Going undercover

Customer Experience Webinar
Tuesday, October 28th, 2014

TNS

# Today's presenter

Brian Cooper

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- Managing the North American customer, employee, and reputation practice for the Western region, Brian is responsible for designing and overseeing research programs, maintaining client relationships, and managing a team of account executives and research managers.

- Prior to TNS, Brian managed the research department at Evans Data Corporation, a research company focused on software development. Before Evans Data, he worked at Nielsen/Netratings and was part of the original team to help build the international online panel (previously called eRatings).

- Brian is a published author and most recently completed his book titled Custom Surveys Within Your Budget. Brian holds a Bachelors degree in Economics from Southern Oregon University and an MBA from the Wharton School of Business, University of Pennsylvania.
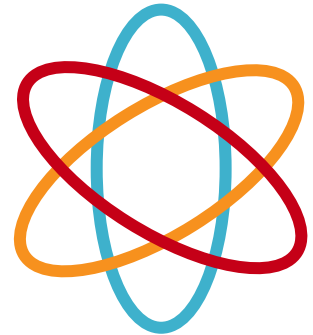
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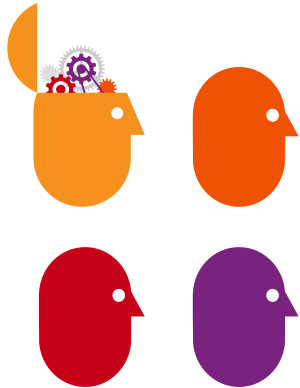
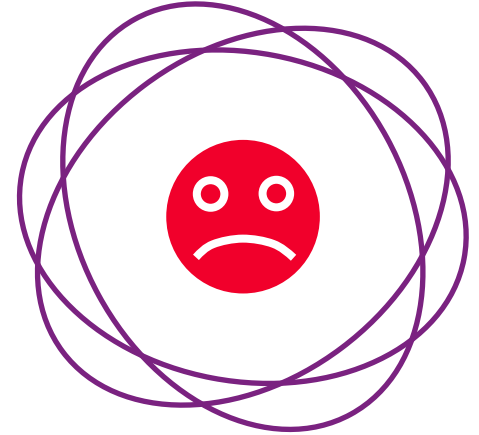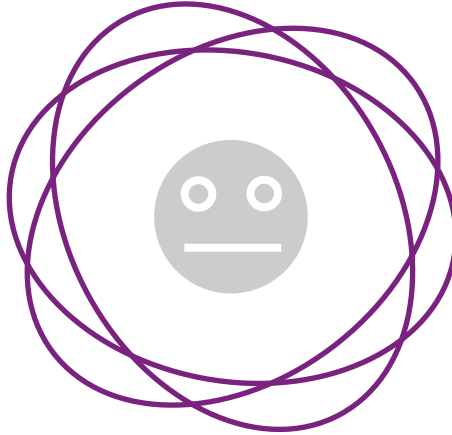**Customers?**

What's out there?

Now what?

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What do we know about customers today?

They are fickle

Why do customers defect?

31% because they received a better offer from a competitor

28% because they are dissatisfied with the value for money

24% because they are dissatisfied with the service

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Defections take place across categories

64% **would go for another manufacturer** when selecting white goods like a washing machine

60% **are likely to defect to another brand** when buying new electronic products

57% **would replace** their car **with a different brand**

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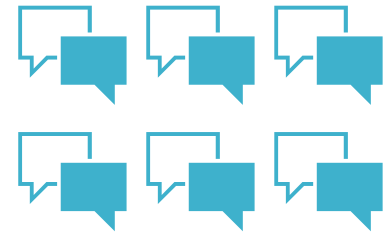# In times where strong customer relationships are essential to the growth of your business

Customers are...

