



Customer Centricity Best Practices Webinar

9th December, 2014

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www.beyondphilosophy.com

Introduction to Beyond Philosophy



Pioneers in the field of Customer Experience!



Focus on the emotional and subconscious side of customer experience



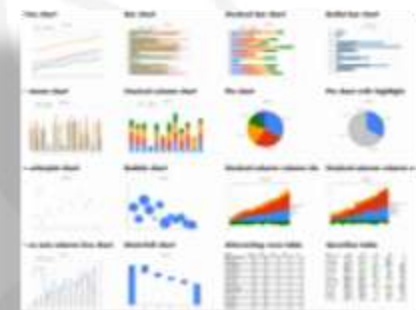
Work globally with offices in Tampa, USA and London, UK; and associates in Asia and Africa



Maintain links with academia to keep us ahead of the latest trends



Thought leadership is our differentiator. We have written 4 books



Provide tailored solutions through proven methods and backed by data. No off the shelf solutions

We have extensive experience working with complex organisations globally across different industries



What is Customer Experience?

A Customer Experience is an interaction between an **organization and a customer** as perceived through a Customer's conscious and **subconscious mind**.

It is a blend of an organization's physical performance, the **senses** stimulated and **emotions** evoked

Each of these is intuitively **measured against customer expectations** across all moments of contact.



NPS from -10 to +30



MAERSK LINE

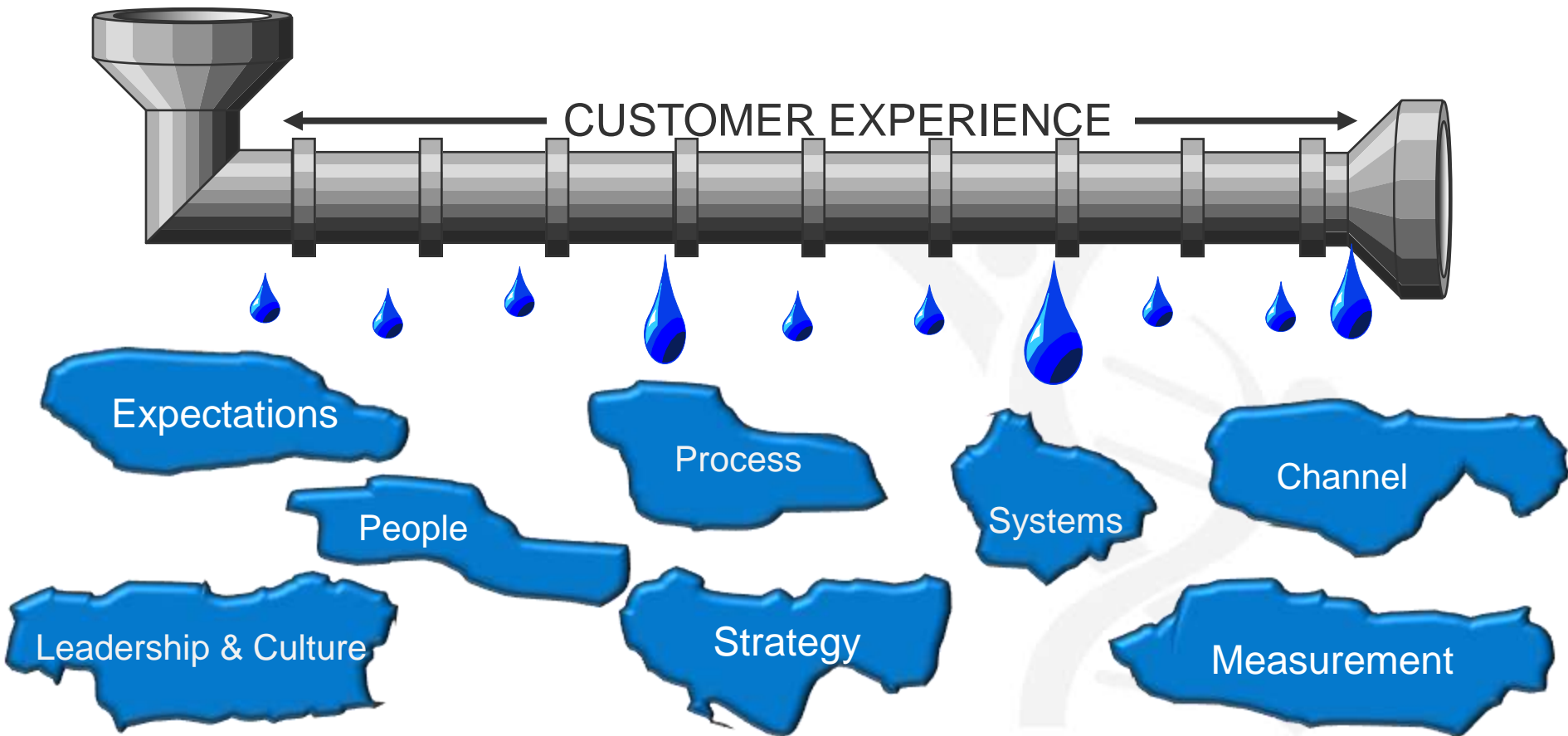
FORRESTER®

- *“Maersk Line correlated a 4 point increase in Net Promoter Scores to a 1% rise in shipping volumes”*
- *“We increased our shipping volumes” by 10%”*

