



EXCELLENCE IN CUSTOMER SERVICE

CREATING A CUSTOMER CENTRIC CULTURE IN A TECHNOLOGY DRIVEN WORLD

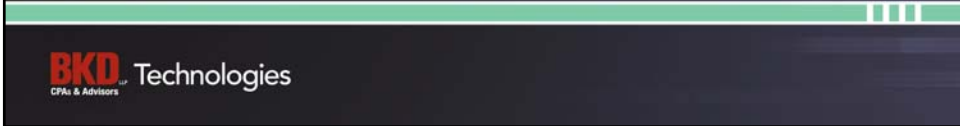
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CREATING A CUSTOMER-CENTRIC CULTURE IN A TECHNOLOGY-DRIVEN WORLD



LIFE MEETS DIGITAL

“IT IS NOT THE EMPLOYER WHO PAYS THE WAGES.
EMPLOYERS ONLY HANDLE THE MONEY. IT IS THE CUSTOMER
WHO PAYS THE WAGES.”

– HENRY FORD

REALITY CHECK – CUSTOMER EXPECTATIONS

- Today's customer
 - Digitally connected
 - Research oriented
 - Socially networked
 - Better informed

How can your business improve customer engagement to increase satisfaction & value?

TODAY'S CULTURE CONCERNING CUSTOMER EXPECTATIONS

- **Customer experience isn't changing – it *has* changed**
 - Customers today no longer want one-way communications with your organization
 - **Self directed**
 - **Omni channel**



As an organization, we have to catch up to the way the customer wants to communicate

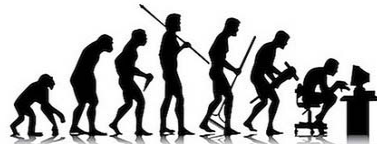
DIGITAL TRANSFORMATION IS THE EVOLUTION

- **90%** of consumers now expect a brand or organization to offer a self-service customer support portal
- **40%** of customers prefer to chat to a business through SMS or social media messenger
- **42%** of customers state that a prerequisite for future loyalty is the ability to resolve issues via a digital channel

Digital transformation is the key to gaining & retaining customers in the digital age

DIGITAL TRANSFORMATION IDENTIFICATION

- What does digital transformation look like?
 - Automated & integrated systems
 - Common data model
 - Keeping up with the evolution



THE AGE OF AI IS HERE



AI & voice recognition make up the new customer service experience

RELATIONSHIP MATTERS

- Research is clear – customers want a relationship with their vendors
 - 76% of consumers say they view customer service as the true test of how much a company values them ([2015 Aspect Consumer Experience Survey](#))

WE HEAR A LOT ABOUT DISRUPTIVE COMPANIES THESE DAYS; BUT WE RARELY HEAR ABOUT THE **SHIFTS IN RELATIONSHIP STRUCTURES** THAT MAKE THE DISRUPTION POSSIBLE

GUEST SPEAKER



Charlie Brown
Context Partners
Founder & CEO

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CLIENT QUESTION #1

WHAT DO MY CUSTOMERS REALLY CARE ABOUT?

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Shared Purpose

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PARTNERS**


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CLIENT QUESTION #2

HOW DO I KNOW **WHAT TO DO** WITH MY CUSTOMERS?

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The diagram consists of two parts. On the left, a large circle contains a smaller circle, which in turn contains a five-pointed star. On the right, a 3x3 grid of shapes is shown: the top row has three circles, the middle row has a circle, a square, and a circle, and the bottom row has three circles.

Shared Purpose **Clear Roles**

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 <p>CONNECTOR knows who's who; room reader; matches haves & wants</p>	 <p>INNOVATOR sees potential; tinkers, tests & quantifies; generates ideas</p>
 <p>BUILDER thinks in scenarios; sees opportunities & risks, makes thorough plans</p>	 <p>SHARER high-volume communicator; fast info processor, energized by new inputs</p>
 <p>CURATOR knows quality; narrows easily; creates collections</p>	 <p>STORYTELLER observant; moves people; able to visualize a journey</p>

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CLEAR ROLES

Define & align key actions for each role



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CLIENT QUESTION #3

How can I [sustain engagement with](#) my customers?

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Shared Purpose **Clear Roles** **Right Rewards**

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MATERIAL
What is the financial or material benefit to joining or participating?

EXPERIENTIAL
What's offered that a participant can't do on his or her own?

RECOGNITION
How will a participant be viewed for joining & taking action?

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Shared Purpose Clear Roles Right Rewards

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LOOKING AHEAD

Making the [business case for relationships](#) to my manager

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BUSINESS CASE

Increased customer engagement

Strengthened relationships with customers

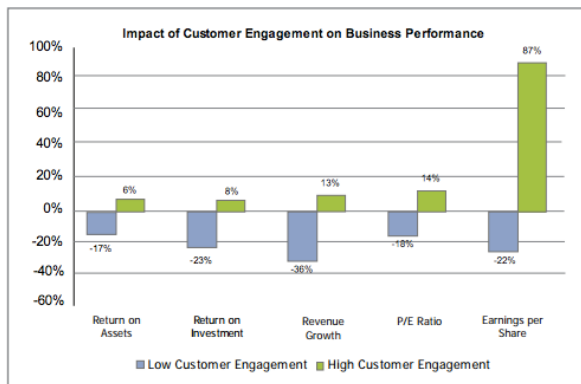
Expanded impact of shared goals & business results

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BUSINESS CASE

- High-performing engagement: 8% ROI increase
- Low-performing engagement: 23% ROI decrease



Read more at <http://info.peoplemetrics.com/hs-fs/hub/221727/file-2339617306-pdf/PDFs/CE-Study-Retail.pdf>

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QUESTIONS?

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THANK YOU!

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