

How Customer Centric is your organization

Presented by
Colin Shaw, Founder and CEO



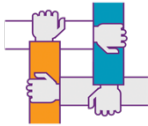
BEYOND PHILOSOPHY
Building Great Customer Experiences

Beyond Philosophy & how we work...



WE ARE PRACTICAL THOUGHT LEADERS

We take a scientific approach; we don't just look at the rational experience but also what drives human behavior - emotions, subconscious, behavioral economics and psychology, and then mix this with a practical implementation. Thought leadership with real world results. Hence our name *'Beyond Philosophy'*



WE ACT AS YOUR GUIDE AND PARTNER

We'll help you develop the strategy, guide the initiatives, and even train your CX team on our tools & methodologies. We do not wish to embed ourselves or be 'camped out' in your organization.



WE REDUCE RISK AND INCREASE PERFORMANCE

We have a variety of proven tools and techniques to apply to your unique situation. We build a program around what will get you the best results. Through our vast experience we know what works and what doesn't.



OUR EXPERIENCE IN CUSTOMER EXPERIENCE IS VAST

We are the first operational CX consultancy and training company in the world. Since 2002, we have had the pleasure to serve many of the top organizations across the globe.



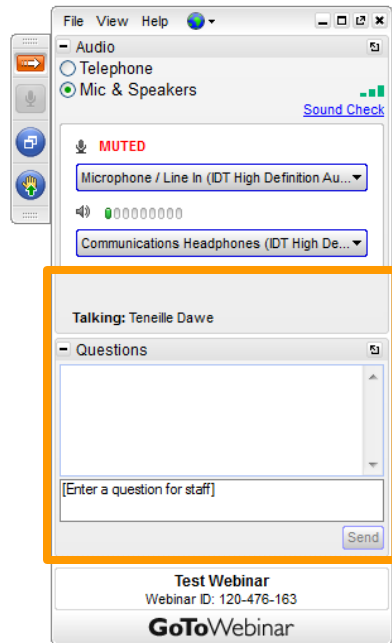
WE FOCUS ON WHAT WILL DRIVE VALUE (\$) FOR YOU

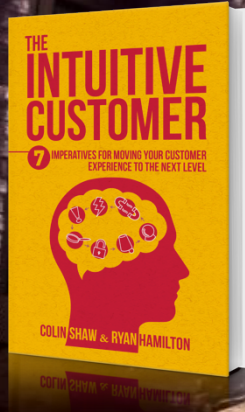
We do not believe in 'exceeding Customer expectations' at every point of contact. We do believe in identifying and focusing on those aspects of your experience that will drive the most value for you. To help achieve this we have the world's largest database of what drives Customer emotions.



SEASONED CUSTOMER EXPERIENCE TOOLS & METHODS

With our vast experience we know what works and what doesn't. We have evolved our tool set in practical implementation and these are proven to work. We can use these on our engagement or we can train your people on how to do this or a mix of both.





