



**DAP**  
Consultancy

**Happier customers make for better business**

[dapconsultancy.co.uk](http://dapconsultancy.co.uk)



# Introduction

## About me



### **Dan Pratt**

DAP Consultancy Founder & Director  
Customer Experience Consultant  
[dapconsultancy.co.uk](http://dapconsultancy.co.uk)

- Time split between London, Swindon and Paris.
- Father of a 4-year-old.
- 12 years of experience within senior Customer Experience management positions
- In my spare time I am a musician (signed twice) and play badminton.

## About DAP Consultancy

DAP Consultancy Limited was launched in July 2021

We are experts in customer experience

Working across multiple practices



- **Customer Service**
- **Sales**
- **CX Strategy**
- **CRM**
- **Operations**
- **Marketing**
- **Social Media**
- **Research and Analytics**
- **Business Development**
- **Training and development**

## About DAP Consultancy



In a range of industries

- **Hospitality**
- **Telecommunications**
- **Car hire**
- **Consumers goods**
- **Retail, e-commerce**
- **Automotive**
- **Insurance & Banking**
- **Software Systems**
- **Fintech**

# Clients and organisations we have worked with





**What does an excellent customer service strategy look like?**

# The basics





# Happier customers make for better business

## Make every customer feel special



# What does Customer Experience cover? **Everything**

Becoming a successful business means you must understand your customers and put them first. Becoming customer-centric starts by getting to grips with your customers wants, needs, fears and expectations.

What do these two images signify, any ideas?



A tiger's face is partially visible, peering through a dense thicket of green, feathery leaves. The tiger's eyes are bright orange and looking directly at the viewer. The text "Areas of focus" is overlaid in white, bold font across the center of the image.

# Areas of focus

## Four core reasons why customers walk away

What are the mistakes and how to mitigate?

Mistake 1: Assuming long-time customers are happy

Mistake 2: Forgetting customer's best interest

Mistake 3: Employees engaging incorrectly

Mistake 4: Inconsistent communication and processes



## The impact of a poor experience in a review site world

90% of consumers read online reviews before visiting a business.

88% of consumers trust online reviews as much as personal recommendations.

Customers are likely to spend 31% more on a business with “excellent” review status.

72% say that positive reviews make them trust a local business more

92% of users will use a local business if it has at least a 4-star rating

74% of consumers will take action only after reading a positive review

86% of people will hesitate to purchase from a business that has negative online reviews.

On average, a one-star increase on TripAdvisor leads to a 5% to 9% increase in a business’s revenue.



## Why goodwill is a great tool to make your customers feel special

Encourages brand loyalty

Encourages forgiveness

Sets you apart from the competition

Improves the value of your business



## The power of trust and loyalty created by good tone of voice

It was Albert Mehrabian who came up with the rule determining that successful communication is made up of three parts: the words you use, your tone of voice and your body language.

1. It tells consumers who you are
2. It's what makes you different
3. It helps to build trust
4. It can be used to influence and persuade



## Offering trusted brand insurance for when things go wrong





## Why good isn't good enough

Service isn't fast enough

Service isn't personalised enough

Service isn't connected

Service is reactive



## KPI and target blended metric

NPS

CSAT

Complaint ratio

Review sites

Mystery customer

Churn



A man wearing a white t-shirt, blue shorts, and sunglasses is standing on a paved path in a park. He is smiling and giving a thumbs up with both hands. The background features lush green trees and a clear blue sky.

**Top tips to take away**

1. Remember – Happier customers make for better business.
2. Ensure your whole business is customer centric.
3. Understand your customers wants, needs, fears and expectations.
4. Use review sites to your advantage.
5. Don't be afraid to show and offer goodwill.
6. Have a consistent brand tone of voice.
7. Shout about the service insurance you provide.
8. Always aim to be exceptional rather than just good.
9. Have clear KPI's and targets
10. Treat each customer individually. Make every customer feel special.



Visit our FREE knowledgebase for our latest tools, insights, whitepapers, articles, models and industry thoughts.



The screenshot shows the DAP Consultancy knowledge base website. At the top, there is a navigation menu with links for Home, Our Experience, Services, Research, Hire Support, Knowledge Base, Our Stock Images, and Contact. Below the menu is a green header with the text "Welcome to our knowledge base". The main content area features a large image of a man in a white t-shirt and shorts standing on a rocky outcrop under a blue sky. The DAP Consultancy logo is overlaid on the left side of the image. Below the image, there is a bold heading: "Our latest tools, insights, whitepapers, articles, models and industry thoughts." Underneath this heading is a small paragraph: "To keep this knowledge base FREE we rely on donations, please [click here](#) to donate as little or as much as you can. It is very much appreciated by our community and local businesses." Below this paragraph is a grid of eight article titles:

- The do's and don'ts of staff surveys
- The best ways to spot your customer pain points
- Unexpected surprises for boosting team morale
- 3 things customers need most from you now
- Sizing Up the Competition: How to Conduct Competitive Research
- 4 top trends for the 2022 customer experience
- What the post-pandemic customer experience looks like
- Seven ways to show customers you really care
- How to combine email and social media for better customer experiences

At the bottom of the page, there is a small navigation bar with a left arrow, "1 of 3", and a right arrow.