3 times
more likely
to stay loyal

5 times
more likely
to buy additional products/services

6 times
more likely
to recommend the brand

It is imperative that we know our customers

…on a **very personal** level
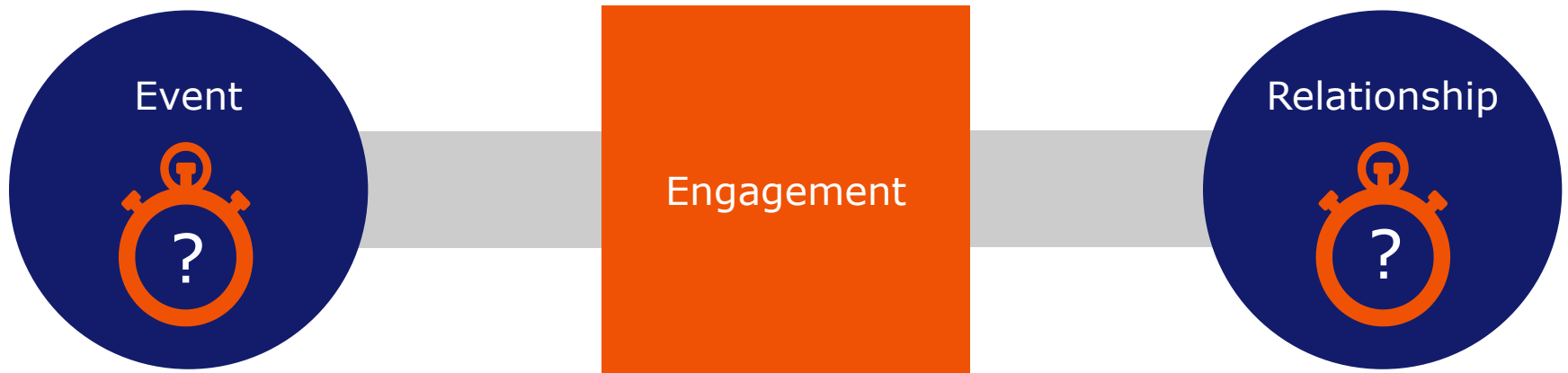
But there is too much clutter out there

What are the best data sources?

Syndicated

Survey

Desk research

News

Social

When do I engage my customers?

Event

Engagement

Relationship

How do I analyze the data?