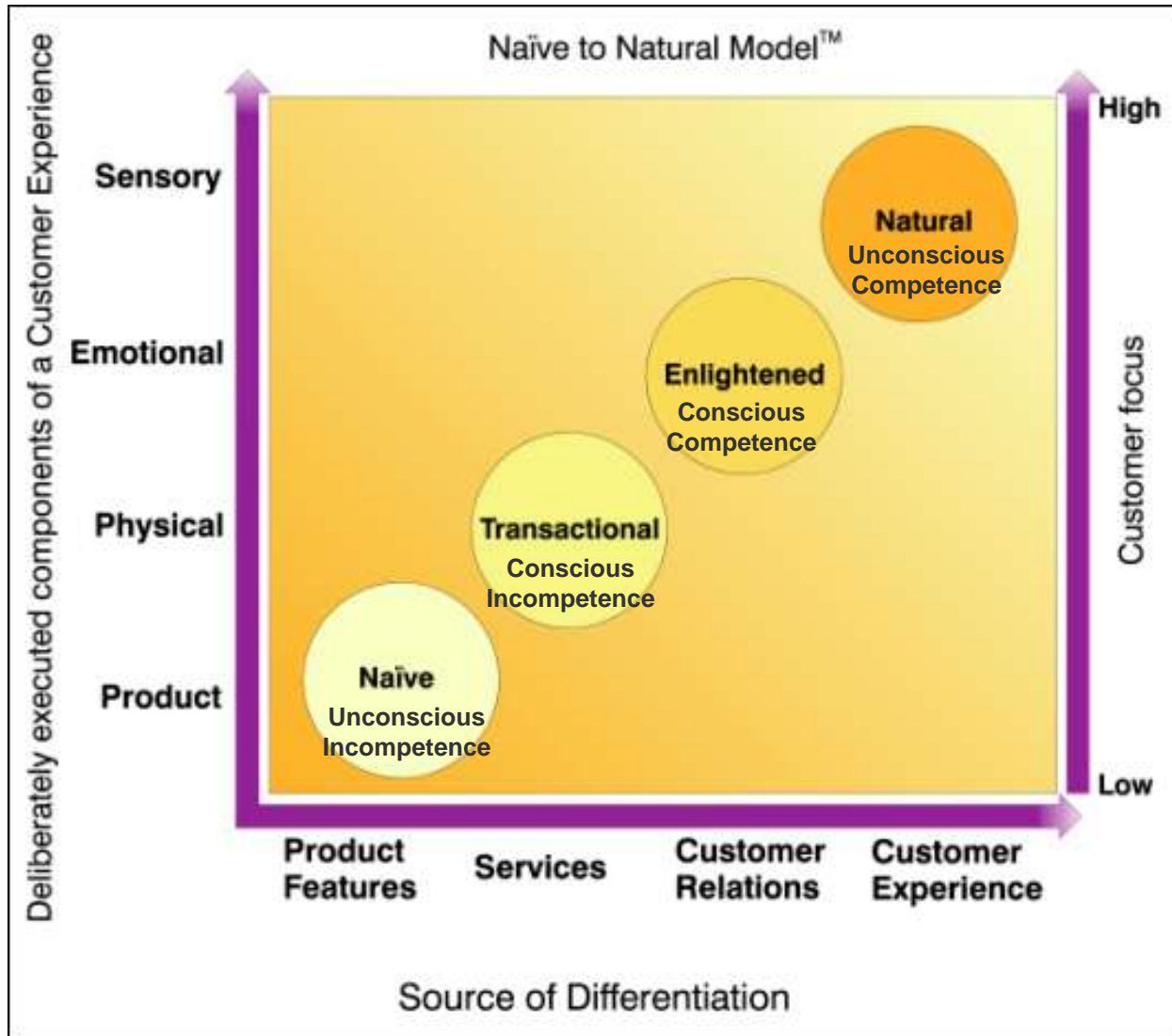


Customer Experience Leaky Pipe

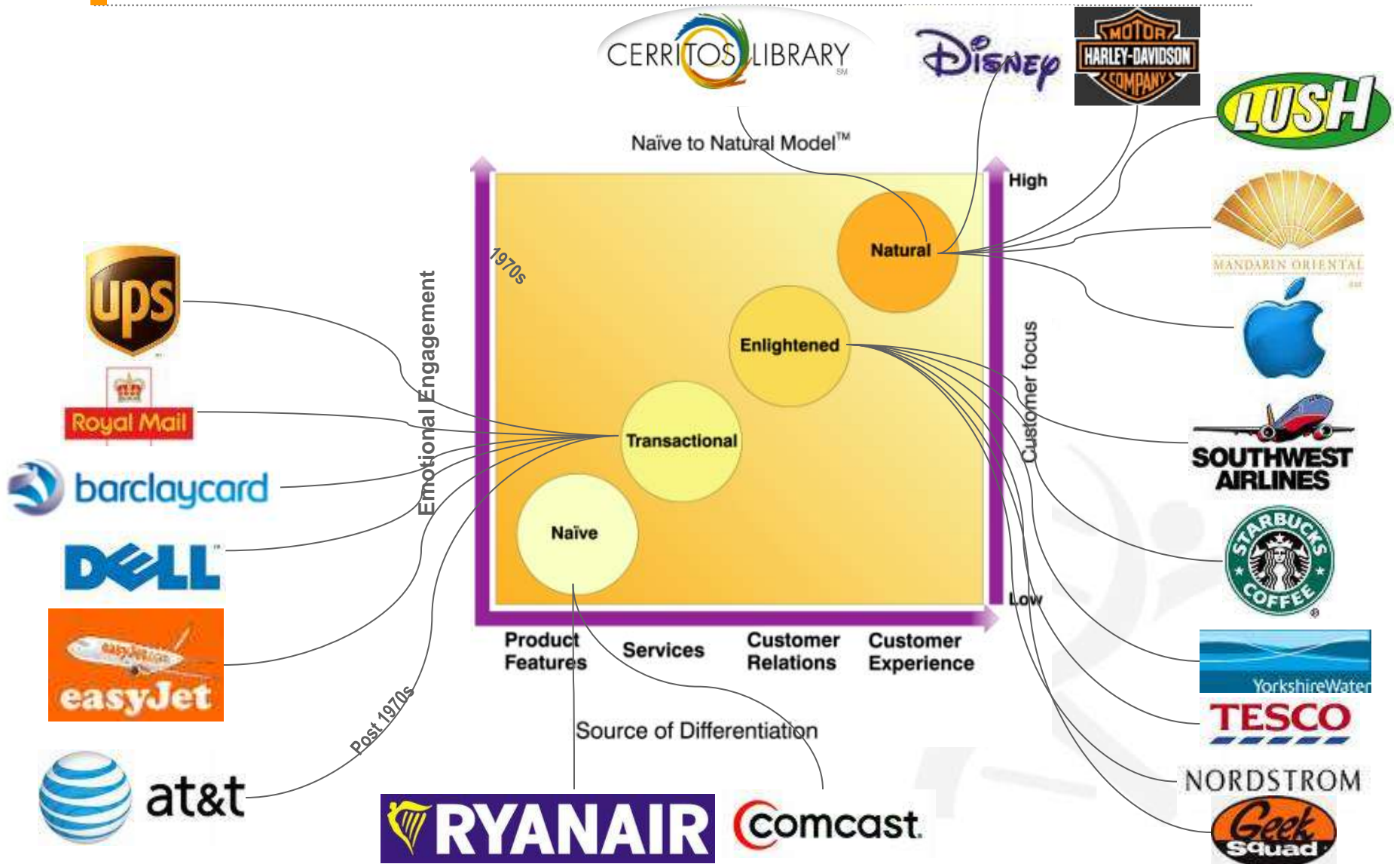
There is no “silver bullet” for improving the Customer Experience. Customer Experience is rather more like a “leaky pipe”. As customers go through the experience they fall through the loose joints between departments



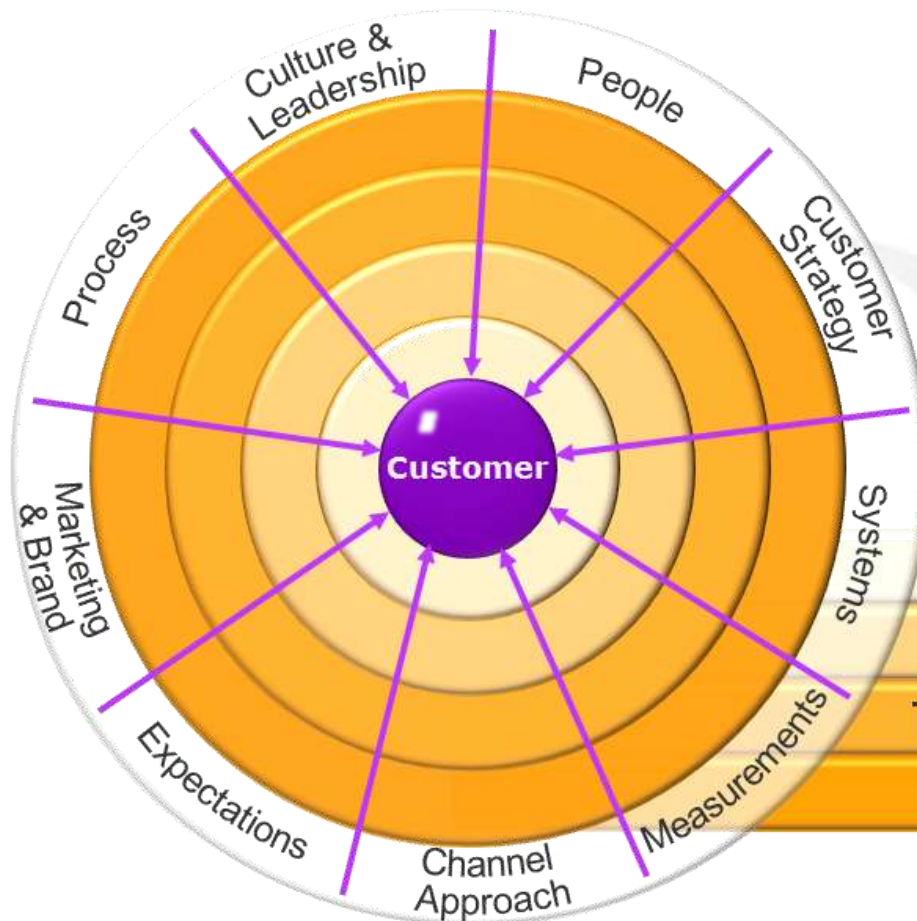
N2N Model and Experiential Competence



How a few organizations might fare...



