

CWDA 2014 CONFERENCE

THE SHIFT FROM CUSTOMER SATISFACTION TO CUSTOMER EXPERIENCE



CWDA

WHY THE SHIFT TO CUSTOMER EXPERIENCE





THE WORLD'S MOST VALUABLE ASSET

**Why did you choose human
services as a career?**



Goods
business

Commodity
Business

Service business



Experience
business

Transformation
business

BOTH DIFFERENT AND IMPORTANT

Customer Satisfaction

- Service Delivery is the Product
- Service Transaction
- Everyone is Same
- Efficiency, Consistency
- Staff supports service

Customer Experience

- Customer Change is the Product
- Customer Journey
- Everyone is Unique
- Emotional Interaction
- Staff is Key Value Creator

FLAWLESS SERVICE + TRANSFORMING EXPERIENCES

CUSTOMER EXPERIENCE PREDICTS SUCCESS

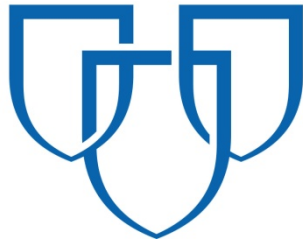


Apple Store



Non-profit and Public Examples

MAYO
CLINIC



Australian Government

**Australian Public Service
Commission**



Cleveland Clinic



THE EMOTIONAL ECONOMY

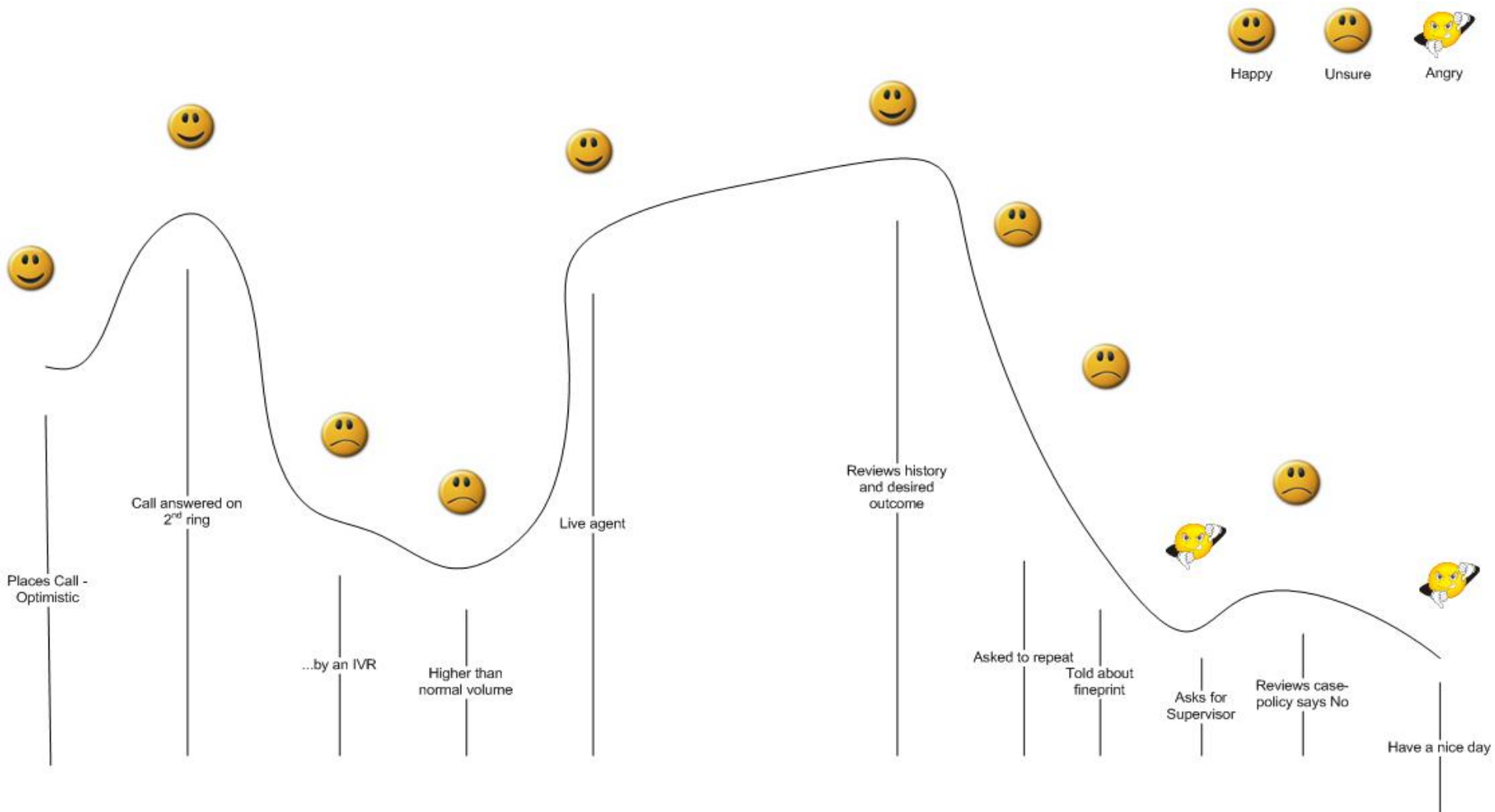
- Emotions Drive Decisions
- Emotions Drive Customer Engagement
- Emotions Drive Employee Engagement
- Emotional Interactions Drive Customer Experience & Transformation (modeling)