Behavioural Economics

Psychology



Subconscious

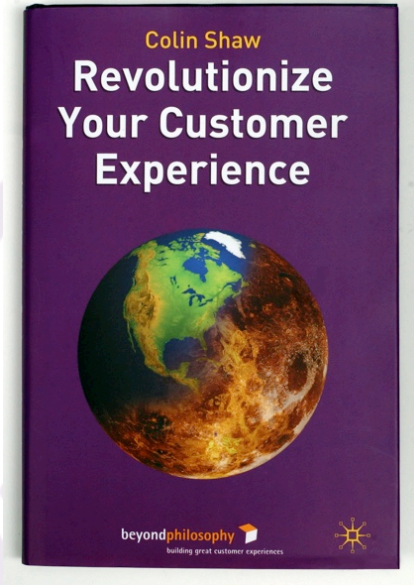
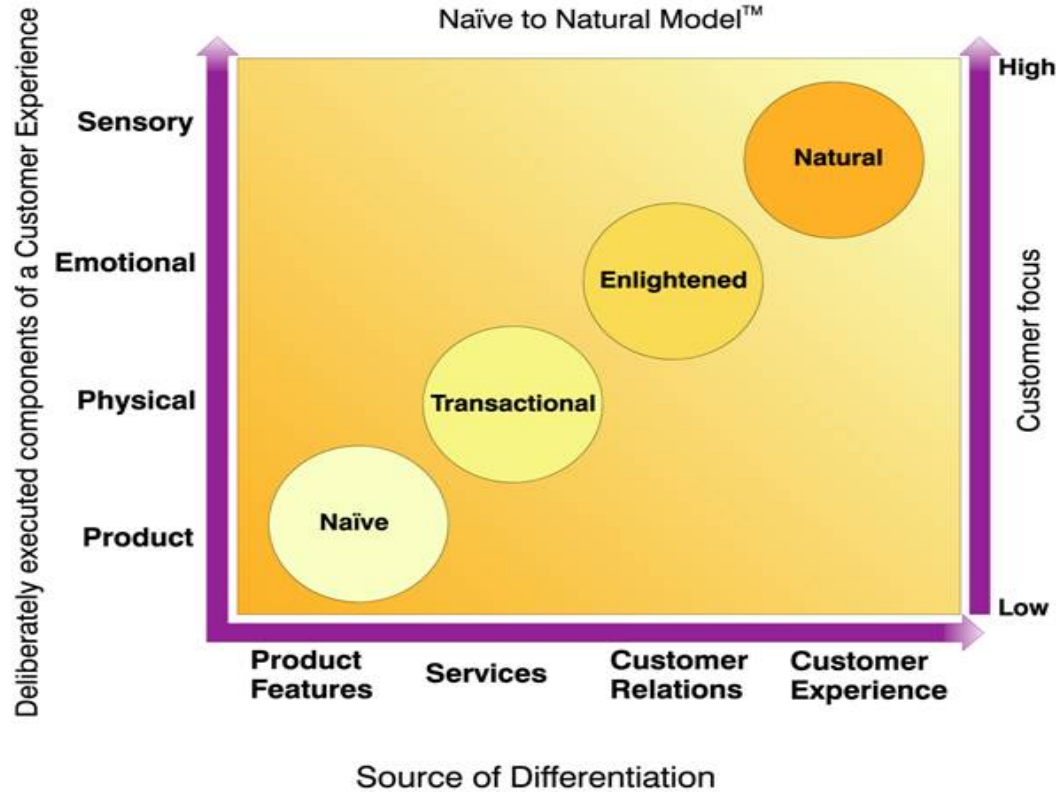