Naïve to Natural



- ❑ An organization can be in different Orientations in each of the nine areas
- ❑ But will have one overriding Orientation

A Natural Orientation

Embedding a “Natural” Orientation in an organization will result in the delivery of captivating Customer Experiences which create loyalty.

This needs to be achieved in each of the nine areas.

Natural

Enlightened

Transactional

Naïve

N2N Mechanics

- 230+ multiple choice questions
- 4 types of questions for each of 58 best practices across 9 areas
 - Current Orientation
 - Current Actions
 - Previous Initiatives
 - Executive 'Understanding'
- A series of group interviews plus a few of 1to1 exec interviews



People – 36 questions

Notes

➤ Emphasis of recruitment and selection

Previous Action	Orientation	Current Action	Executive Understanding
Naive	Naive	Transactional	Enlightened

Priority

Extent to which recruitment process seeks to identify candidates who fit with the culture

Naive	Transactional	Transactional	Enlightened
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Priority

What's the Emphasis of your training program

Transactional	Transactional	Naive	Transactional
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➤ Extent to which customer expectations feature in training

Naive	Naive	Naive	Enlightened
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➤ Level of importance the organisation places on people

Naive	Transactional	Transactional	Transactional
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➤ Emphasis of employee surveys

Transactional	Transactional	Transactional	Transactional
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➤ Degree of alignment between Employee Experience and the Customer Experience

Naive	Transactional	Transactional	Transactional
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➤ Degree to which employees are empowered

Transactional	Transactional	Transactional	Enlightened
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➤ The degree to which people are allowed to use Social Media for work purposes

Enlightened	Enlightened	Transactional	Enlightened
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Key

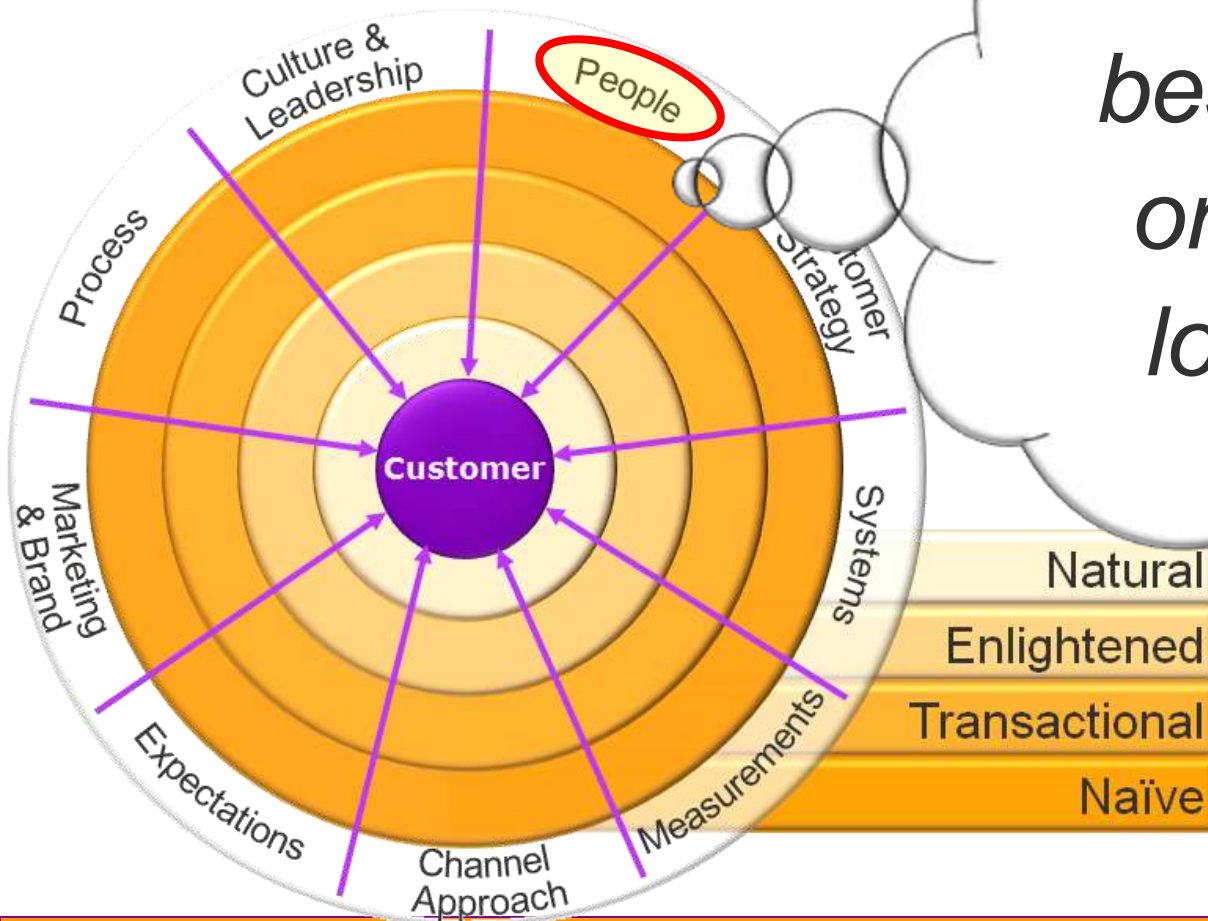
Naive

Transactional

Enlightenment

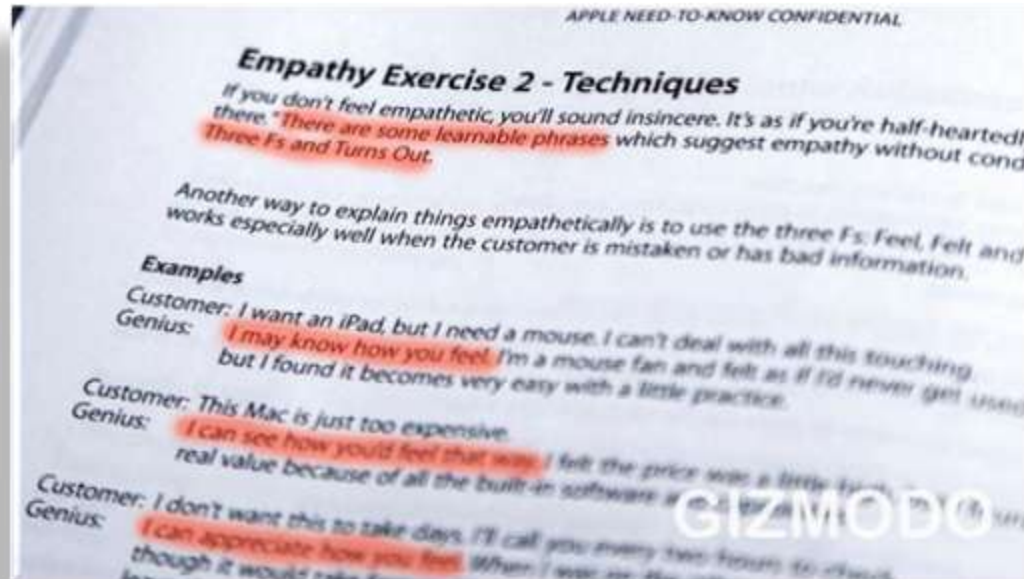
Natural

How does best practice on Induction Training looks like?