NEW CUSTOMER EXPERIENCE TOOLS

- **Customer Experience Mapping**
- **Staff Experience Models Customer Experience**

CUSTOMER EXPERIENCE MAPPING

- From Their Point of View
- Unconscious and Emotion Components
- Driven by the Voice of the Customer and Frontline Staff
- Segment Customers
- Both customer facing and support
- Listen, Map, Design, Empower, Check



A

Experience Map: The road from tweet to bank branch visit, conversion and sharing

Phases

The most delimited phases

Visual evidence

Visuals of the interactions from a user-centric point of view

Activities

Evidence of the interaction in a non-visual mode

Customer

How the customer feels, thinks, or perceives the situation

Support process

System, application or organizational support processes

B.V affected

State, if clearly, how the business value is affected in the certain phase(s)

Influence

Enter

Notification

1st Interaction

Sharing/Monitoring

Conversion

1



2



3



4



5



6



7



8



- Christina is reading a tweet from her friend Michael Wutige about ethical funds.

- Christina is using the ACME Bank application which allows the bank to notify Christina as soon as she is close to a branch office.

- As soon as Christina gets the notification she also acknowledges the NFC-symbol of the branch building and actively holds her Smartphone next to it.

- Bank clerk gets notified by its monitoring tool that a customer has "checked in" to the NFC-sticker.

- The clerk sends a short invitation that she is available for a meeting in 10 minutes and that Christina can enjoy a coffee in the lounge meanwhile.

- Christina accepts the invitation.

- Bank clerk gets notified by its monitoring tool that a customer has "checked in".

- The clerk sends a invitation that she is for a meeting in 10 and that Christina can enjoy a coffee in the lounge meanwhile.

- Christina accepts the invitation.

- Christina is reading a her friend Michael ethical funds.

- Christina is using the Bank application which the bank to notify soon as she is close branch office.

- As soon as Christina notification she also acknowledges the NFC at the branch building actively holds her Smartphone next



- Bank clerk gets notified monitoring tool that a sticker

- The clerk send a short invitation that she is for a meeting in 10 and that Christina can a coffee in the lounge meanwhile.

- Christina accepts the invitation.

- Bank clerk gets notified by its monitoring tool that a customer has "checked in".

- The clerk send a invitation that she is for a meeting in 10 and that Christina can a coffee in the lounge meanwhile.

- Christina accepts the invitation.

- She thinks it would feels good to switch to ethical funds Plan to get some more information about this topic the next time she's close to a branch

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- Social Media Survey tool with connection to CRM Internal quality processes

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1

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- Customer Satisfaction / Service experience:
- Loyalty metrics
- Share of Wallet
- Word of mouth

- Brand awareness
- Word of Mouth

- Conversion
- Customer satisfaction
- Loyalty metrics
- Increased share of wallet
- Word of mouth



CONNECTING AND KIDS



San Mateo



San Francisco



STAFF EXPERIENCE MODELS

CUSTOMER EXPERIENCE

- Emotions are Contagious
- Key Emotions- Empathy, Caring, Hope
- Role Models for Change and Development

THE SECRET TO

Customer Satisfaction

*Energized, engaged and empowered employees translate
into happy customers. Here's how to fire up your team.*





MODELING CAREER DEVELOPMENT

- Interviewing
- Resume Writing
- Public Speaking
- Credit Management
- Mentoring
- Professionalism
- Wellness



GREAT EMPLOYEE EXPERIENCE

1. Listen to Your Employees
2. Hire for Attitude, not Aptitude
3. Give People Purpose, not just Rules
4. Tap into Creativity of you Frontline



THANK YOU FOR
MAKING A DIFFERENCE