Emotions

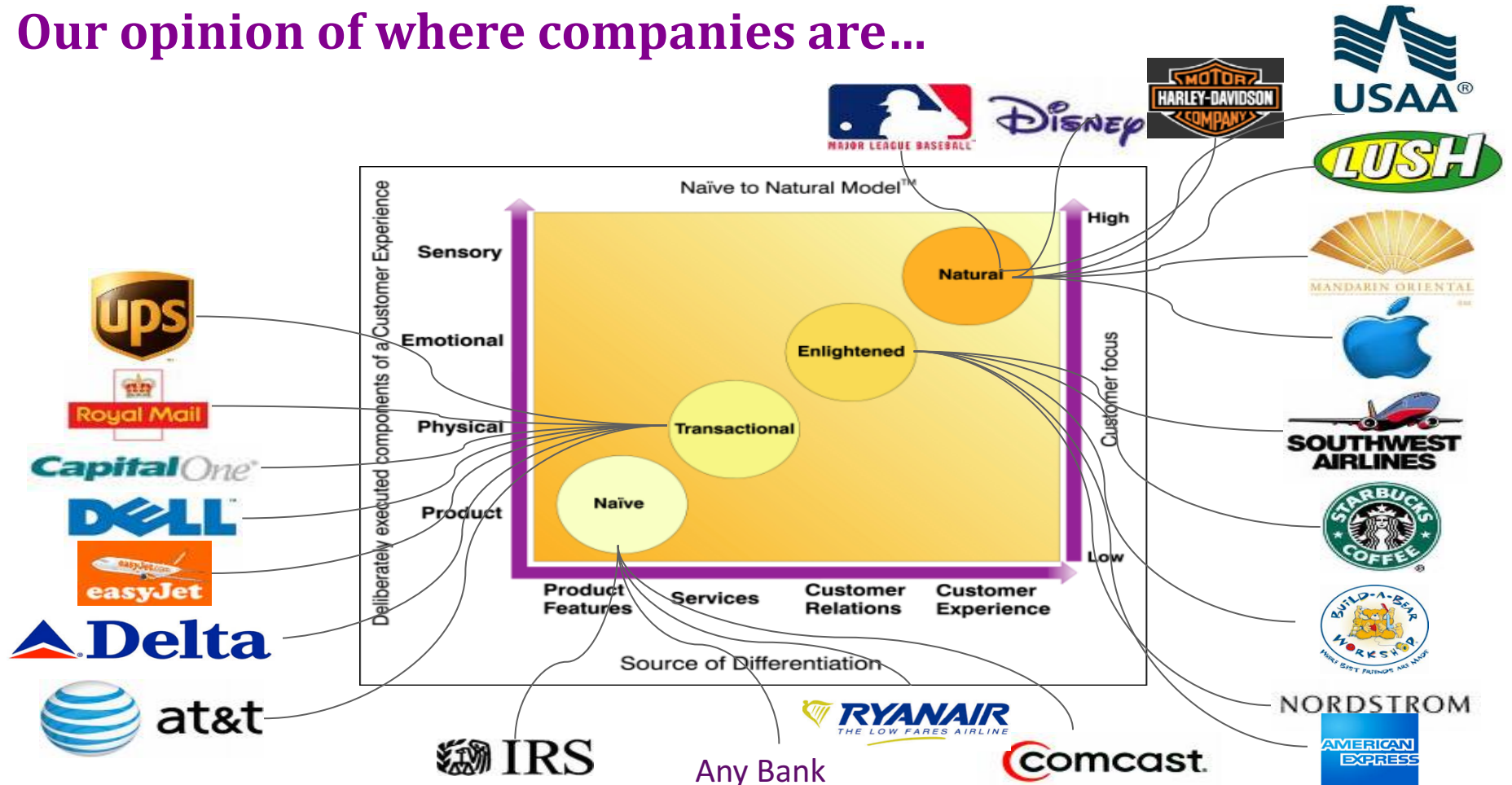


Rational
Action

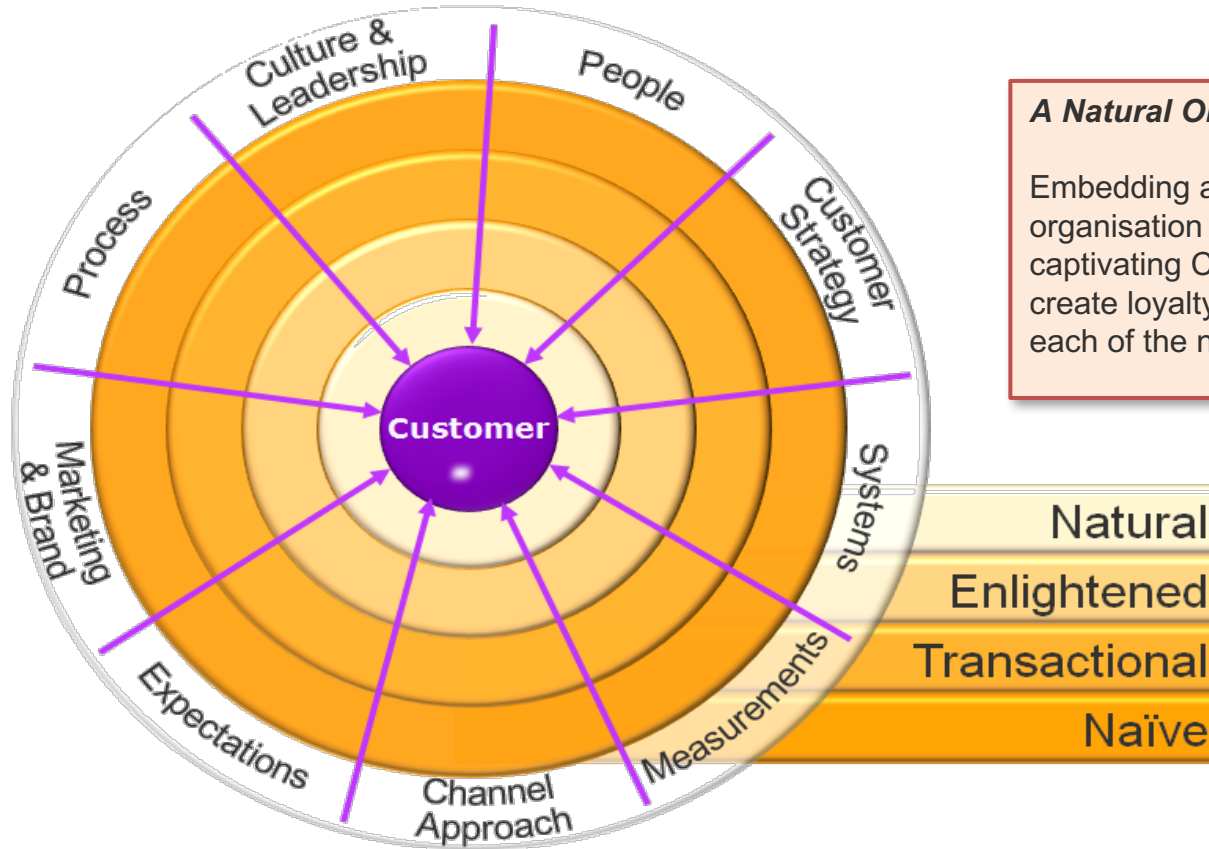
Naïve to Natural®



Our opinion of where companies are...



Naïve to Natural



A Natural Orientation

Embedding a “Natural” Orientation in an organisation will result in the delivery of captivating Customer Experiences which create loyalty. This needs to be achieved in each of the nine areas.

Naïve to Natural[®] Traits

Naïve Orientation

An organization that focuses on themselves to the detriment of the customer. They are “inside out” either through choice or because they don’t know what they should be doing.

Traits

- Very product focused – price and features lead
- Reactive to customer demands
- Do not measure customer satisfaction
- Deliver a very physically-based Customer Experience
- Employees are treated poorly and not given any authority to recompense customers
- Product siloed organization
- Customers asked to call separate numbers for different parts of the organization
- Efficiency and productivity are the most important KPI's – Not customer KPI's
- People rewarded on sales productivity and efficiency
- Organization dictates which channel customers use

Michael O'Leary quotes from *The Daily Telegraph*

On passengers who forget to print their boarding pass: "We think [they] should pay 60 euros for being so stupid."

On refunds: "You're not getting a refund so **** off. We don't want to hear your sob stories. What part of 'no refund' don't you understand?"