Trend Analysis

Regression

NPS

Top box scores

Tone of Voice

TRI*M

Share of Voice

Effortless

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All these customer paradigms–
what should I do?
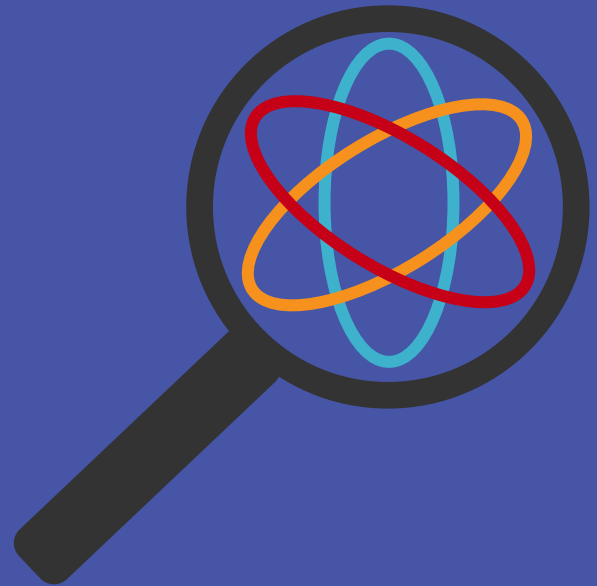
Focus on operationalizing the data
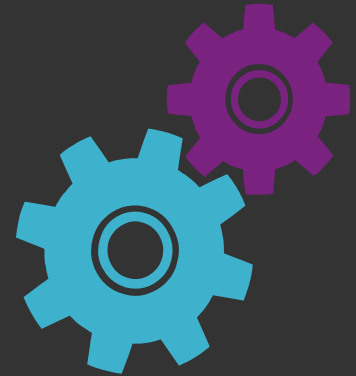
Here's what we've done well in the past
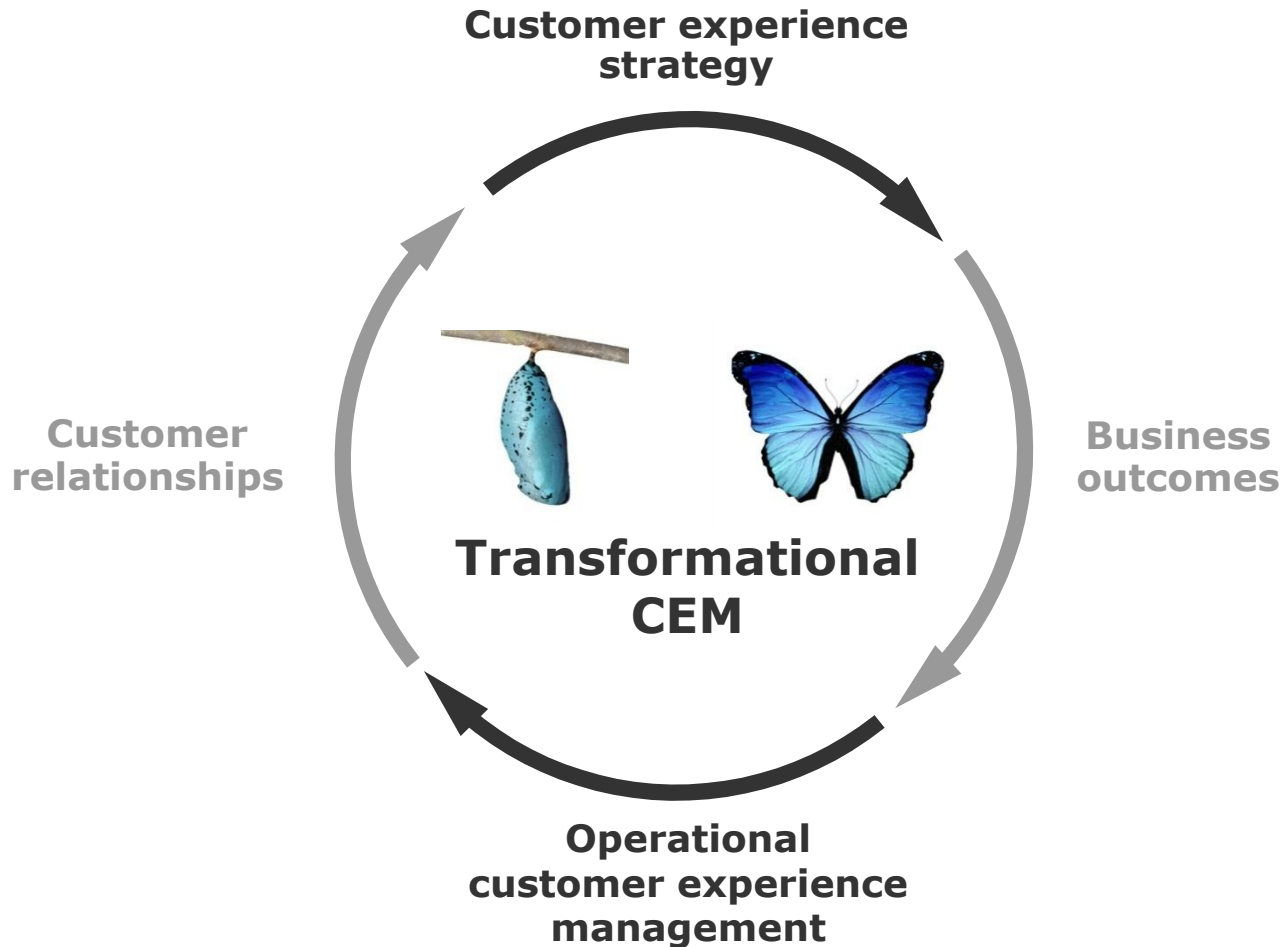

