

BEYOND
CUSTOMER SERVICE
TO DRIVING
CUSTOMER
EXPERIENCE

B LYNN BAKER

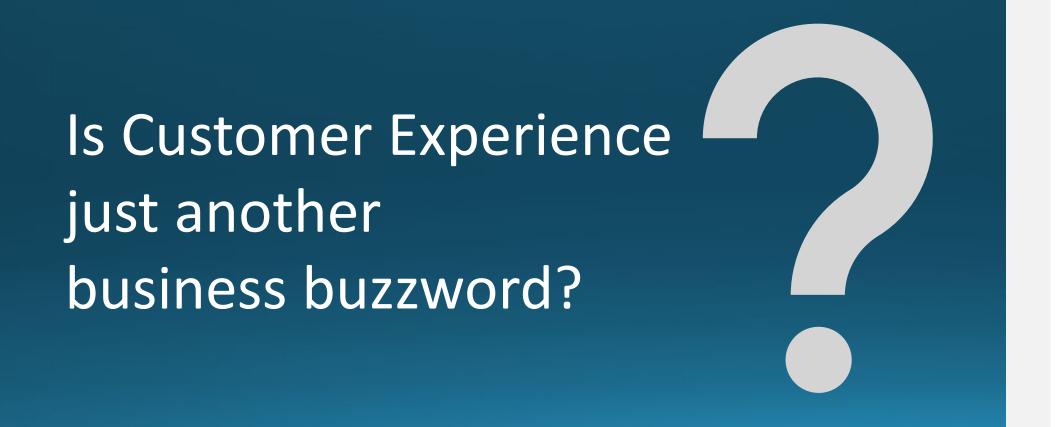


B LYNN BAKER

- Customer Experience Specialist (CXS) (CX University)
- Accredited Customer Experience Professional (ACXP)
- Disney Institute Quality Service Certificate
- Disney CX Summit 2018 Disneyland, California
- Judge Int'l Customer Experience Awards Amsterdam
- Judge Gulf Customer Experience Awards Dubai
- Board Member Customer Experience Assoc South Africa



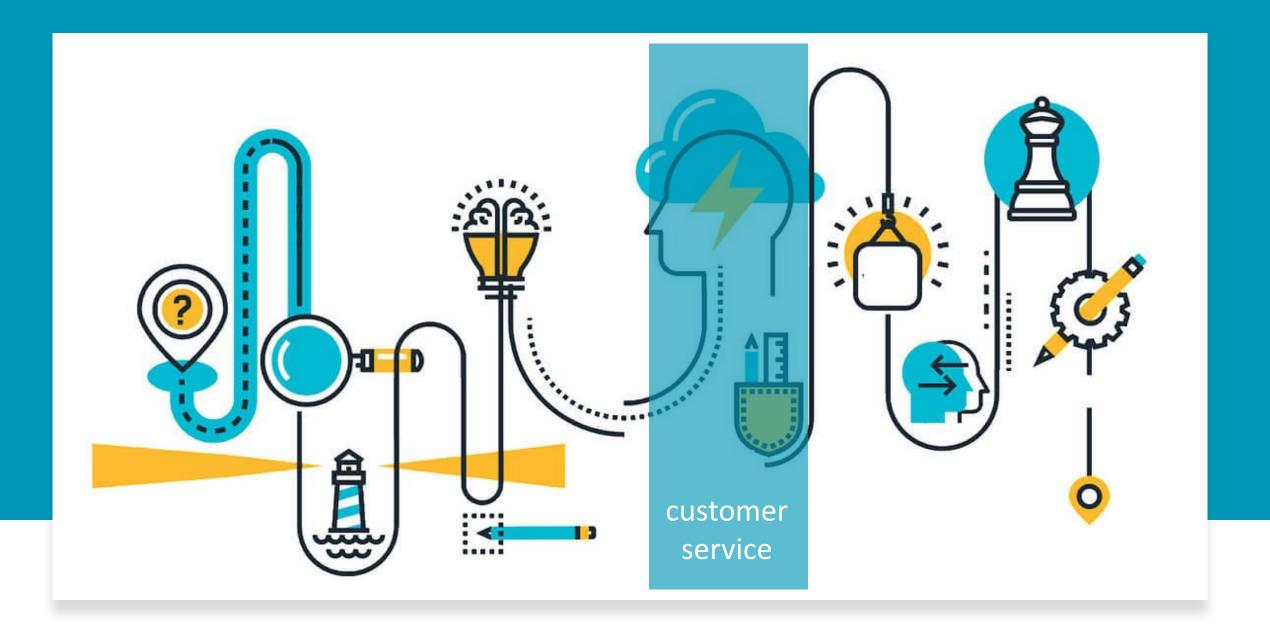




- WHAT is Customer Experience
- WHY is Customer Experience so important
- HOW do we compete in the age of experience

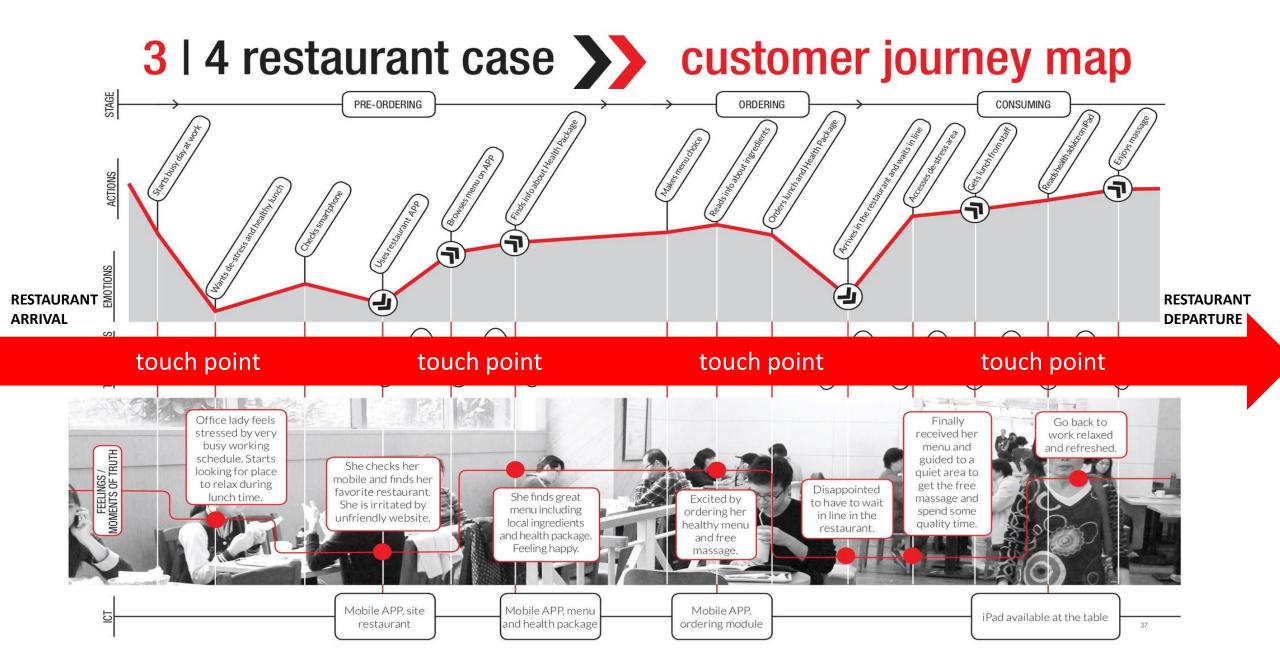
DIFFERENCE Customer service & Customer experience





