CWDA 2014 CONFERENCE

THE SHIFT FROM CUSTOMER SATISFACTION TO CUSTOMER EXPERIENCE
WHY THE SHIFT TO CUSTOMER EXPERIENCE
THE WORLD’S MOST VALUABLE ASSET

Why did you choose human services as a career?
## BOTH DIFFERENT AND IMPORTANT

<table>
<thead>
<tr>
<th>Customer Satisfaction</th>
<th>Customer Experience</th>
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<tbody>
<tr>
<td>• Service Delivery is the Product</td>
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<td>• Service Transaction</td>
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<td>• Everyone is Same</td>
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<td>• Efficiency, Consistency</td>
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<tr>
<td>• Staff supports service</td>
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<td>• Customer Change is the Product</td>
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<td>• Customer Journey</td>
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<td>• Everyone is Unique</td>
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<tr>
<td>• Emotional Interaction</td>
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<td>• Staff is Key Value Creator</td>
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**FLAWLESS SERVICE + TRANSFORMING EXPERIENCES**
CUSTOMER EXPERIENCE PREDICTS SUCCESS
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
Experience Map: The road from tweet to bank branch visit, conversion and sharing

**Influence**
- Christina is reading a tweet from her friend Michael Wittge 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-symbole at the branch building and actively holds her Smartphone next to it.

**Enter**
- Bank clerk gets notified by its monitoring tool that a customer have "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.

**Notification**
- Christina is using the Bank application which the bank to notify soon as she is close branch office.
- The clerk sends 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.

**1st Interaction**
- Christina is reading a her friend Michael ethical funds.
- Bank clerk gets notified by its monitoring tool that a customer have "checked in" to the NFC-sticker.

**Sharing/Monitoring**
- Christina is using the Bank application which the bank to notify soon as she is close branch office.
- The clerk sends 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.

**Conversion**
- Bank clerk gets notified by its monitoring tool that a customer have "checked in" to the NFC-sticker.
- The clerk sends 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.
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 your Frontline
THANK YOU FOR MAKING A DIFFERENCE