The past
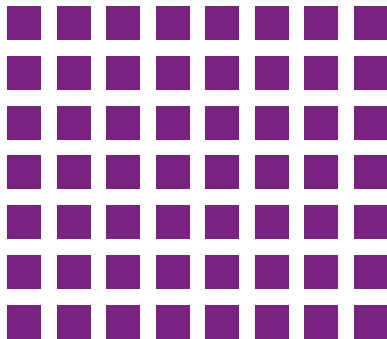
The future
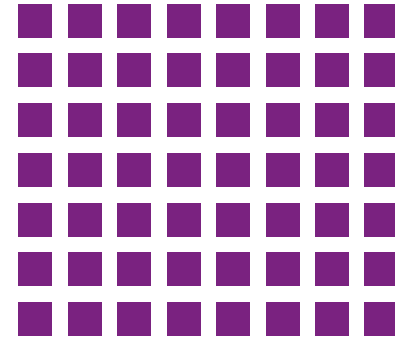
Imagine a business where **every decision is informed by customer data**—in real-time, throughout the entire organization

A paradigm shift in using customer experience data

Customer experience strategy

Customer relationships

Business outcomes

Transformational CEM

Operational customer experience management

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Deliver the frontline strategic alignment that business leaders want

"We believe in a **centralized approach** to synthesising all customer information rather than having different pockets of people collecting **different data** and making their own assumptions about what that data says."

Ann Lewnes
SVP and CMO, Adobe

Transform your business through customer insight

How do I get there?

It's about changing the mindset
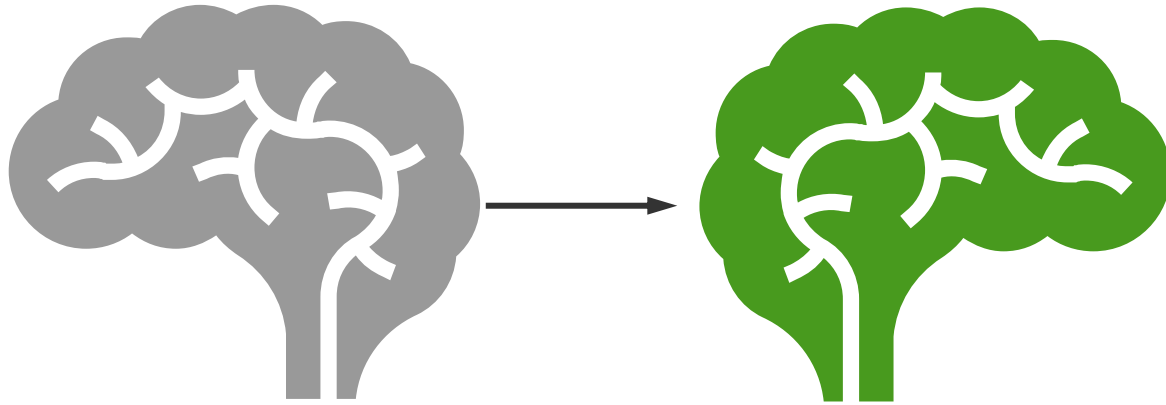
It will require lots of hard work