On the in-flight experience: "Anyone who thinks Ryanair flights are some sort of bastion of sanctity where you can contemplate your navel is wrong. We already bombard you with as many in-flight announcements and trolleys as we can. Anyone who looks like sleeping, we wake them up to sell them things."

On employees: "MBA students come out with: "My staff is my most important asset." Bull****. Staff is usually your biggest cost. We all employ some lazy ***** who needs a kick up the backside, but no one can bring themselves to admit it."



Naïve to Natural® Traits

Transactional Orientation

An organization that focuses primarily on the physical aspects of the Customer Experience. They have recognized the importance of the customer, however, their focus is rudimentary as many aspects of the Customer Experience remain left to chance, are uncoordinated and “inside out”. They are typically reactive to customer demands.

Traits

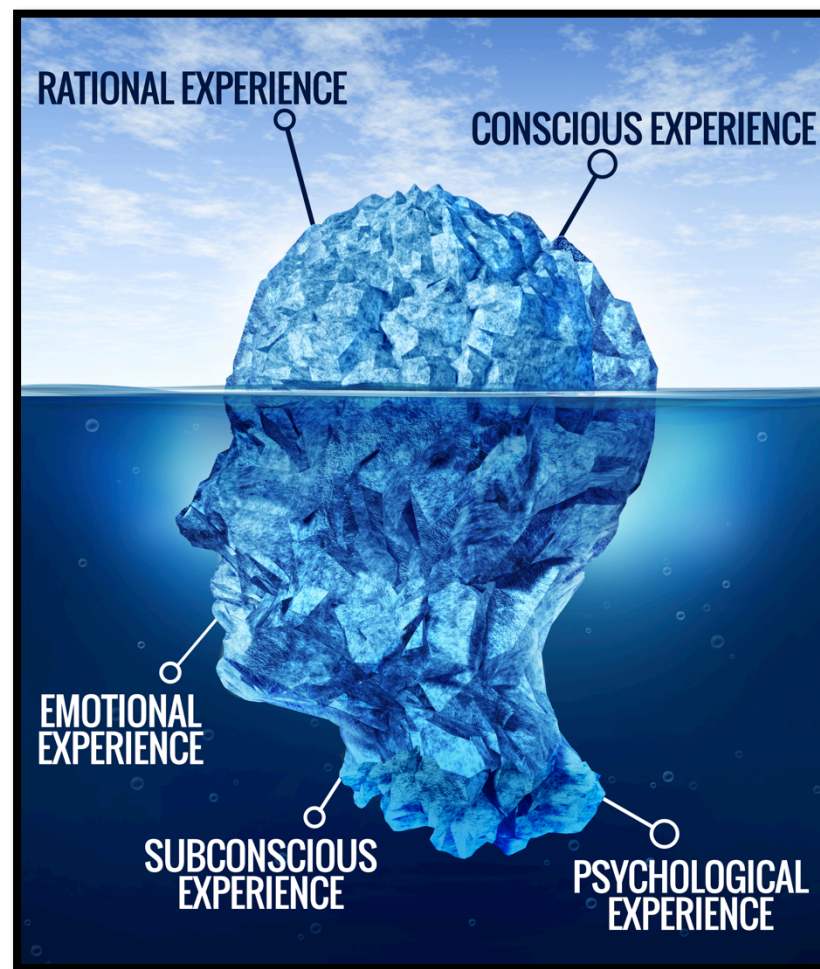
- Customer Key Performance Indicators (KPI's) now included but all physically-based
- Functionally-organized and have recognized need for Customer Service
- Contact with customer via 800, looked at coordination, extensive call menus are used to screen calls
- Take into account Customers' physical expectations
- Senior Managers spend limited amount of time with customers
- No complete view of customer on systems
- No defined Customer Experience
- Recruit people with right attitude, rather than just skills
- Training takes place on how to deal with difficult customers
- Social media is broadcast only...
- Employees given some limited authority