RESTAURANT
Customer service





KEY TOUCH-POINTS INFLUENCE THOUGHTS / FEELINGS / DECISIONS / PERCEPTIONS



20

touch point experiences in

1 cup of Coffee



Careful, the beverage you're about to enjoy is extremely hot.

Positive Feeling

Gratify

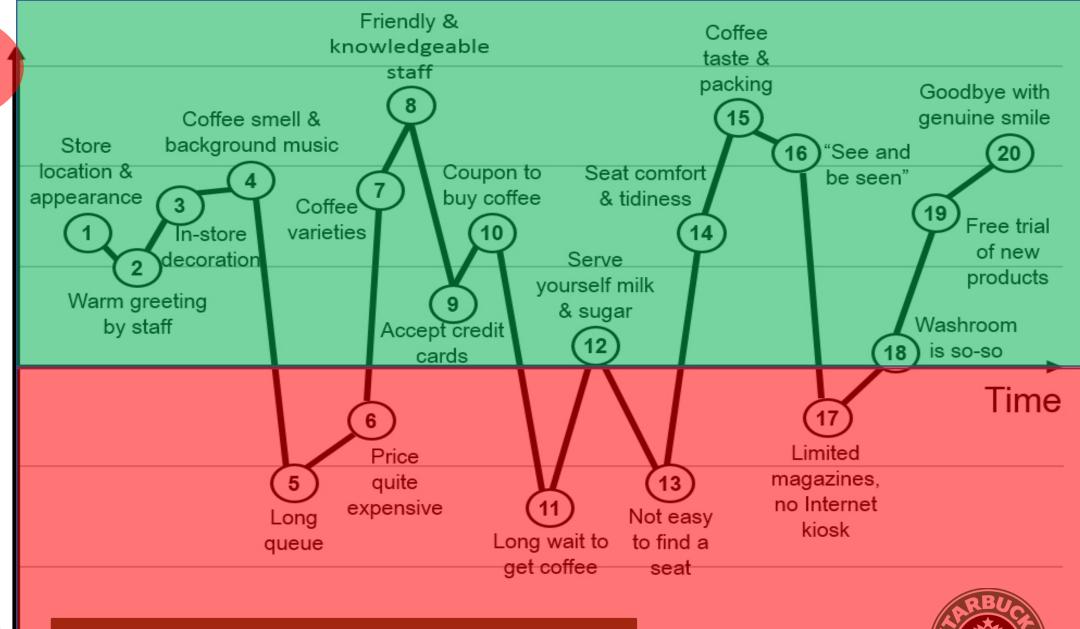
Satisfy

Neutral

Bad

Horrible

Negative Feeling



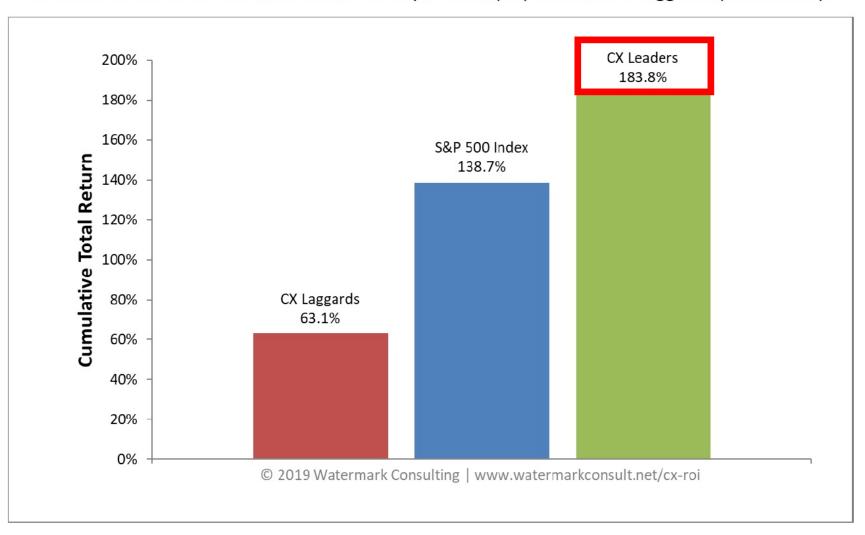


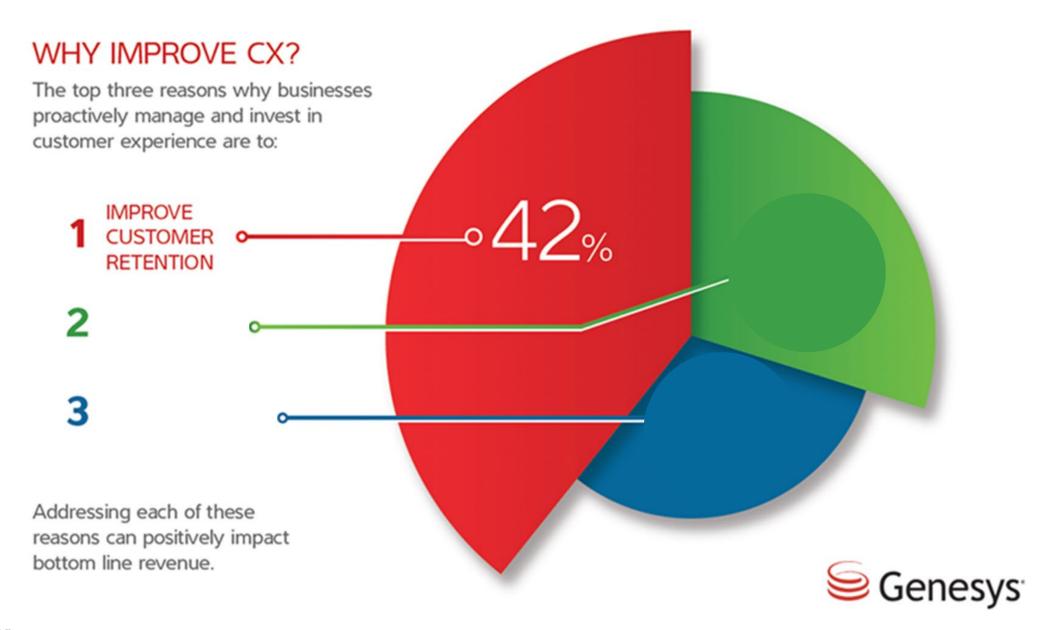
BUSINESS CASE FOR CX

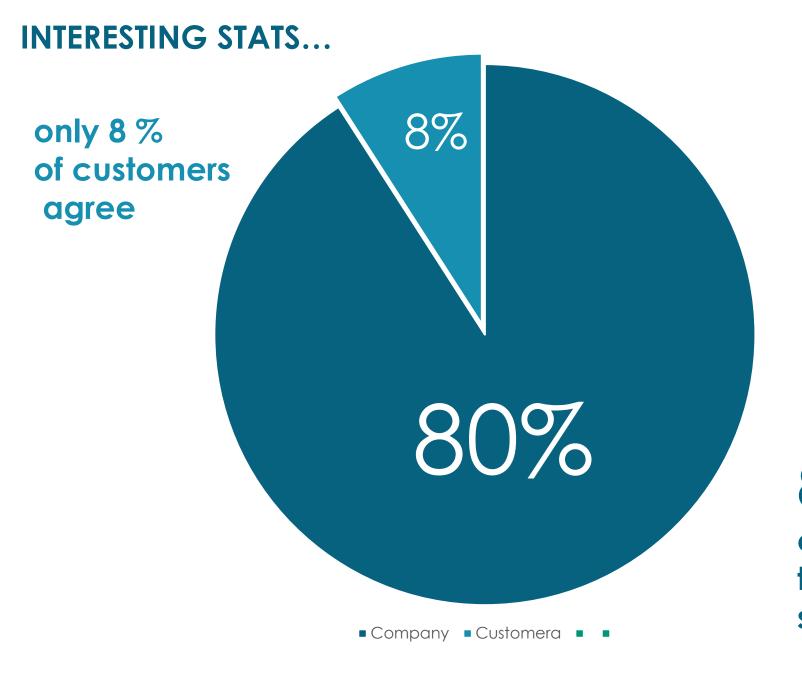


Customer Experience Leaders Outperform The Market

11-Year Stock Performance of Customer Experience (CX) Leaders vs. Laggards (2007-2017)







80% of companies believe they offer excellent service



"Make a place for the Customer at the Boardroom Table" and consider them on every decision

> Jeff Bezos – CEO Amazon.com

> (U\$860bn - 2019)



