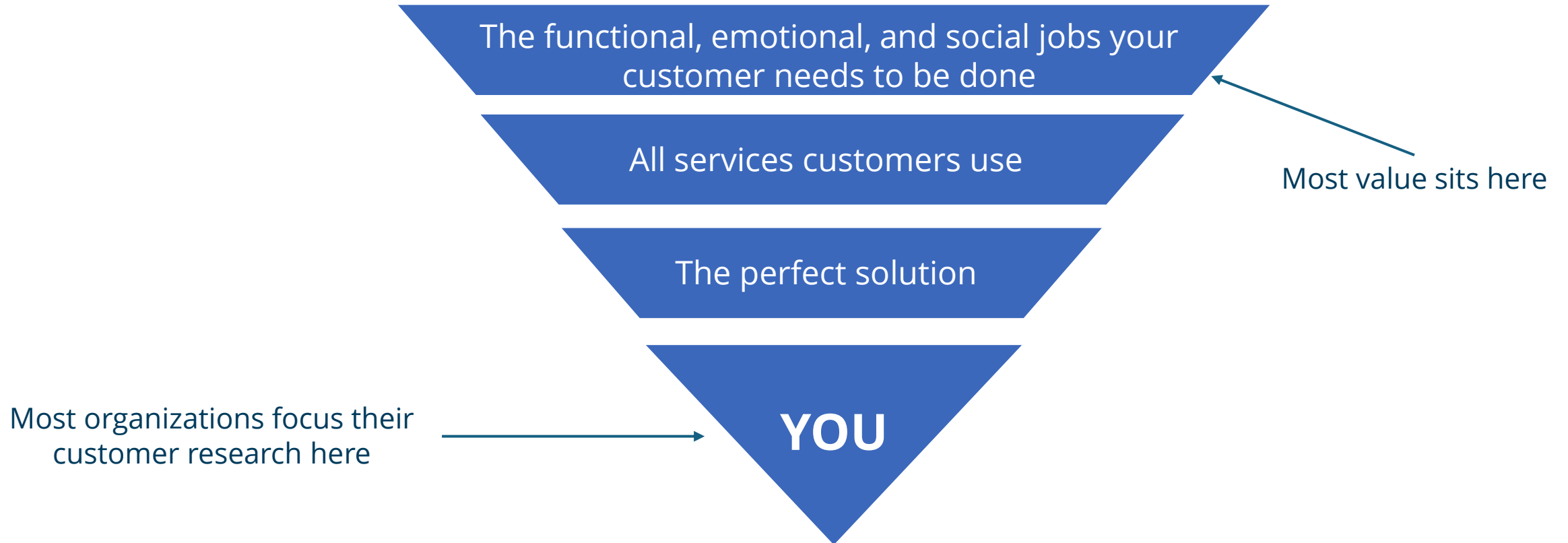




1 5 8

1	2	3
4	5	6
7	8	9





WHAT PEOPLE **SEEK TO ACHIEVE** IN A GIVEN CIRCUMSTANCE

JOB TO BE DONE

Resolve this problem so I can get back to normal.

FUNCTIONAL JOB

Get a working, fully repaired device or a replacement shipped to me with minimal effort.