*How does
best practice
on Training
looks like?*

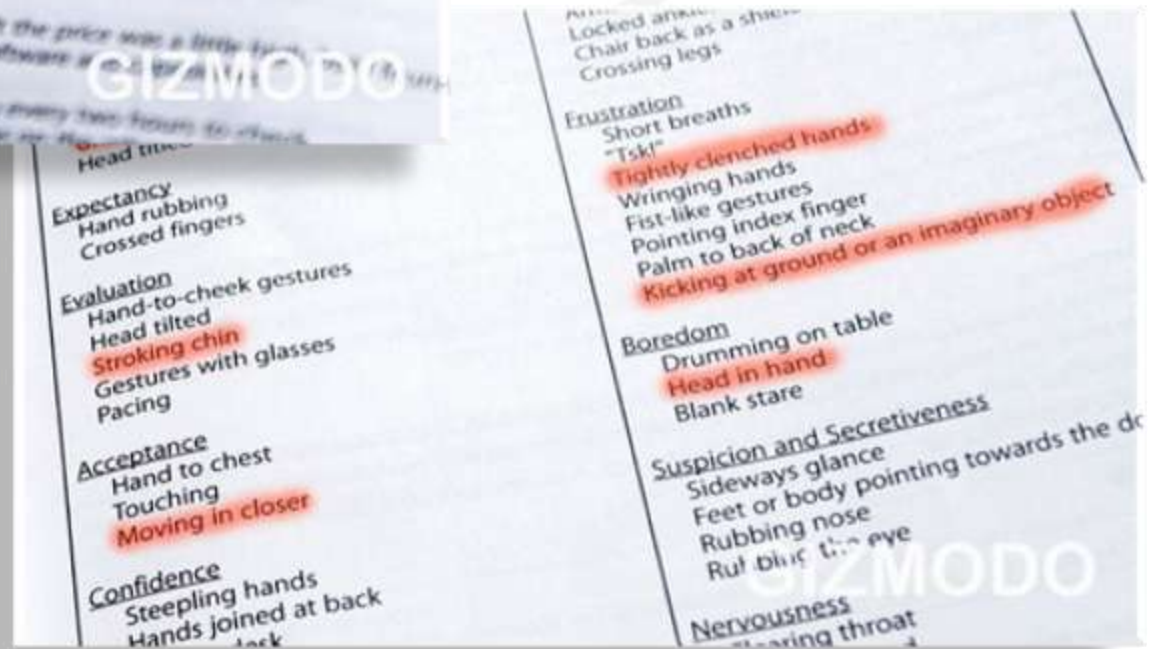
Apple has created a structured advance soft skills training manual



Emotional Experience

Subconscious experience

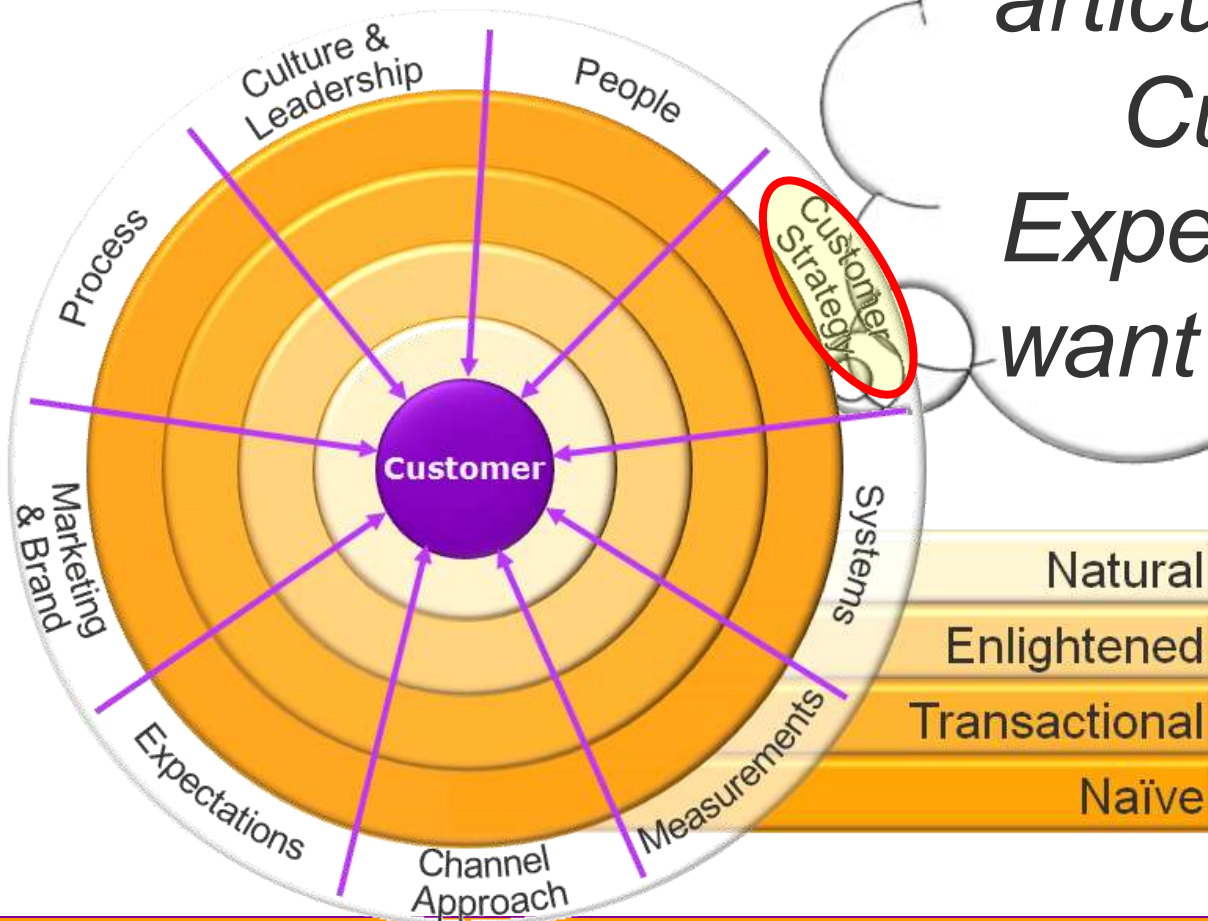
Body language



Source: <http://gizmodo.com/5938323/how-to-be-a-genius-this-is-apples-secret-employee-training-manual>

Strategy – 16 Questions

Have you articulated what Customer Experience you want to deliver?



A Customer Experience Statement articulating the experience you want to deliver

Maersk Line's **Customer Experience Statement** has been developed by management

Trust

Be honest, set realistic expectations, follow-up on your commitments

Cared For

Know your customer, be proactive, be adaptable

Pleased

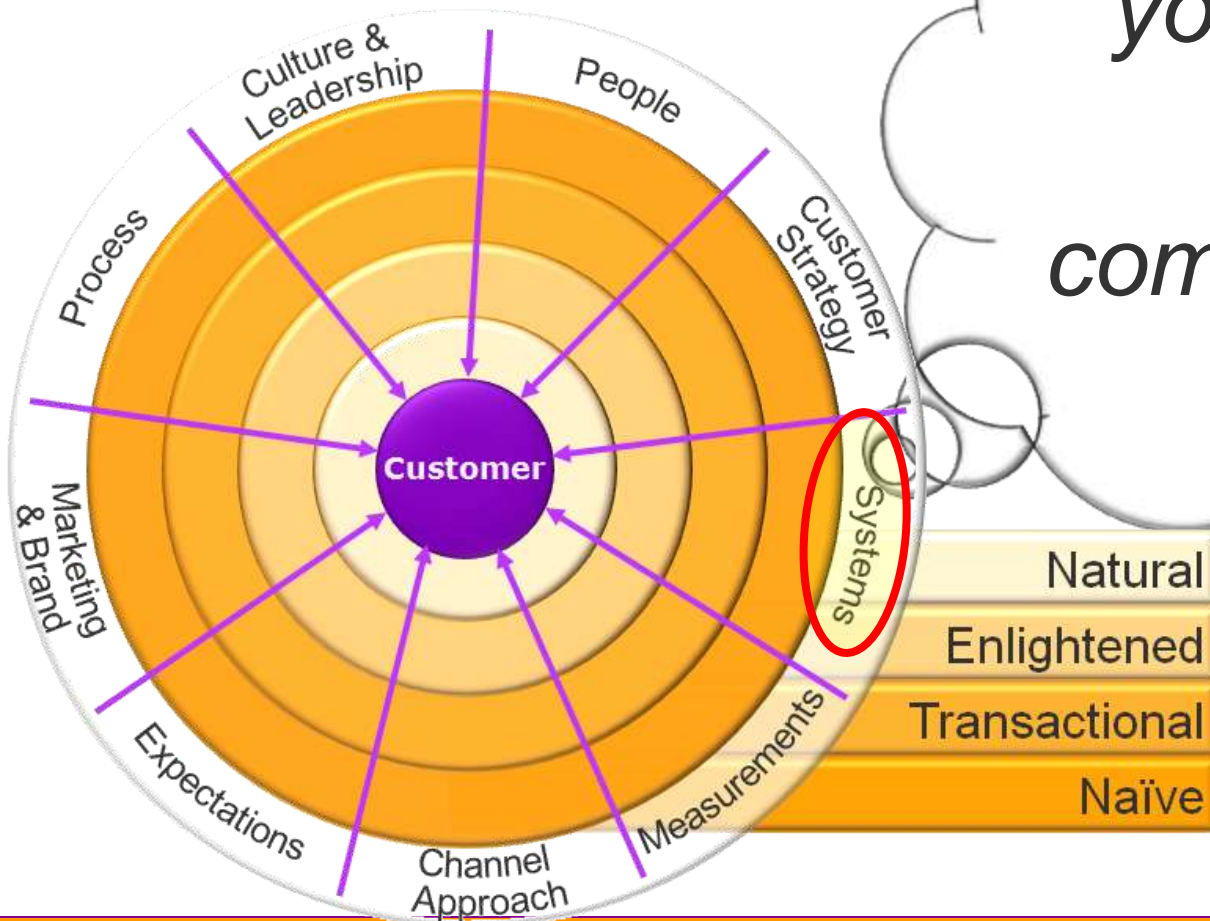
Take ownership, show enthusiasm, do a little bit extra