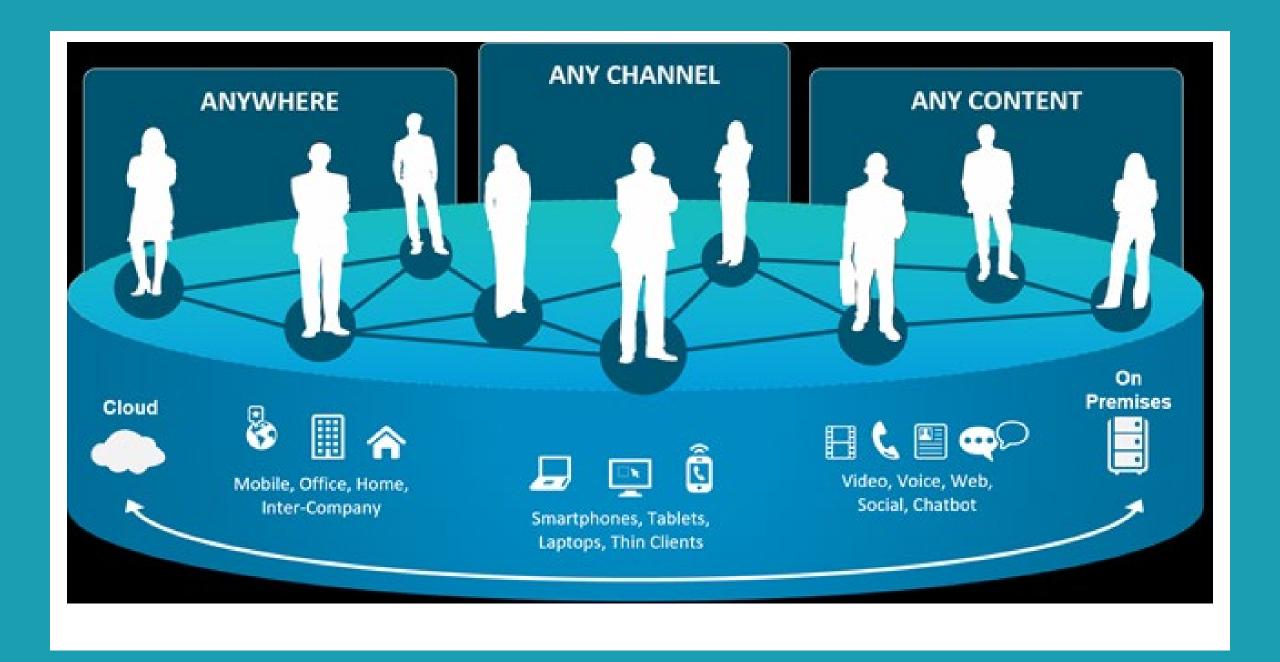
What Customers want in 2020

2020

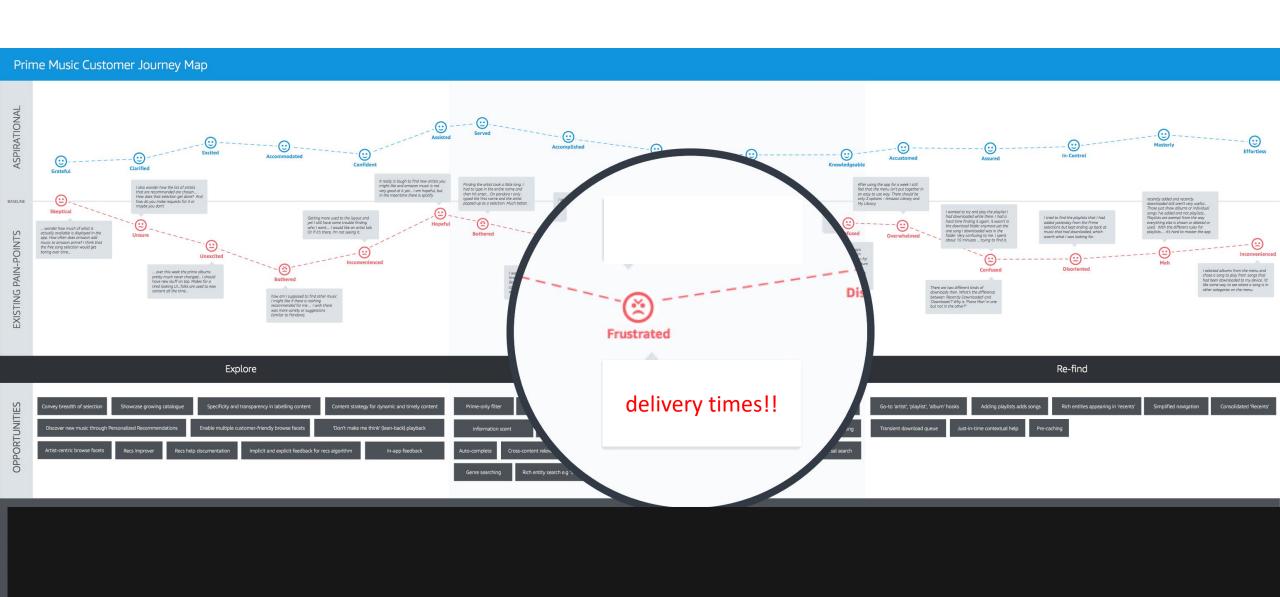




EASE OF ACCESS & CONVENIENCE



amazon.com





The new way to insure your stuff

Instant, honest insurance at gamechanging prices.



Car

Home Contents

Naked

Lightning fast

Buy in seconds

Get prices on the app. Like what you see? Buy instantly without phone calls or paperwork.

Get the app



90 seconds

to get a quote for car insurance

5 minutes

to finalise car insurance cover and pay for the first month

FINANCIAL SERVICES

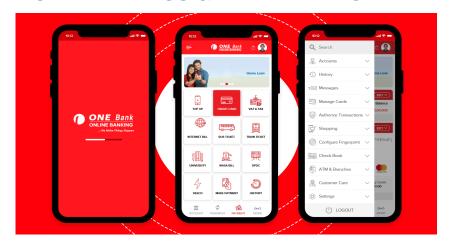
EASE OF ACCESS & CONVENIENCE

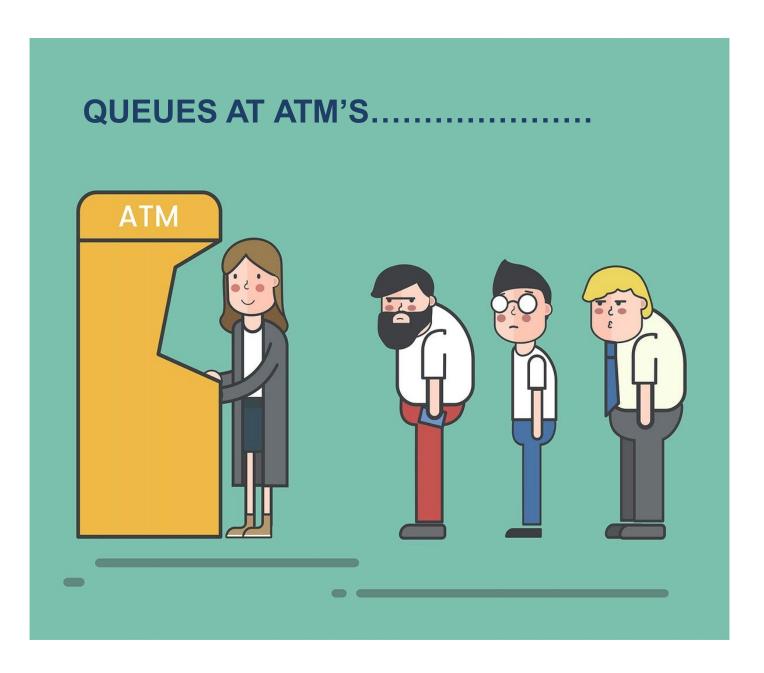