This is Breakthrough Change

Former CEO of Charles Schwab
and Intel Board Member

Building momentum with early wins
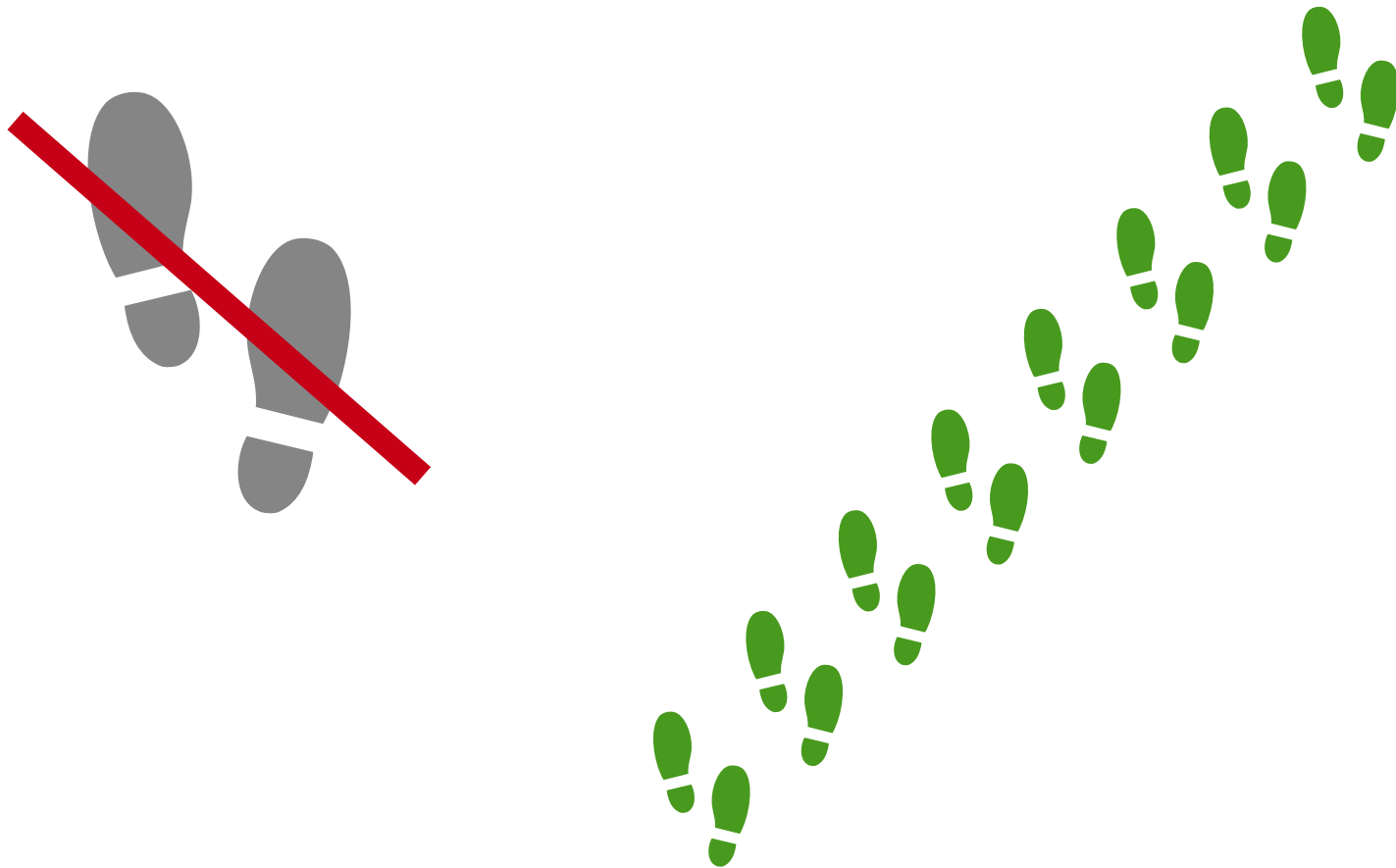
What does the ideal program look like?

Device Agnostic
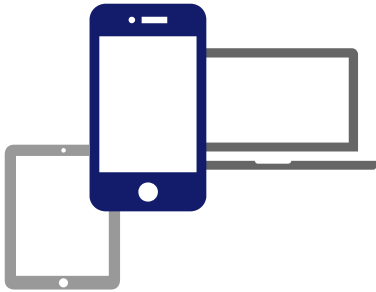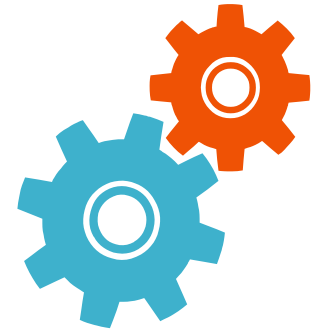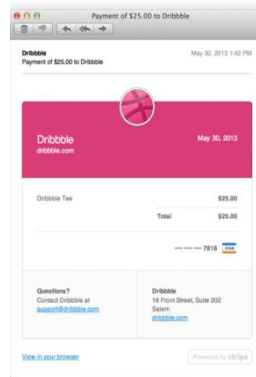