**This is our goal for every
Customer Experience**



Systems – 32 Questions

*To what degree has
your technology
achieved a
complete customer
view?*



An Insurance Company Dilemma

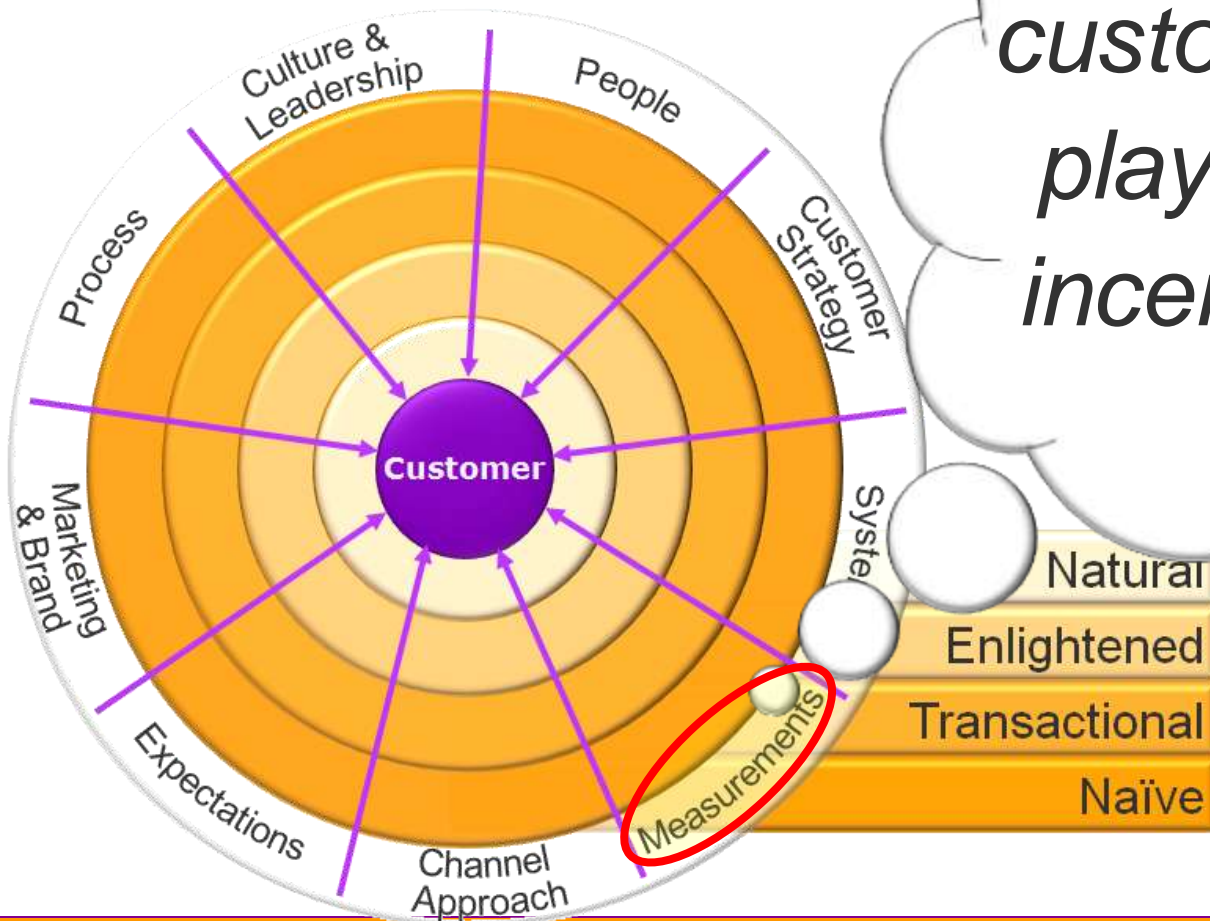
Which one do we do first i.e.

...get the system and then design the experience
or design the experience and then get the system...



Measurement – 32 Questions

To what extent do customer measures play a role in your incentive scheme?



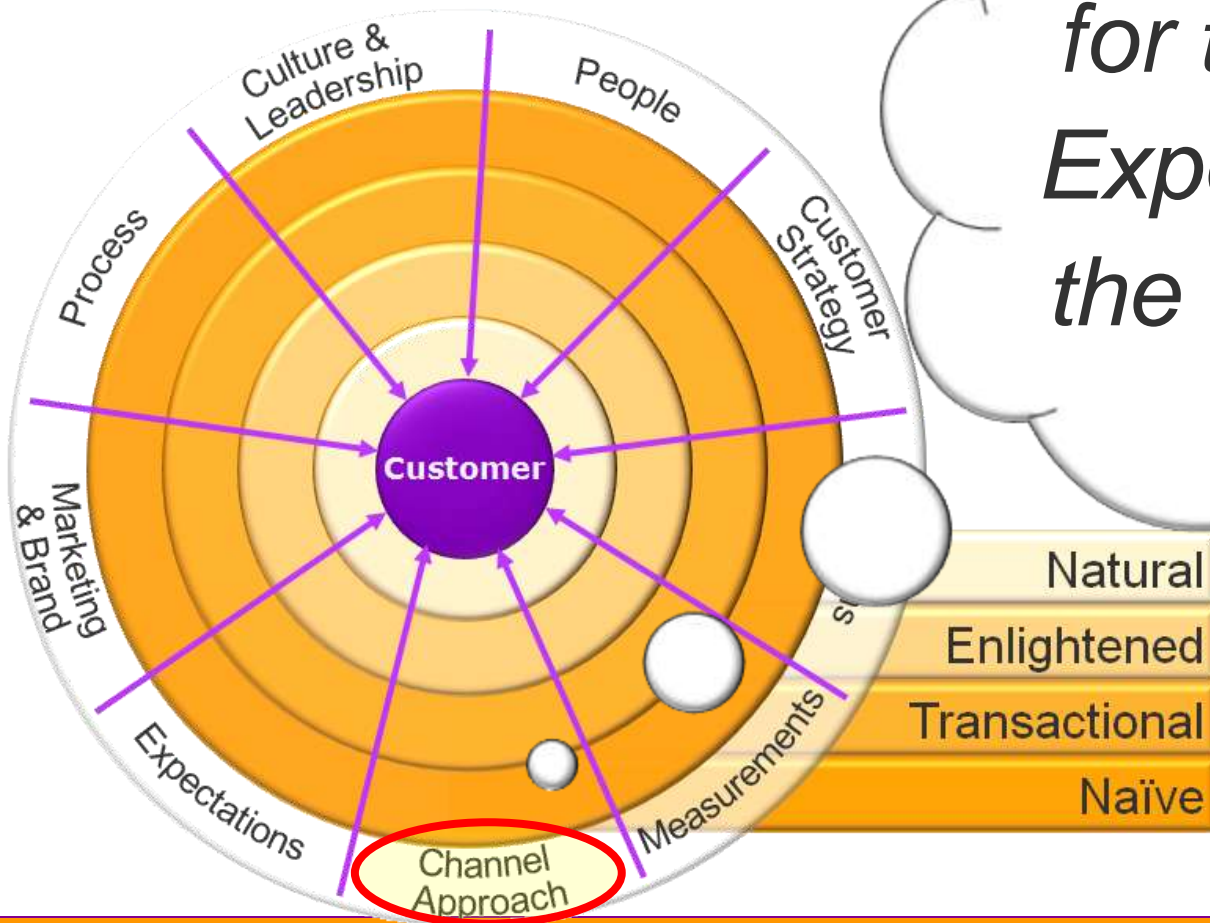
Maersk Line included NPS as part of their KPI's and linked it to everyone's bonuses. It started with a 10% weight and then each year it's weight was increased by 5% to reach 25% weight in the KPI's score card.