BRANCH NETWORK

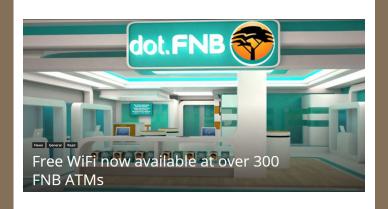


MOBILE ACCESS & CAPABILITIES









KIVID PIIVALE DAIIK



Accounts



Apply now







Messages









Payments

Transfers

Cards

Covid-19









Secure chat

My Net Worth

eBucks

Forex









nav-igate life Geo payments

Cardless cash withdrawal

Scan to pay

RMB SERVICE SUITE





HYPER-PERSONALISATION

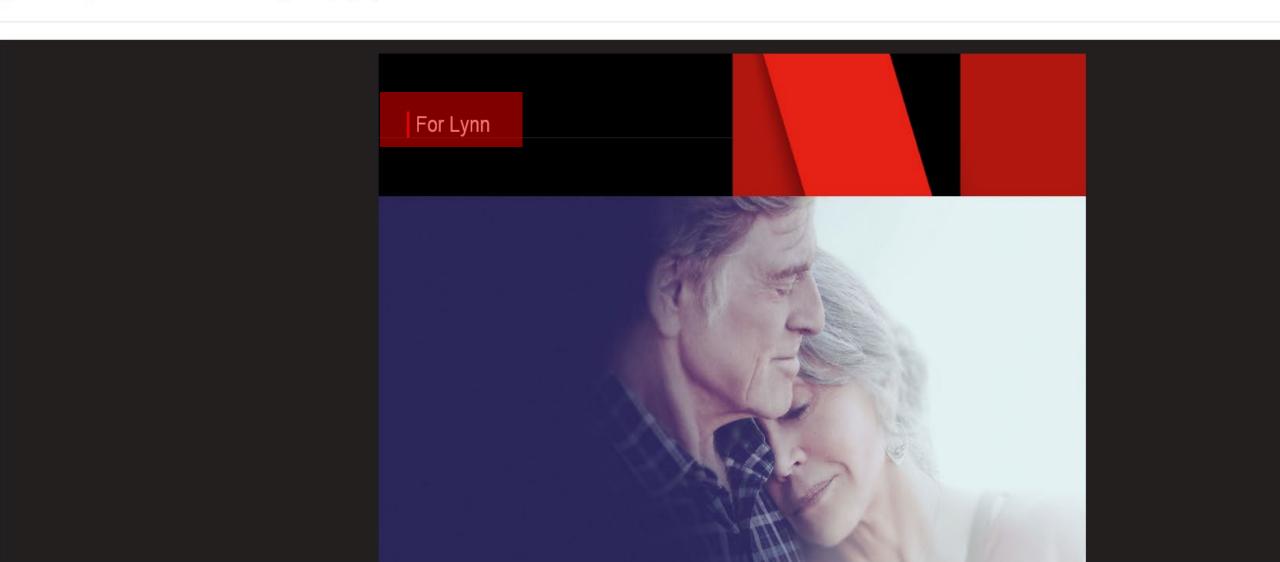
NETFLIX

Netflix <info@ma

Netflix <info@mailer.netflix.com>

Lynn, we just added a movie you might like

- o lynn@executivepresence.co.za
- 1 If there are problems with how this message is displayed, click here to view it in a web browser.