<https://www.dapconsultancy.co.uk/knowledge base/>

## Connect with me on LinkedIn



### **Dan Pratt**

DAP Consultancy Founder & Director  
Customer Experience Consultant  
dapconsultancy.co.uk

**Linked** 



Thank you  
Any questions?





**How we can help you**



# We are specialists in Customer Experience, focused on maximising your business growth, customer loyalty and profits.

Just a few of our deliverables:

Increased review, NPS, and CSAT score solutions



We provide customer service and sales support agents **from £20 per hour.**



Monthly or weekly reports analyzing all areas of your CX, along with group meetings or one to ones to discuss the results



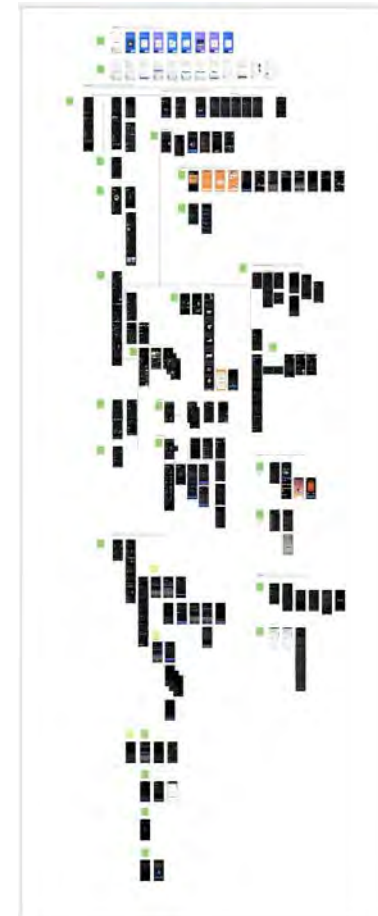
Pain point identification and resolution tracking

Task	Owner	Priority	Started	Pending	Completed	Notes
<b>I. Operations and Fulfillment Department</b>						
<b>A. Order Processing and Shipping</b>						
1. Implement a tracking system for real-time order status updates.	Nish / Matt	High	Yes	Yes	Yes	Review costs across shipping services
2. Establish a clear communication process for customers regarding delivery expectations.		High	Yes	Yes	Yes	MT - Product investigation and platform review needed.
3. Monitor shipping partners' performance and address issues promptly.		High	Yes	Yes	Yes	Free delivery cover - 'Next Day Delivery Coms'
4. Other expedited shipping options for urgent orders.		High	Yes	Yes	Yes	
5. Implement a mechanism for customers to report delivery issues.		High	Yes	Yes	Yes	
6. Create a dedicated team to manage shipping and order fulfillment.		High	Yes	Yes	Yes	
7. Conduct regular training for warehouse staff to enhance efficiency.		High	Yes	Yes	Yes	
8. Investigate the root cause of delayed orders and address them.		High	Yes	Yes	Yes	
9. Consider partnerships with multiple retailer courier services to reduce shipping delays.		High	Yes	Yes	Yes	
<b>B. Product Quality Control</b>						
10. Develop comprehensive product inspection protocols.	Nish	High	Yes	Yes	Yes	
11. Train quality control personnel to identify defects accurately.		High	Yes	Yes	Yes	
12. Implement a double-check system for product quality commitments.		High	Yes	Yes	Yes	
13. Conduct random spot checks on outgoing products.		High	Yes	Yes	Yes	
14. Ensure that product descriptions are consistent with actual product conditions.		High	Yes	Yes	Yes	
15. Establish a clear process for returning and disposing of defective items.		High	Yes	Yes	Yes	
16. Invest in equipment and technology to aid in product inspection.		High	Yes	Yes	Yes	
17. Regularly review and update product grading criteria.		High	Yes	Yes	Yes	
18. Provide detailed reports on product condition to customers.		High	Yes	Yes	Yes	
19. Create a feedback loop with the sourcing department to improve product selection.		High	Yes	Yes	Yes	
<b>II. Customer Service Department</b>						
<b>A. Responsive Customer Support</b>						
20. Hire additional customer service agents to reduce response times.	Dan / Nish	Medium	Yes	Yes	Yes	
21. Implement a 24/7 chat support service for immediate assistance.		Medium	Yes	Yes	Yes	
22. Set clear service level agreements (SLAs) for response times.		Medium	Yes	Yes	Yes	
23. Prioritize urgent customer issues and escalations.		Medium	Yes	Yes	Yes	
24. Use automation for common inquiries to free up agents for complex issues.		Medium	Yes	Yes	Yes	
25. Develop templates for frequently asked questions.		Medium	Yes	Yes	Yes	
26. Create a dedicated email address for resolutions.		Medium	Yes	Yes	Yes	
27. Regularly review and update the customer service training program.		Medium	Yes	Yes	Yes	
28. Conduct customer surveys to gauge service quality.		Medium	Yes	Yes	Yes	
29. Implement a performance management system for agents.		Medium	Yes	Yes	Yes	
<b>B. Refunds and Returns Handling</b>						
30. Simplify the returns and refund process on the website.	Matt / Nish	Medium	Yes	Yes	Yes	MT - Product investigation and platform review needed
31. Provide a clear timeline for processing returns and refunds.		Medium	Yes	Yes	Yes	
32. Assign dedicated staff to handle returns and refund inquiries.		Medium	Yes	Yes	Yes	
33. Implement a performance management system for agents.		Medium	Yes	Yes	Yes	

