Session: The Right Tool For Every Audience:

How do we reach the Customer?
Our World is Changing
Executives: I am really disappointed, you wronged me. Sally Customer
Complaint

Executives: I am disgusted; I want to speak to someone in charge. Angie Customer
Escalation

Marketing: I think you should make the color blue. Billy Customer
Focus Group

Marketing: I love the product and highly recommend it! Tony customer
TESTIMONIAL

Social Networking: I love this company and their products; best buy ever. Toby Customer
Experience
They treated me awful; I wanted you all to know. Tina Customer
Experience

Contact Center Operations: Quality- 4.5
Customer Service- 4.6
First Contact-3.8
Experience
Customer Driven Formula

Customers Needs & Wants + Company Strategies & Actions = Highest Level of Service

Lowest Operation Cost
<table>
<thead>
<tr>
<th>Customers</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Credible</strong></td>
<td>Enterprise buy-in</td>
</tr>
<tr>
<td><strong>Passionate</strong></td>
<td>Extreme</td>
</tr>
<tr>
<td><strong>Accurate</strong></td>
<td>Relevant/Current</td>
</tr>
<tr>
<td><strong>Affordable</strong></td>
<td>Not our $$$$$$$</td>
</tr>
<tr>
<td><strong>Infinite</strong></td>
<td>On-going feedback</td>
</tr>
<tr>
<td><strong>Turnover Rate</strong></td>
<td>Lower than employees</td>
</tr>
<tr>
<td></td>
<td>Consistency</td>
</tr>
</tbody>
</table>
1. Individual Discovery...

Gathers feedback from customers after they’ve made contact with an organization.
Captures KPIs. (Scores, averages, etc.)
Links data back to every employee and their individual contacts.

Net promoter
Customer satisfaction
Brand awareness
Quality of service
Friendliness, tone, etiquette
South Bay Expressway

Results - SBX Customer Service Feedback

2197 Total Responses

How was [CSRNAME]'s customer service?

1 1%
2 1%
3 1%
4 140 6%
5 1962 89%
N/A 1%
(Average: 4.86)
Results - NTTA Customer Service Feedback

3013 Total Responses

How was [CSRNAME]'s customer service?

- 1: 1%
- 2: 1%
- 3: 1%
- 4: 163 (5%)
- 5: 2670

N/A: 2%
(Average: 4.84)

As a result of your contact with [CSRNAME], how would you rate your loyalty as a customer?

- 1: 1%
- 2: 1%
- 3: 75 (2%)
- 4: 309 (10%)
- 5: 2402

N/A: 132 (4%)
(Average: 4.76)
180,000
Perfect Scores
"The central issue is never strategy, structure, culture, or systems. The core of the matter is always about changing the behavior of people."

John Kotter
Harvard Business School
Which is more valuable?

- How would you rate the Customer Service at ABC Corporation?  1  2  3  4  5  Score: 1

OR

- Your service was terrible. I felt like you did not care. The CSR was rude, cut me off, put me on hold for 3 minutes and never told me that the return policy was only five days.
• Alexandra Pena
  – I must say she was extremely personable and friendly by being beside taking care of my original request she took time to tell me some things I did not know about the freeway. The best phone service I have had in a long time

• Sandra Michael
  – She was very friendly, quick and efficient. ...and all with a smile. Although I couldn’t see her face, I know she helped me with a smile. :)

• Angelica Uzzararga
  – I actually thought to myself after completing my call with her that I would like to meet her and offer her a position in my law firm. Very professional.
Virtual Focus Groups

SCENARIO ONE:

You are heading back home during rush hour, from point A to Main St. You know that typically at this time of day, it takes around half an hour driving your usual commute route using the “Congested Highway” and around 10-15 minutes driving the “bypass-express tolled lanes”.

Would you get on the express bypass?

Yes
• Annual Survey engaged customer via Social Media Channels:
  • Facebook
  • Twitter
  • LinkedIn

VOC at all channels:
• Contact Center
• Driving Roadways
• Roadside Assistance
The Private Sector

Nu Skin Customer Service Survey

Did Terri WOW you?

What advice do you have for Terri that would have made this experience for you even better?
Net Promoter Score (NPS)

Customers can be divided into three categories: Promoters, Passives, and Detractors.
Net Promoter Score (NPS)

The Question: How likely is it that you would recommend [your company] to a friend or colleague?

Promoters: (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.

Passives: (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

Detractors: (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

To calculate your company’s NPS, take the percentage of customers who are Promoters and subtract the percentage who are Detractors.
C-SAT and NPS for Post Contact and overall Driving Experience
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