airbnb



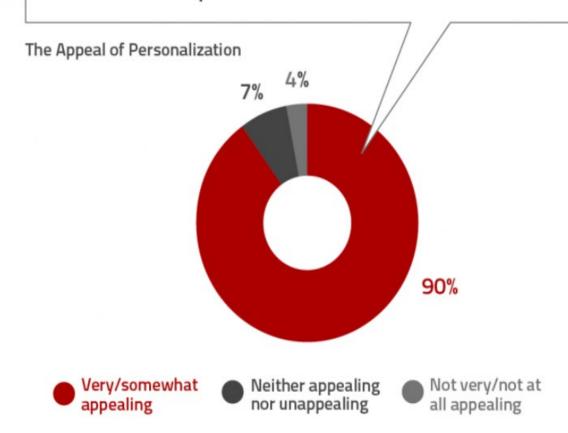


HYPER- PERSONALISATION IN BANKING

THE FINANCIAL BRAND

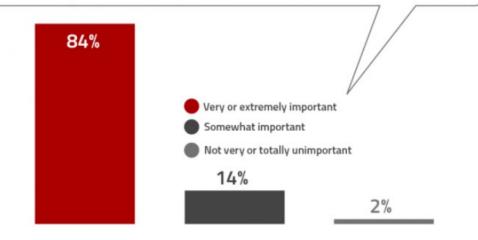
94% of Banking Firms Can't Deliver on 'Personalization Promise'

Delivering a personalized experience is important to consumers



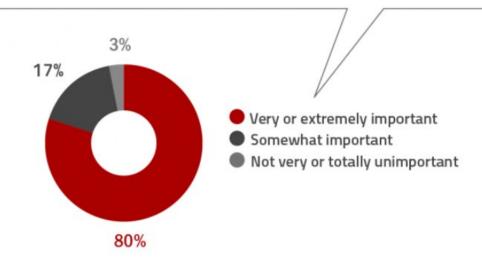
THE FINANCIAL BRAND

Importance of knowing each customer's personal financial situation



SOURCE: Digital Banking Report Research © September 2018 The Financial Brand

Importance of providing real-time customized financial guidance

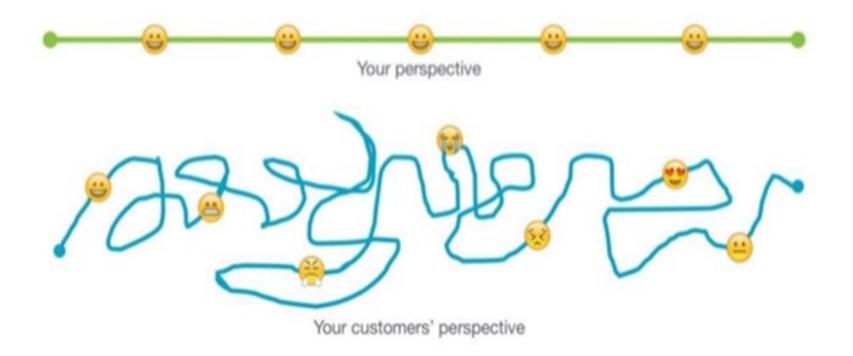


SOURCE: Digital Banking Report Research © September 2018 The Financial Brand



FRICTIONLESS EXPERIENCE

UNDERSTAND YOUR CUSTOMER'S JOURNEY



amazongo

HYPER-PERSONALISATION IN BANKING



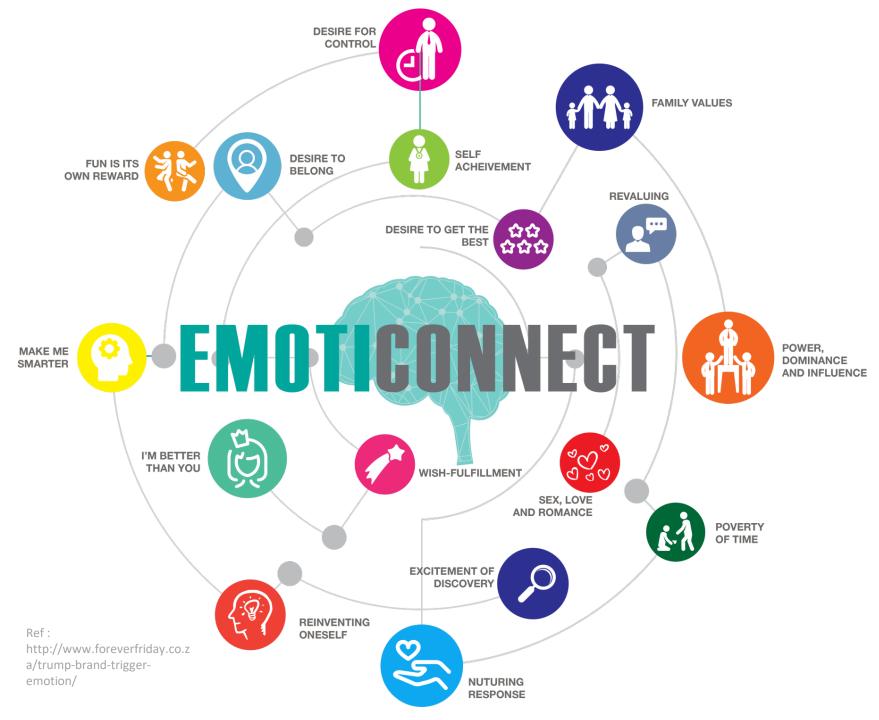


VALUE REVOLUTION



Customer expectations are not necessarily being driven by your competitors





VALUE

- Reasonable price / reasonable value
- Rewards
 - Loyalty points
 - Cash back
 - Discounts
 - Free offers
 - VIP service



Search



HOME FOR SUBSCRIBERS COMPANIES ECONOMY MARKETS V OPINION MONEY TECH

(9 06 Oct



Loyalty programme helped Checkers steal R4bn market share

- Checkers says its rewards programme has been instrumental in it gaining R4 billion in market share from competitors.
- It launched its rewards programme in October 2019, after other retailers.
- The retailer had to be creative and offered instant cash savings.