CX recruitment, training, development and workshops



Journey and process mapping



Design, creation and implementation of your social media strategy



**We help you build a customer experience that is consistent, differentiated, builds loyalty and turns your customers into advocates. All completely bespoke to your needs.**

Some more of our solutions:

- Competitor research.
- Customer service support agents from £20 per hour.
- Creating happier customers thus their increased spending.
- Improved ROI (return on investment).
- Improved NPS (net promoter score).
- Improved customer satisfaction scores.
- Improved review site ratings.
- Streamlining complaints handling.
- Pain point identification and solutions.
- Complaint resolution solutions.
- Customer opportunity identification.
- Benchmark and competitor reports.
- CX analytics / Quantitative measurements.
- CX Strategy consulting.
- Market research.
- Sales support agents from £20 per hour.
- Reduction in churn and improved customer retention.
- Reducing customer turnaround and wait times.
- CX team building, training, development and recruitment.
- Building self help and knowledge base systems.
- Creating customer online communities.
- Customer journey mapping.
- Customer journey testing.
- CX metrics system implementation.
- Online surveys and insight.
- Process improvements.
- Project management.
- Just building customer experience strategies that work.

# Press and Media

Hosted by BBC's Libby Potter, Dan was a guest on the London Business Hub Podcast along with Wesley Baker, CEO of Blue Strawberry and Richard Burge, CEO of the London Chamber of Commerce. Listen [here](#).

Hosted by Chris Biddle, Dan was guest and CX expert on the Agri-Turf podcast. A two-part series discussing all things Customer experience. Listen to [part 1](#) and [part 2](#).

Dan is a regular writer for Call Centre Helper Magazine, see Dan's articles he wrote for them [here](#).

DAP Consultancy and Dan have also been featured in Impact Magazine, read our feature [here](#).



32 min

PLAY ▶



THE CUSTOMER IS ALWAYS RIGHT? (Part 1) with Dan Pratt - Inside Agri-Turf  
inside-agriturf.captivate.fm • 1 min read



COMPLAINTS INTO COMPLIMENTS with Dan Pratt - INSIDE AGRI-TURF  
inside-agriturf.captivate.fm • 1 min read



## Discover how to deliver exceptional customer experiences that help attract and retain customers.

### Client testimonials:



**Phil Kemish** 

CEO & Co-founder at reboxed   Tech shouldn't cost the earth 

We worked with Dan as an outsourced consultant who helped us get our customer service in shape as we scaled reboxed. He was great addition to our start up bringing experience and a network to help us put in place processes and teams to help support our progress, while giving us real actionable tasks to help us improve our CX instantly across the board.

Amazing energy and passion for what he does and hoping to work together again in the future!



DAP Consultancy have been working with us for just over a year and they have been amazing, we couldn't have wished for more. They have really helped us improve our customer experience and business strategy around growth and service levels. They have also been great at managing our social media strategy. We have seen great results with increased customer review scores, increased NPS and increased CSAT scores, we have also seen increased sales and revenue. We would highly recommend working with them, they are a great friendly team with huge amounts of valuable knowledge.



**Wesley Baker**

Founder | CEO | Entrepreneur | Keynote Speaker | Podcaster | Travel I...

I thoroughly recommend Dan he is the best customer service guru I have ever met! So if anyone is looking for help h is the one!



Dan is a great professional, passionate about providing the best customer experience. He is the perfect person to help you grow your business through his insightful analysis and years of knowledge! He really knows how to build a CX strategy that works and provides quick results.

## Contact us

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### Our social media pages

LinkedIn: <https://www.linkedin.com/company/dapconsultancy>  
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