When asked, "If there was one thing that you would do differently, what would be it?", Jesper Thompson, VP of Customer Service and also heading the customer experience transformation team said that he would have tied everyone's bonuses to NPS a lot sooner.

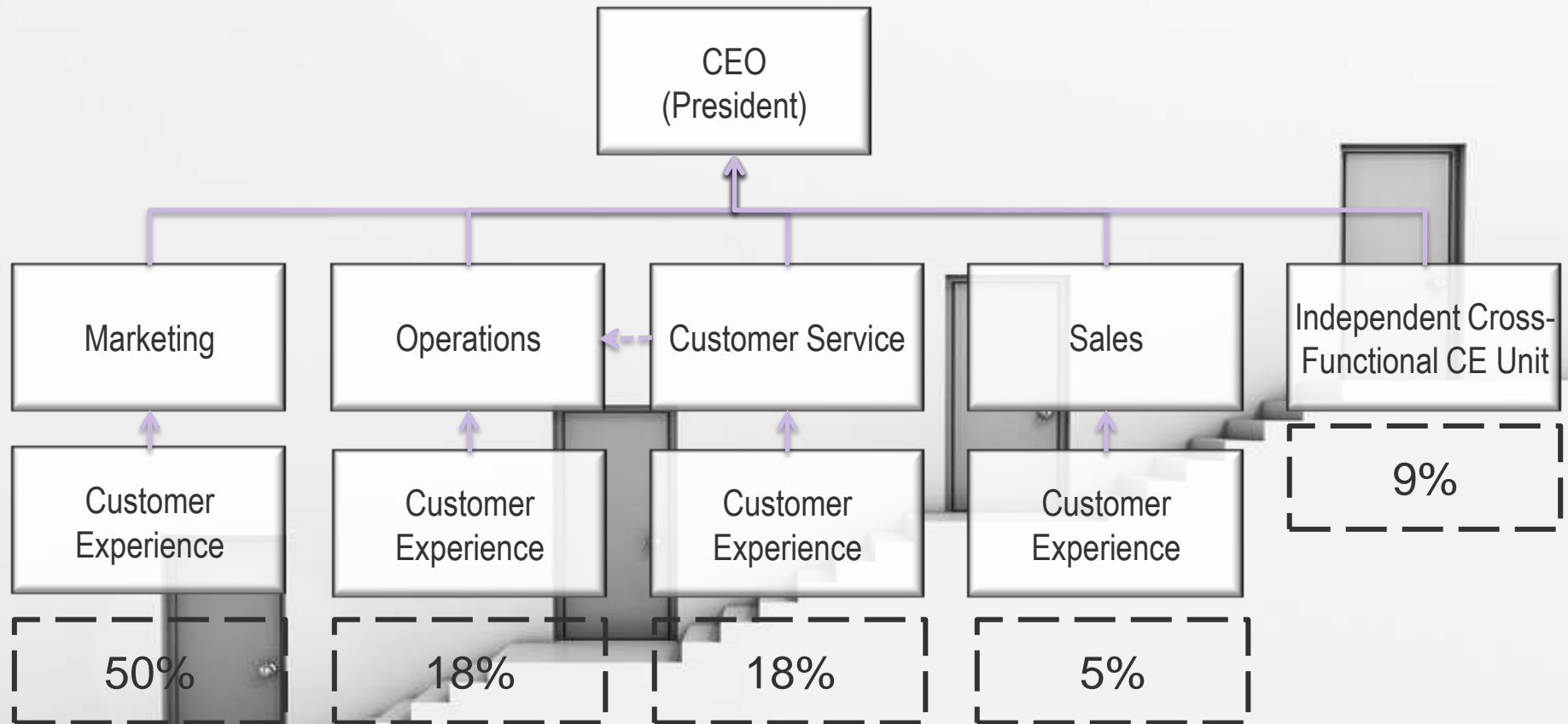


Channel Approach – 20 Questions

*Who's responsible
for the Customer
Experience inside
the organization?*



Who owns the Customer Experience?



Typical Functions and Agenda for the CX Council

What type of issues should be discussed?

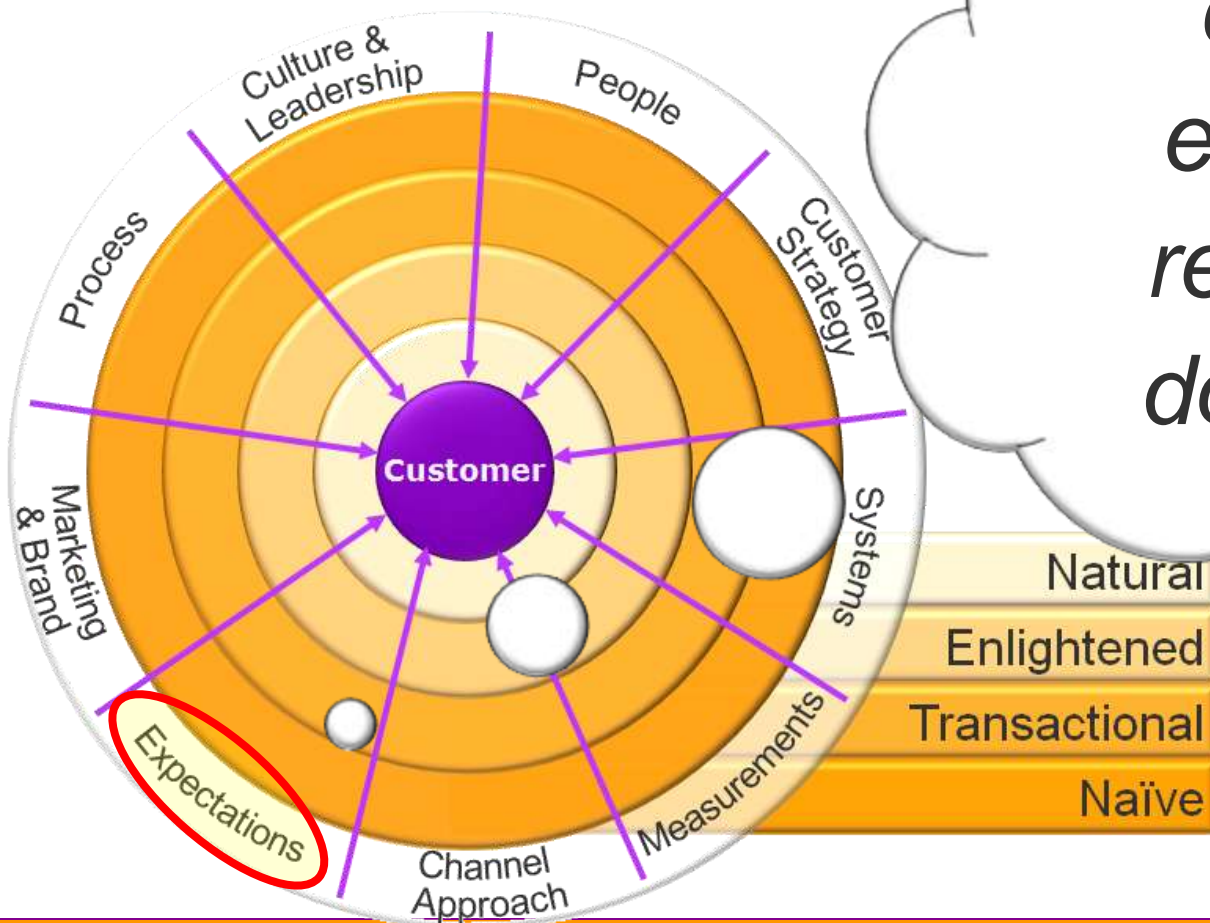
- Understand and record the end to end journey of a Customer not the organizations process
- How the organization is performing against their Customer measures.
- How to align measures
- What can be done to improve the Customer Experience
- How the individual departments are performing against their Customer measures
- Deciding on initiatives to improve the Customer Experience
- Prioritizing activity
- What is best practice?