SHOPRITE & Checkers



Press Release

Retail Bank Loyalty Program Market Size 2020 Explosive Factors of Revenue By Industry Statistics, Progression Status, Emerging Demands, Recent Trends, Business Opportunity, Share and Forecast To 2024 Says Industry **Research Biz**

Published: July 17, 2020 at 3:25 a.m. ET

https://www.marketwatch.com/press-release/retail-bankloyalty-program-market-size-2020-explosive-factors-ofrevenue-by-industry-statistics-progression-status-emergingdemands-recent-trends-business-opportunity-share-andforecast-to-2024-says-industry-research-biz-2020-07-17





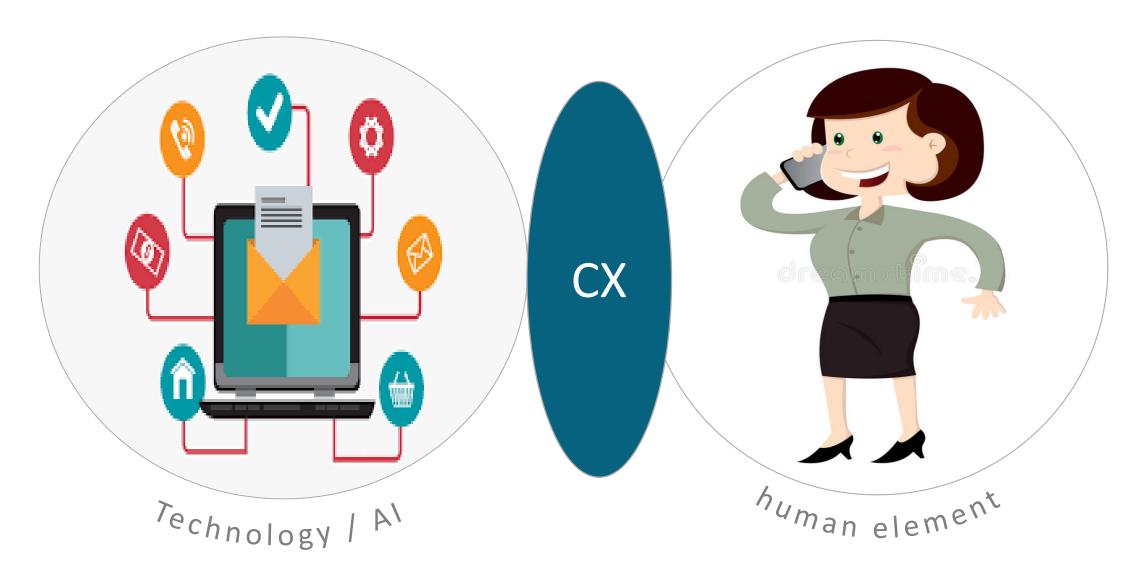


HUMANIZED EXPERIENCE



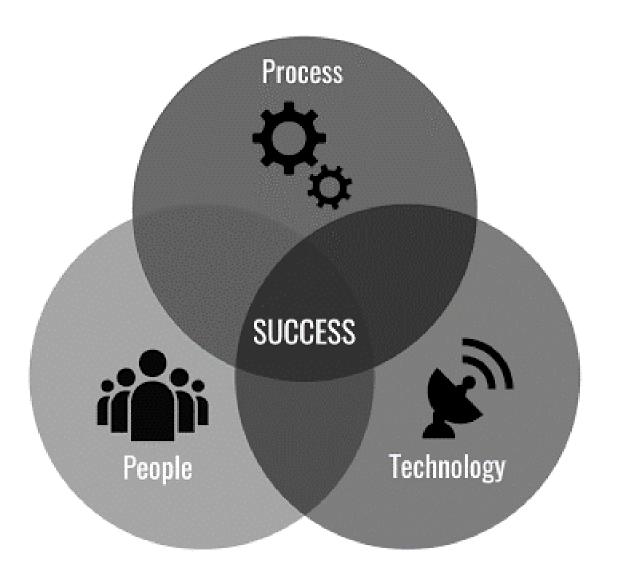
Despite the radical improvement of technology, customers want a strong integration of human and digital capabilities when engaging with financial institutions. Extending beyond chat bots, there must be easy access to humans when dealing with complex issues.

The Magic of CX happens in the Convergence





HOW DO WE COMPETE IN THE AGE OF EXPERIENCE





Employee experience at the core of CX





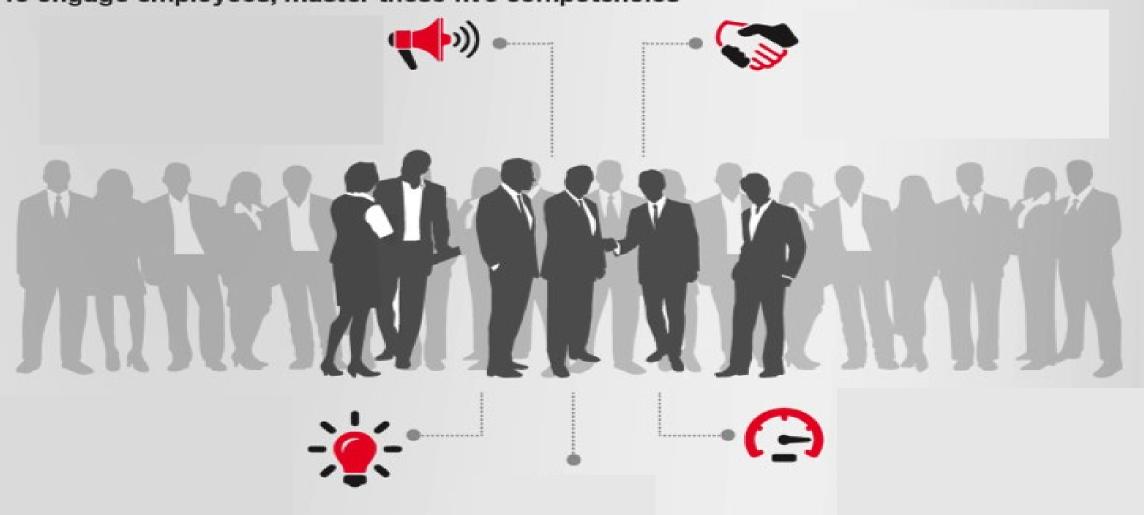
The way you treat your employees is the way they will treat your customers