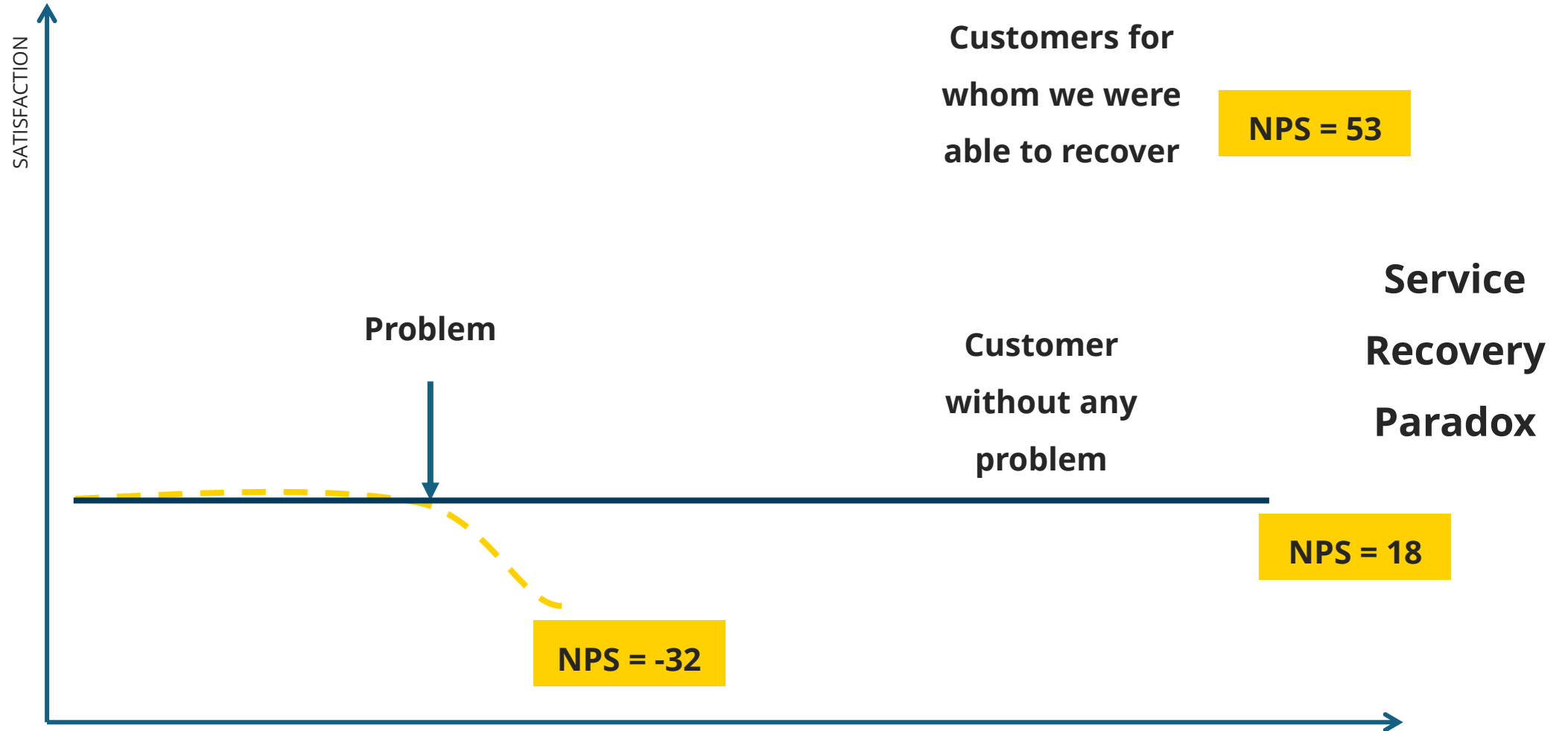
EMOTIONAL JOB

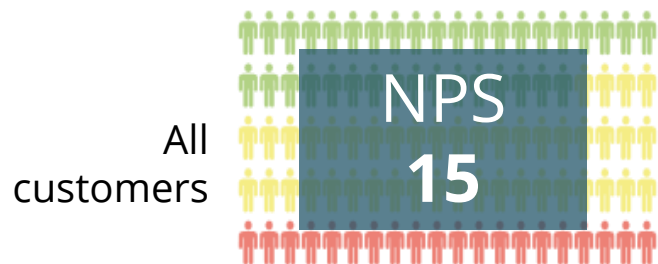
Feel reassured that I am in good hands.