Typical Agenda:

- 1) Actions from last meeting
- 2) Results of overall Customer Satisfaction Index measures
- 3) Reviews from the Mystery Shopping program
- 4) Reports from the various departments on their Customer Satisfaction measures and what they are doing to improve the Customer Experience
- 5) Ensuring best practices are being cross fertilized
- 6) Review of current initiatives/programs
- 7) Review Customer measures
- 8) Prioritization and planning of future initiatives
- 9) Review of any Customer research taken place
- 10) Ad hoc

Customer Expectations – 20 Questions

To what extent are customers' expectations researched & documented?



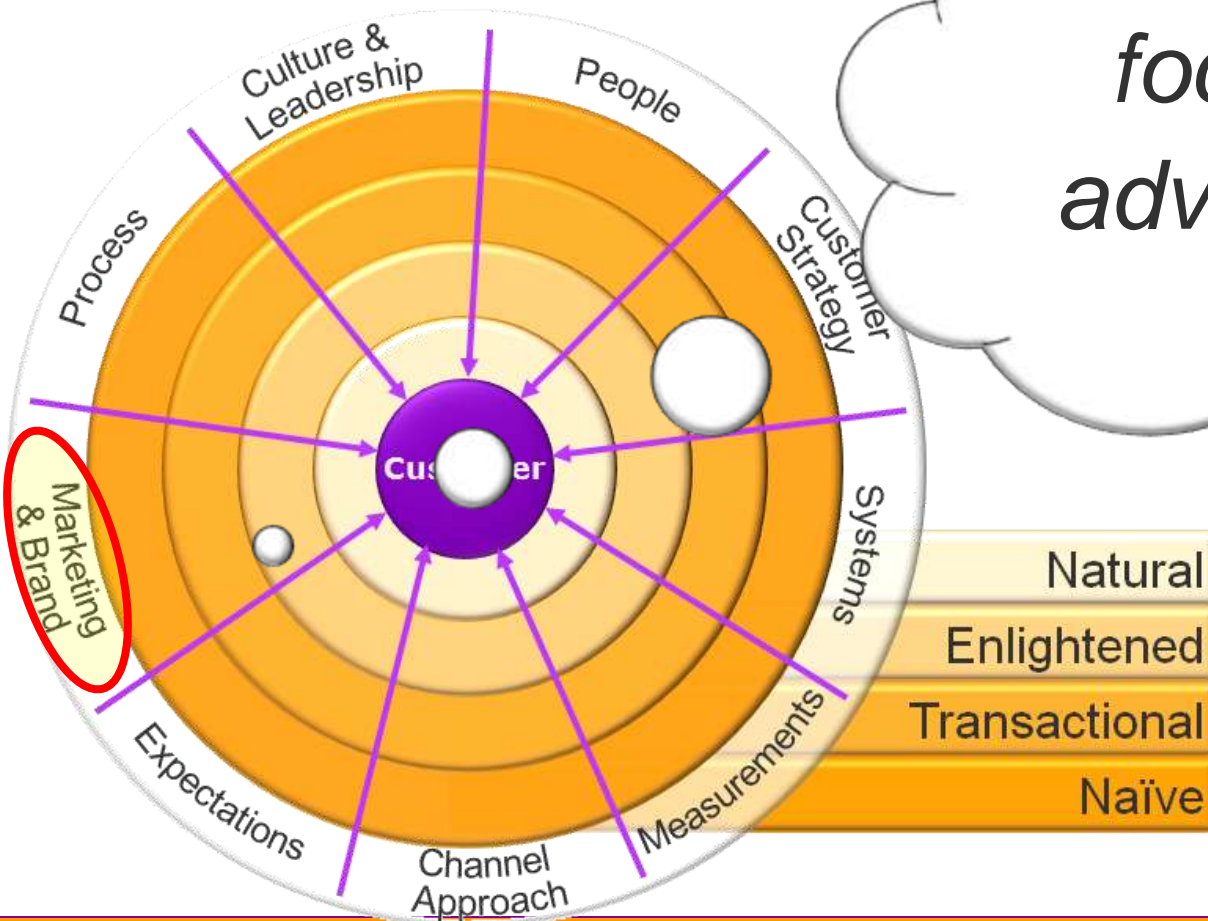
Map Customer Expectations via Journey Mapping

- Customer actions
- Customer Expectations
- Customer Emotions
- Subconscious aspects
- Psychological principles
- People & Technology Interactions
- Behind the scenes people, process & technology involved



Marketing & Brand – 24 Questions

What is the primary focus of your advertisement?