— Richard Branson —

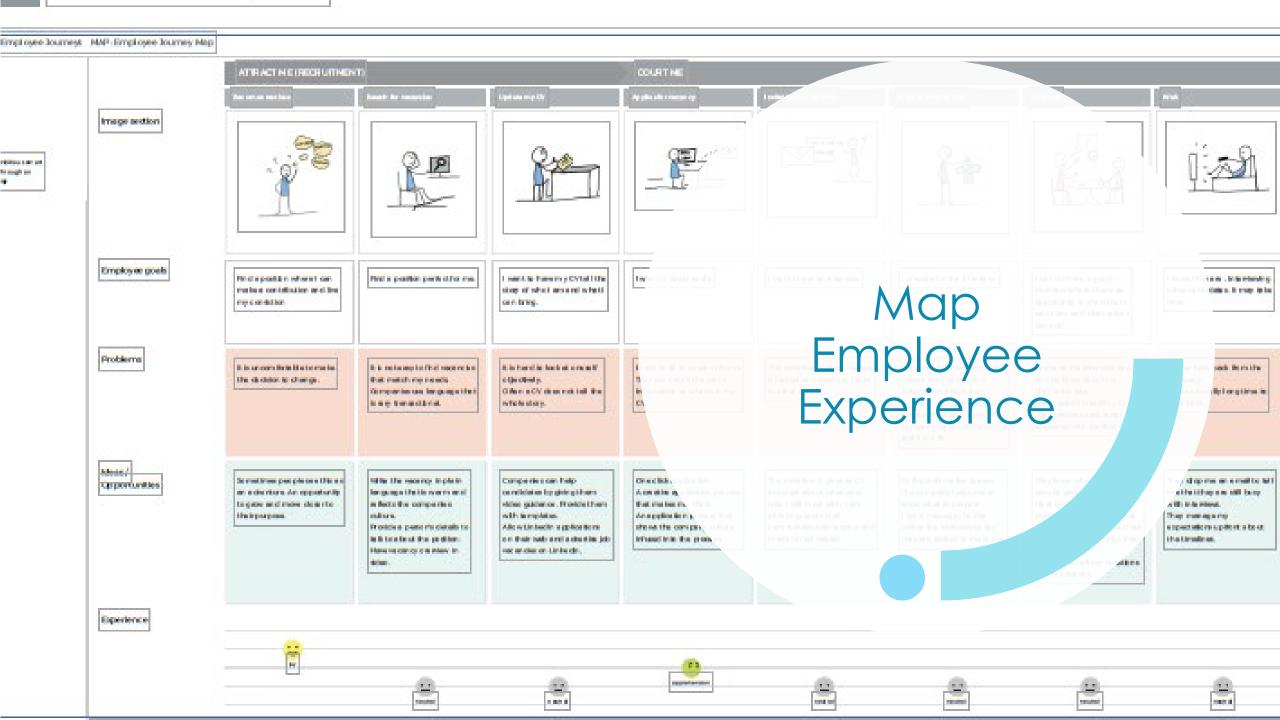
AZ QUOTES

The Five I's Of Employee Engagement

To engage employees, master these five competencies



REF: TEMPKIN GROUP



MOST POWERFUL TOOL YOU CAN TEACH EMPLOYEES

empathy



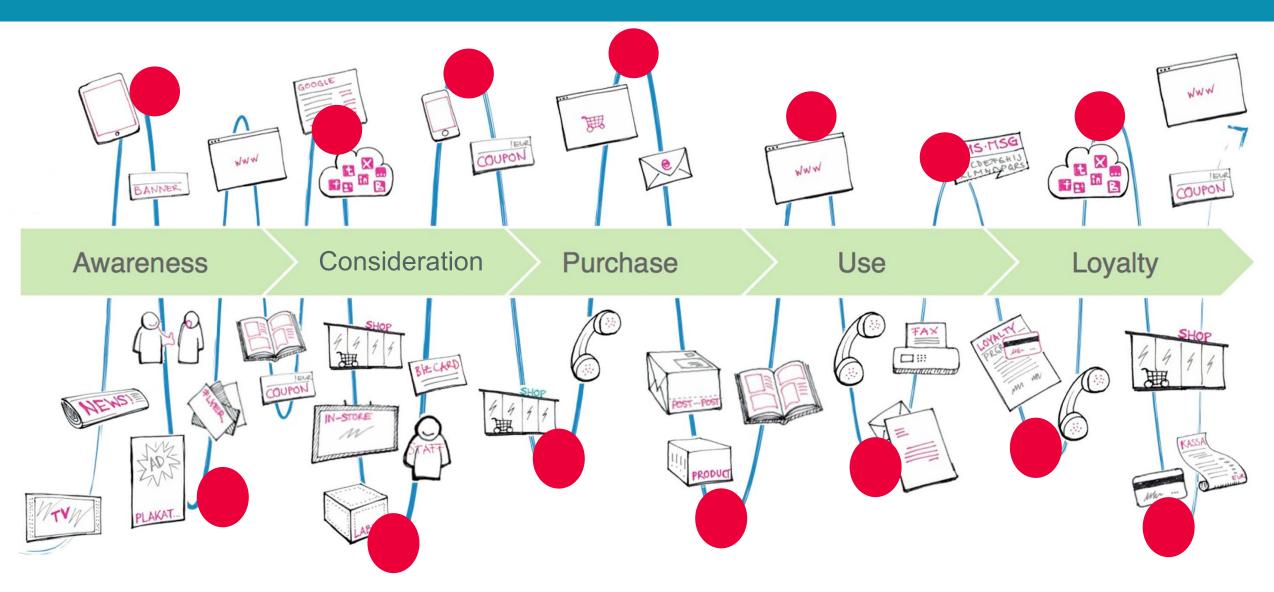




UNDERSTAND THE KEY TOUCH POINTS IN THE CUSTOMER JOURNEY



IN FINANCIAL SERVICES – BE CLEAR OF TOUCH-POINTS THAT INFLUENCE THOUGHTS / FEELINGS / DECISIONS / PERCEPTIONS



Source: foryouandyourcustomers

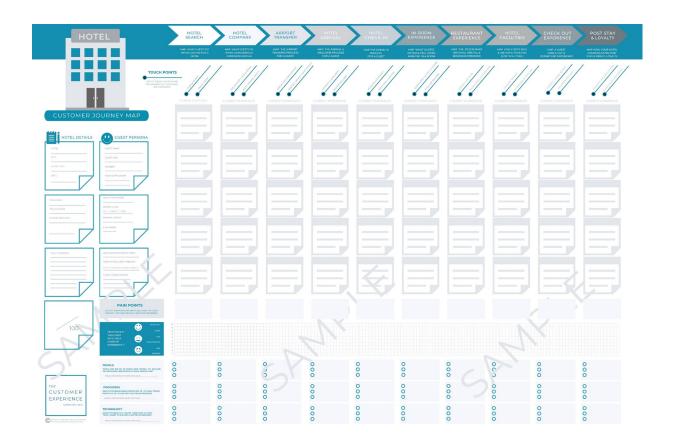


Customer Journey Mapping - identify key touch points

· Determine Need · Plan · Travel · Share ? Customer Transact / Query · Find branch Enter · Engage teller Exit after completion · Promote ? Activity Identify / Sign etc. · Schedule Time · Wait Detract ? Friction · Friction Engage me Customer · Satisfied Queues · Meet defined need Queues · Meet my needs Brand promise met? · Needs met Expectation · Poor use of my time · Poor use of my time · Polite, skill, efficient Activity Phase **Engage** Need Plan Exit Reflect & Share Enter Influence Enable Moment of Truth Complete Metrics Bank · Demand-· Remove friction · Detect, Identify, Greet (Human and/or Digital · Net promoter Score Detect departure Priority & · Branch locaters App Modality change recognition, offers · Thanks, Offer · Sales cross/up-sell generation · Direct to self service, assisted self service etc. Activities Appointment New products QR-Code offers Virtual remote expertise and advice Profitability Efficiency Touchpoint Modality Marketing & Advertising App - Locater

Customer Journey Mapping kits





https://www.cx-company.com/online-store lynn@cx-company.com