SOCIAL JOB

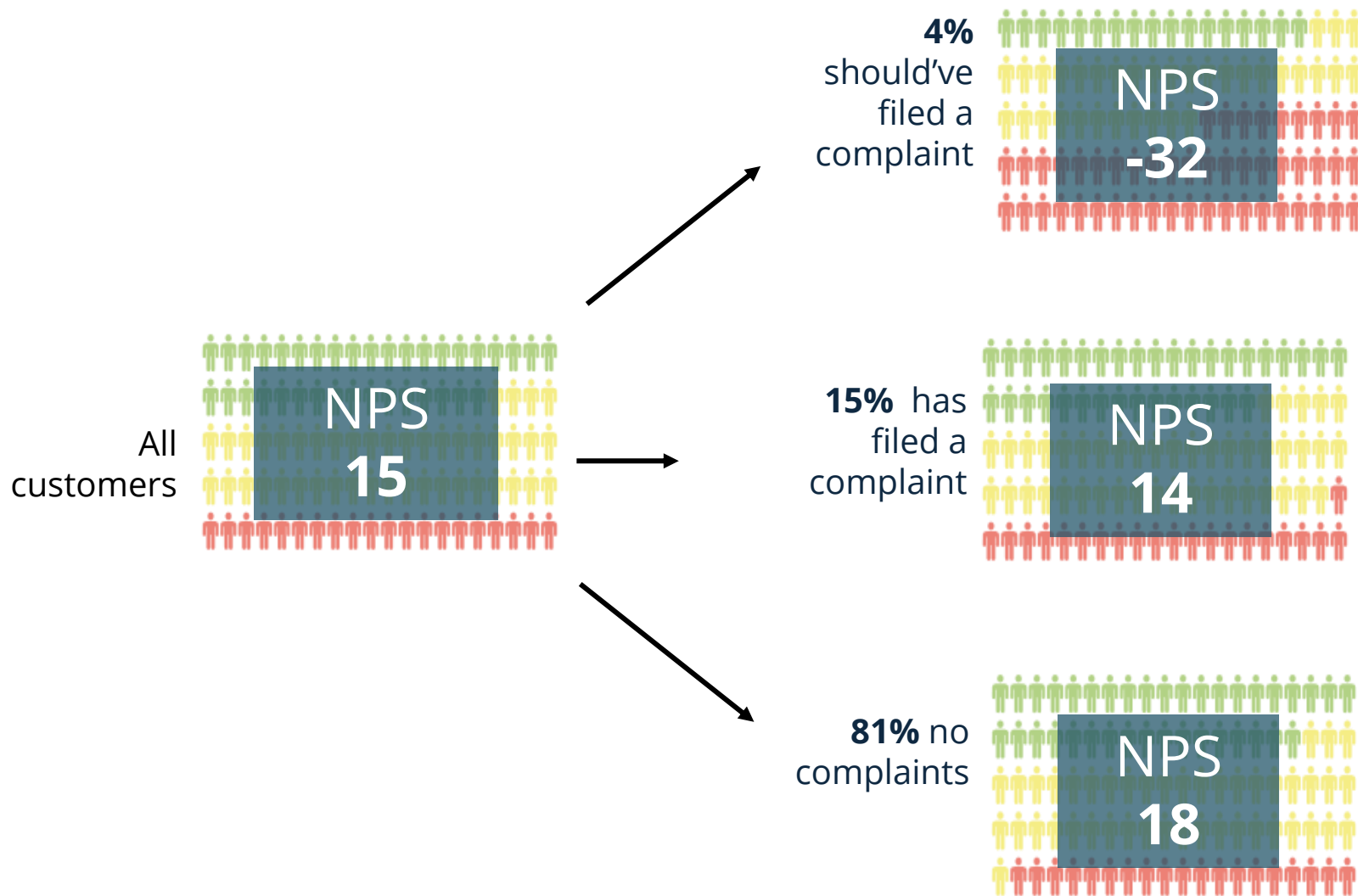
Not to be treated as someone trying to scam the system.

