINE FRONTIERS

Pandemic Paralysis



"Due to the pandemic, we are experiencing longer delays than usual"

As a customer - calling an organisation today - how would you feel if you heard this IVR message?

Beating your customers

Use data to pre-empt your customers' next move - prepare for it!

Meet their needs before they recognise them as needs - provide a pro-active, effective experience



Front Line Frontiers



"Service, in short, is not what you do, but who you are. It's a way of living that you need to bring to everything you do if you're to bring it to your customer interactions."

Betsy Sanders

1. Hire right
2. Equip
3. Empower



THANK YOU

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CULTIVATE CUSTOMER EXPERIENCE BY DESIGN



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