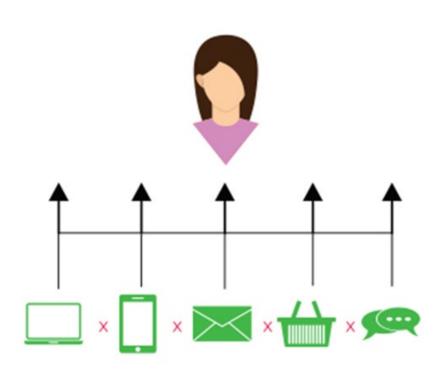






UNDERSTAND THE TECH TALK

• MULTI-CHANNEL



Some or all channels available but no data syncing between channels causing a disconnected customer experience.

• OMNI-CHANNEL



All channels available and data syncing between channels providing a seamless customer experience.



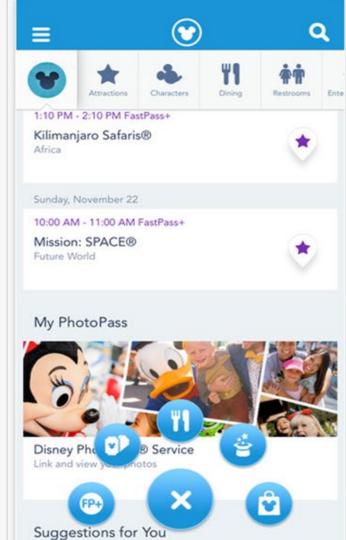
DISNEY

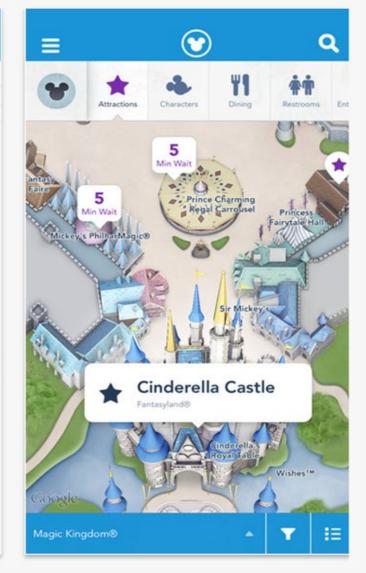
INVESTED U\$1 BILLION

in technologγ 2014







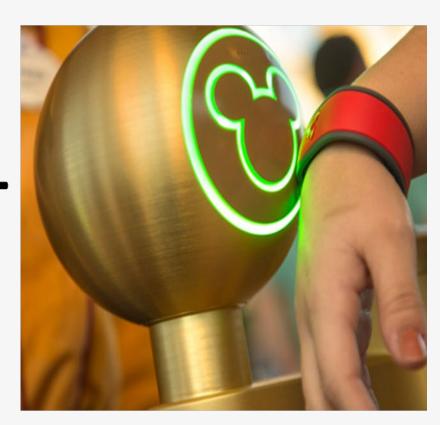




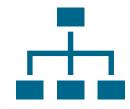


















DRIVE GUEST CONVENIENCE & EXPERIENCE

EMPLOYEE & CUSTOMER CAPACITY SCHEDULING

REDUCE COSTS & INCREASE EFFICIENCIES CUSTOMER
BEHAVIOUR
(behavioural
ecomonics)

FUTURE
TARGETED
MARKETING
& UP-SELLING



COLLECT SMART DATA

USE BI / SMART DATA FOR TARGETED MARKETING & UP-SELLING

MARKET CAP 2020 – u\$221 BN



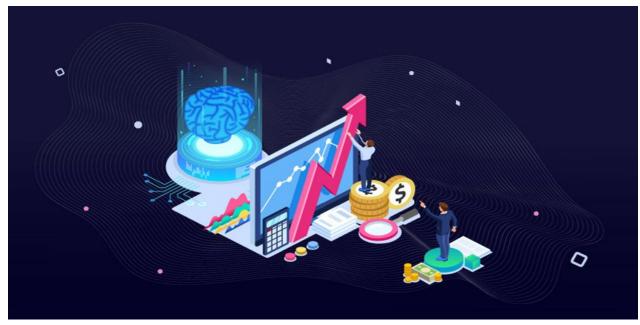


FINANCIALS SERVICES

MUST COLLECT & USE

SMART DATA TO THEIR ADVANTAGE

USE BI / SMART DATA FOR TARGETED MARKETING & UP-SELLING





6 x Lessons from Customer Experience Leaders

They put customer needs & satisfaction at the centre of company strategy They nail the basics, and then deliver pleasant surprises They aim for more than customer satisfaction, they aim for customer delight They understand that great experiences must be emotional and memorable They are obsessed with customer journey mapping & capitalise on touch points They recognise the link between the customer and the employee experience



THANKYOU FOR YOUR TIME

LB LYNN BAKER

COMPANY

CUSTOMER EXPERIENCE



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