SERVICE RECOVERY

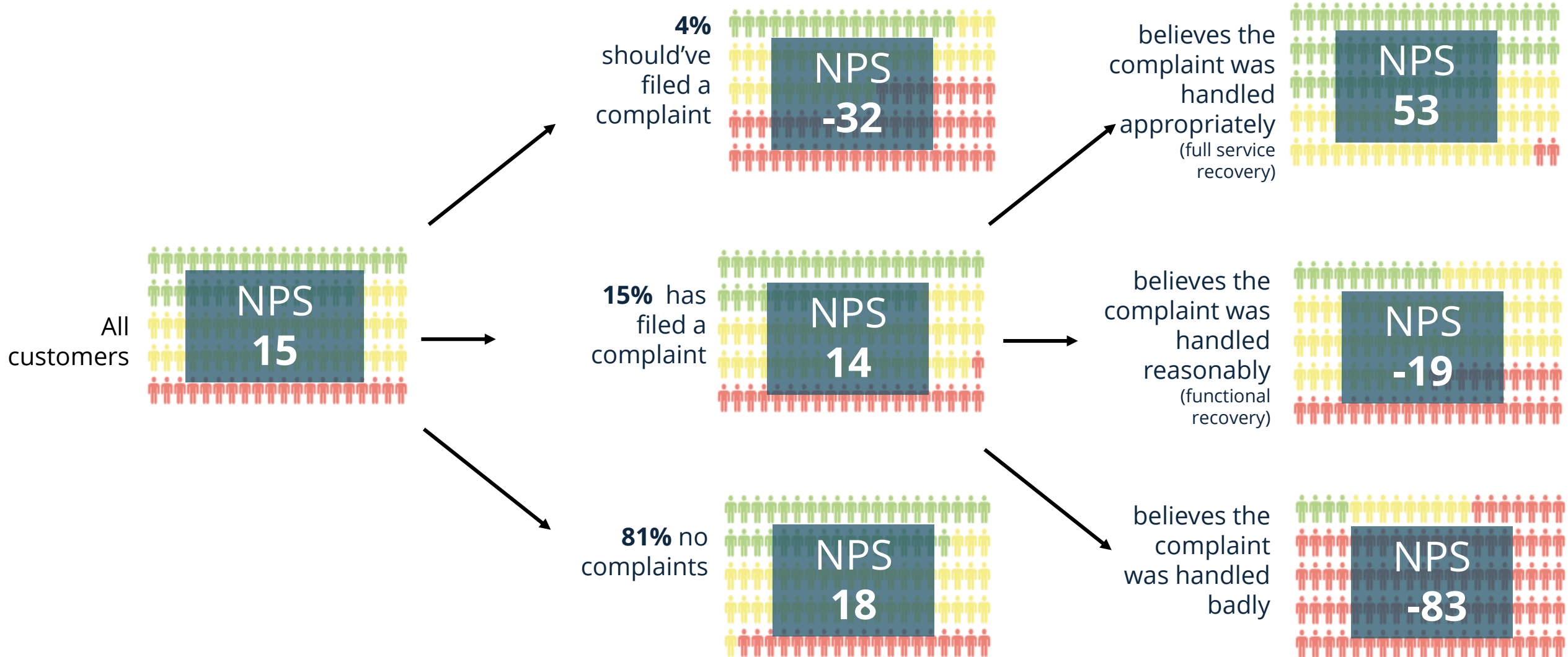




Base: CX Master Academy Research, published on customerfriendly.be
- all respondents in insurance (n = 1.280)



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THREE REQUIREMENTS TO BE FULFILLED