Efficiency at the expense of relationship....



Naïve & Transactional Organizations



Enlightened & Natural Organizations

Naïve to Natural® Traits

Enlightened Orientation

An organization that has recognized the need for a holistic, coordinated and deliberate approach to the Customer Experience. They are proactive in nature towards the Customer and orchestrate emotionally-engaging Customer Experiences. They stimulate planned emotions.

Traits

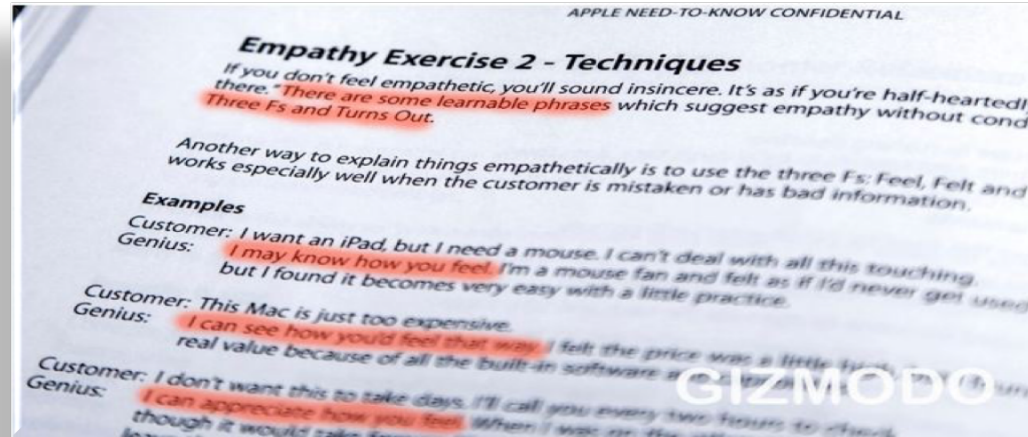
- They have defined their Customer Experience
- They focus on stimulating planned emotions and build these into the design of their Customer Experience
- They have recognized customers have emotional expectations and plan how to meet and exceed these
- Have started to align the Employee Experience and their Customer Experience
- Employ people with emotional capabilities
- Look at the end-to-end Customer Experience
- Have appointed a Customer Experience Director/Vice-President and established a Customer Experience council
- Customer involved in design of processes
- Integrated systems, “complete view of customer” achieved
- Customer Experience measures account for large part of bonus
- They truly engage in social media