Marketing & Brand - Recommendations



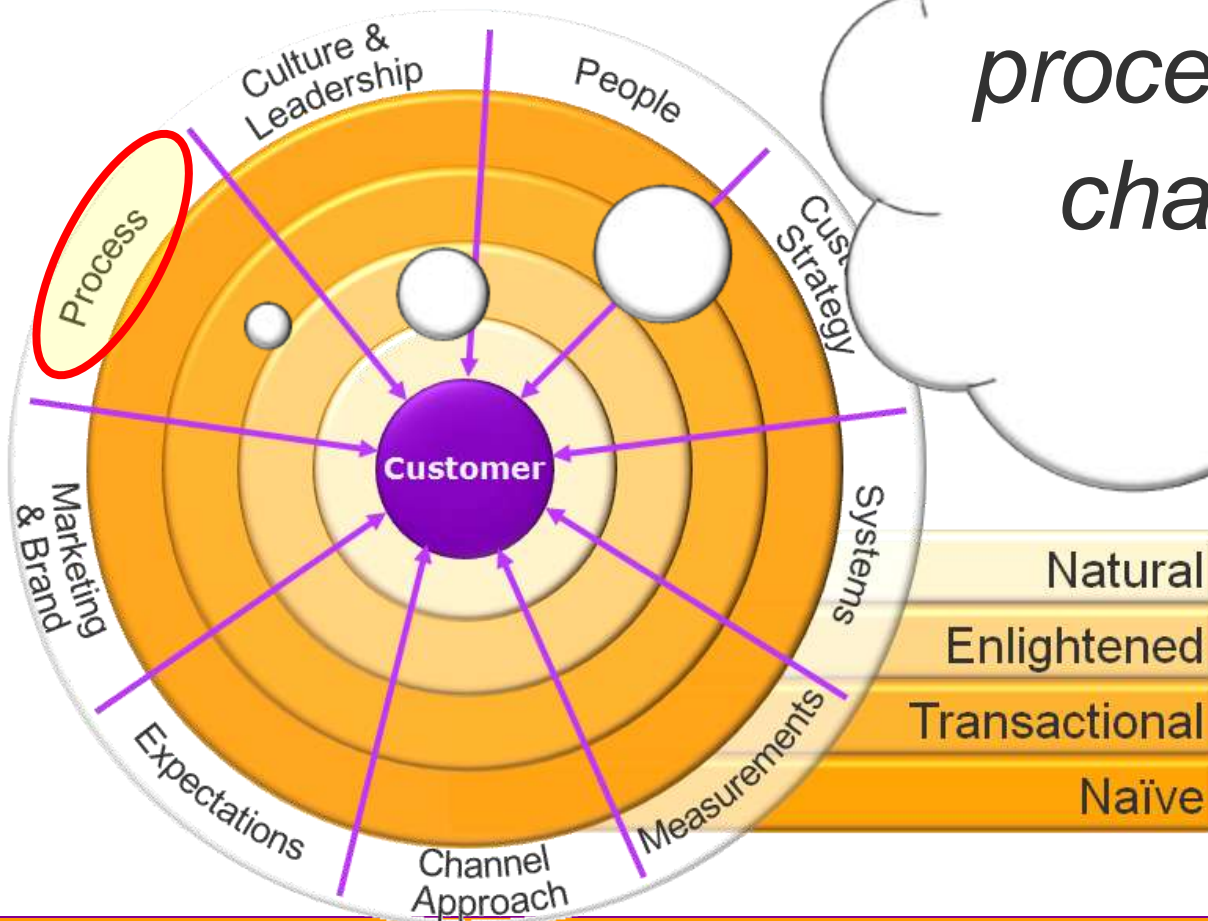
John Lewis 2012 Advert



Sainsbury's 2014 Advert

Processes – 24 Questions

*Who owns the
processes and who
changes them?*

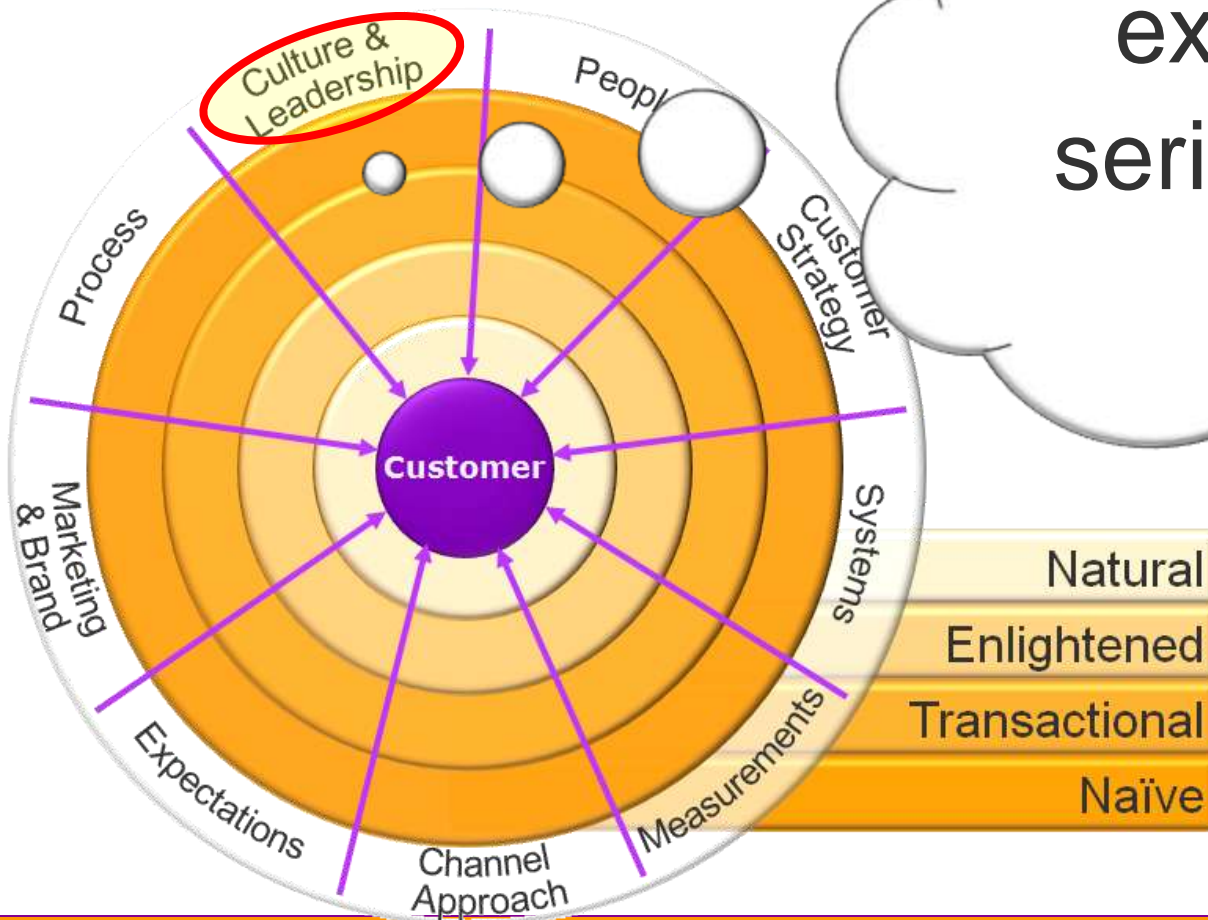


Inside Out vs Outside In



Culture & Leadership – 40 Questions

Are senior executives serious about CX?



Leading by example & shaping the culture

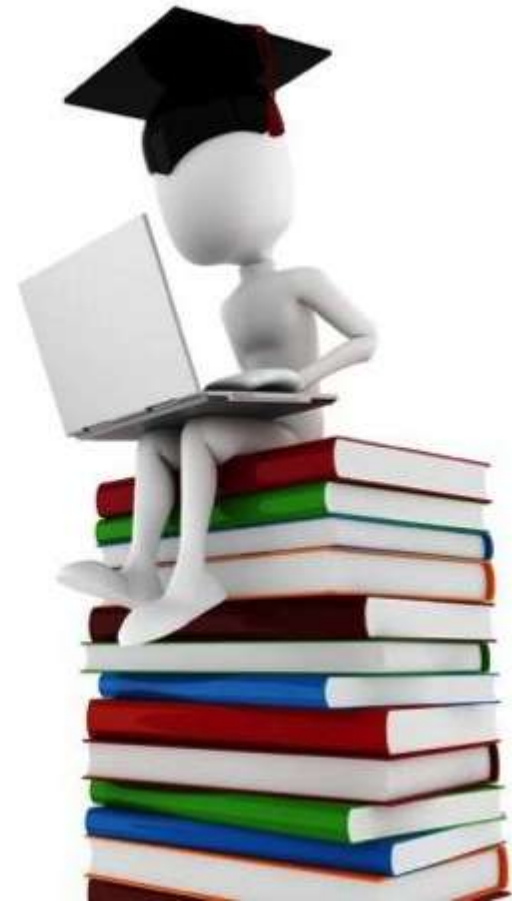


Naïve to Natural Online Certification Training Course

Naïve to Natural Training Course Agenda

Week 1	Overview; Case Study and People
Week 2	Customer Strategy; Systems and Measurement
Week 3	Channel Approach; Expectations and Marketing & Brand
Week 4	Process; Culture & Leadership; <i>Practical Tips for success – what to do and what not to do.</i>
	Certification Test
Week 5	Sharing Best Practice - <i>identifying the progress made; problems identified; unanswered questions and where to go next.</i>

Starts: February 2nd , 2015





Our Christmas Offer:



Use promo code

Thankyou500

and get \$500 off
the course price.

Offer valid until
December 19th.

Course price with discount code: \$999

Course price without discount: \$1499



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Thank you