FUNCTIONAL

The customer wants to have the job done
e.g.: The problem gets rectified

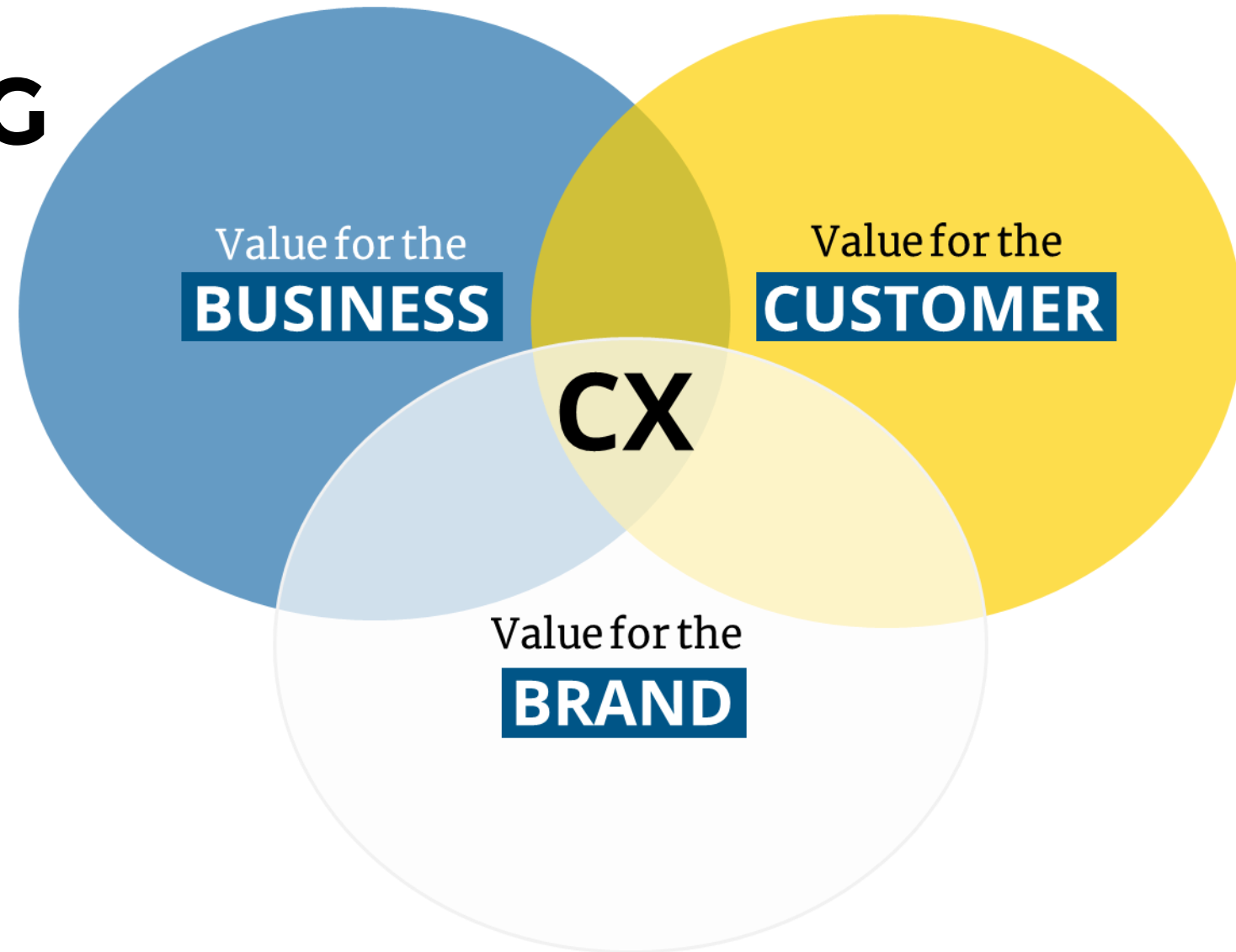
EMOTIONAL

The customer wants to be treated fairly
e.g.: The solution I get is fair

SOCIAL

The customer wants to get recognized
e.g.: The customer's effort was not for nothing

FROM BELIEVING TO PROVING



Source: CXM Academy Value Model

VALUE IS ASYMETRIC



HOW THIS LINKS WITH THAT



FROM RESPONSE TO BUSINESS



PROMOTERS



Positive recommendations
in the last 12 months

53%

Recommendations made in
the last 12 months

3,08

New customers per
(positive) recommendation

14%

New customers per
Promoter

+0,229

DETRACTORS



Negative recommendations
in the last 12 months

17%

Recommendations made in
the last 12 months

4,66

Lost customers per
(negative) recommendation

56%

Lost customers per
Detractor

-0,444

PROMOTERS



New customers per
Promoter

+0,229

Average revenue per
customer

£ 13 738

Recommendation value per
Promoter

x = + £ 3 145

DETRACTORS



Lost customers per
Detractor

0,444

Average revenue per
customer

£ 13 738

Recommendation value per
Detractor

x = - £ 6.099

QUESTIONS?

Connect with me *here*