Apple has created a structured advance soft skills training manual

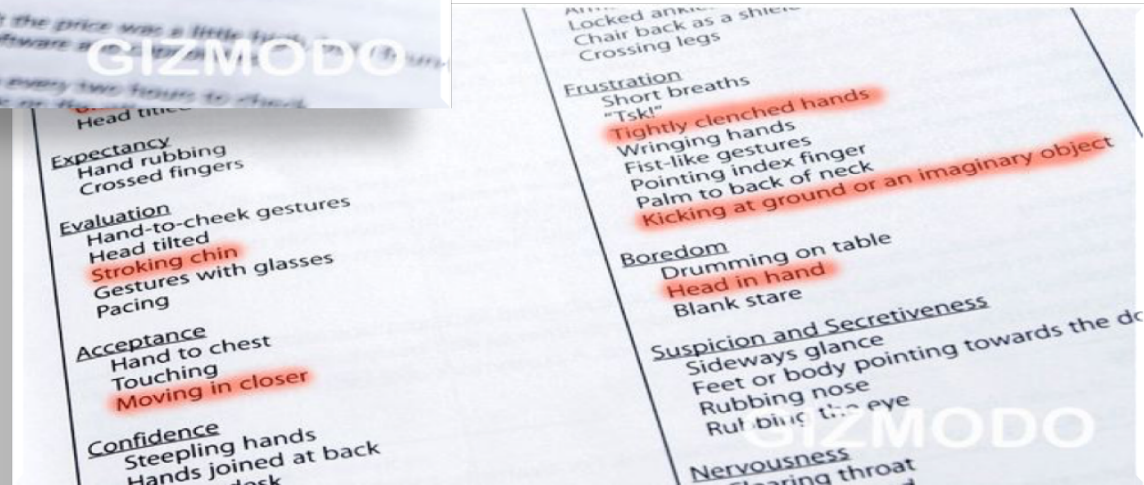


Emotional Experience



Subconscious experience

Body language



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

Naïve to Natural® Traits

Natural Orientation

An organization where focus on the customer is total. They are very proactive and are naturally focused on the complete Customer Experience. In order to produce memorable and captivating Customer Experiences they use specific senses to evoke planned emotions.

Traits

- They are completely focused on the customer
- The customer is in their DNA
- They have a deliberate Customer Experience and a clearly-defined Customer Experience statement
- Systems are built to improve the Customer Experience
- The culture is designed, and aligned to the Customer Experience
- They fully embrace Customer irrationality and Behavioural economics
- They consciously use sense to provide a captivating experience
- They understand their subconscious experience and design it into their experience
- They use sense to provide a subconscious experience
- They have a fully integrated approach to the customer
- They have Customer Journey maps including emotional and subconscious elements
- Their Customers set up social media groups
- Their Customers help in solving other Customer issues

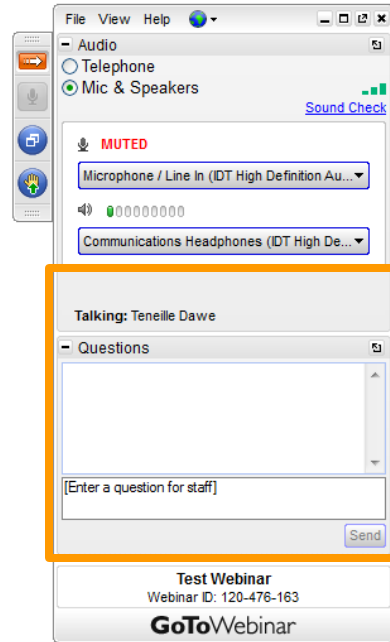


MANDARIN ORIENTAL
THE HOTEL GROUP

SM

“How well did we anticipate your needs?”

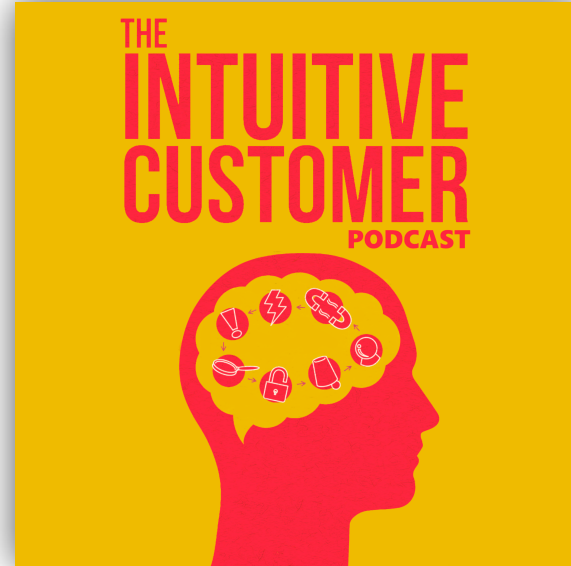
Q&A time – Send us your questions





Professor Ryan Hamilton

Colin Shaw



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Thursday, February 1st, 2018



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