**Multiple
data sources**

Operational
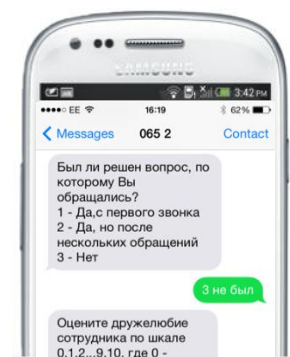

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It can be taken anywhere

Receipt

Online

Contact centre

Mobile

In the moment

Email
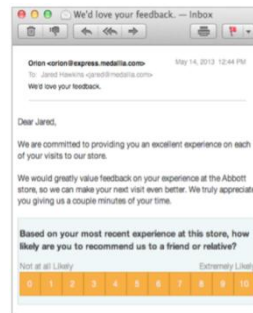
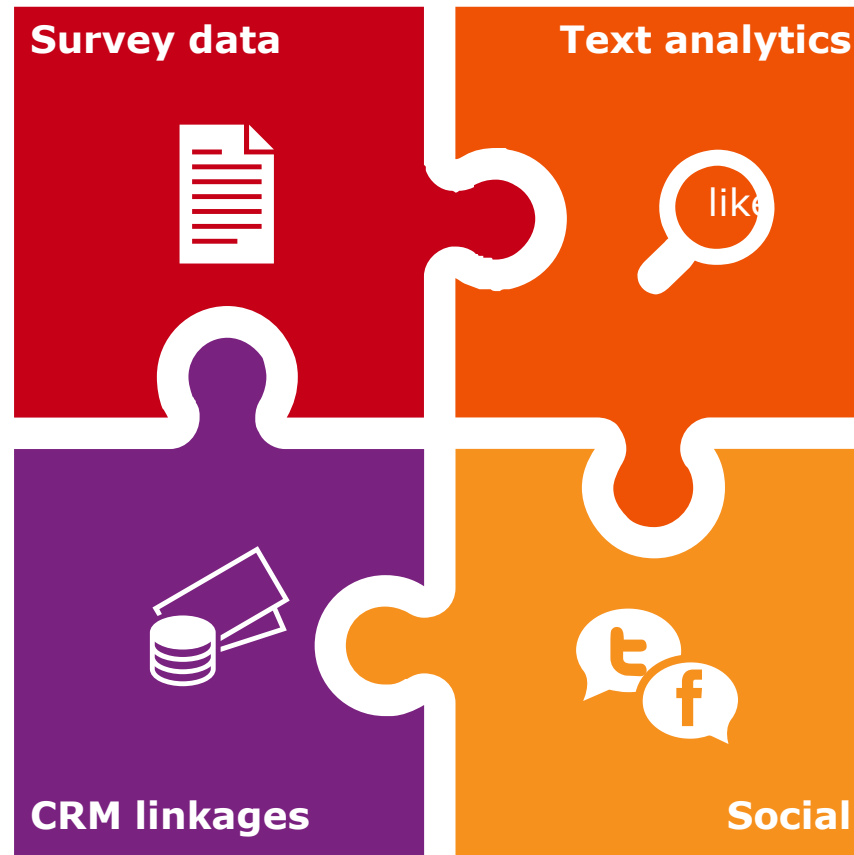**Social**
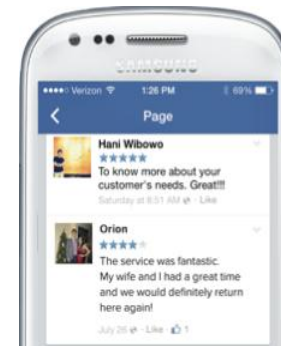
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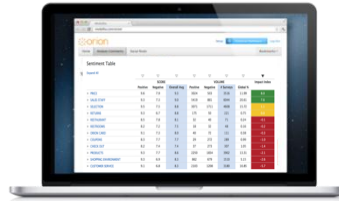# What data should be incorporated?

Operationalizing CEM

Frontline
- Identify issues
- Drive actions
- Close the loop

Call centre
- Identify issues
- Track performance
- Drive actions

CX insights
- Track trends
- Identify key drivers
- Identify root cause

Managers
- Track performance
- Coach
- Close the loop

Executives
- Track goals
- Track competition
- Have a unified view of the business

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Getting people engaged

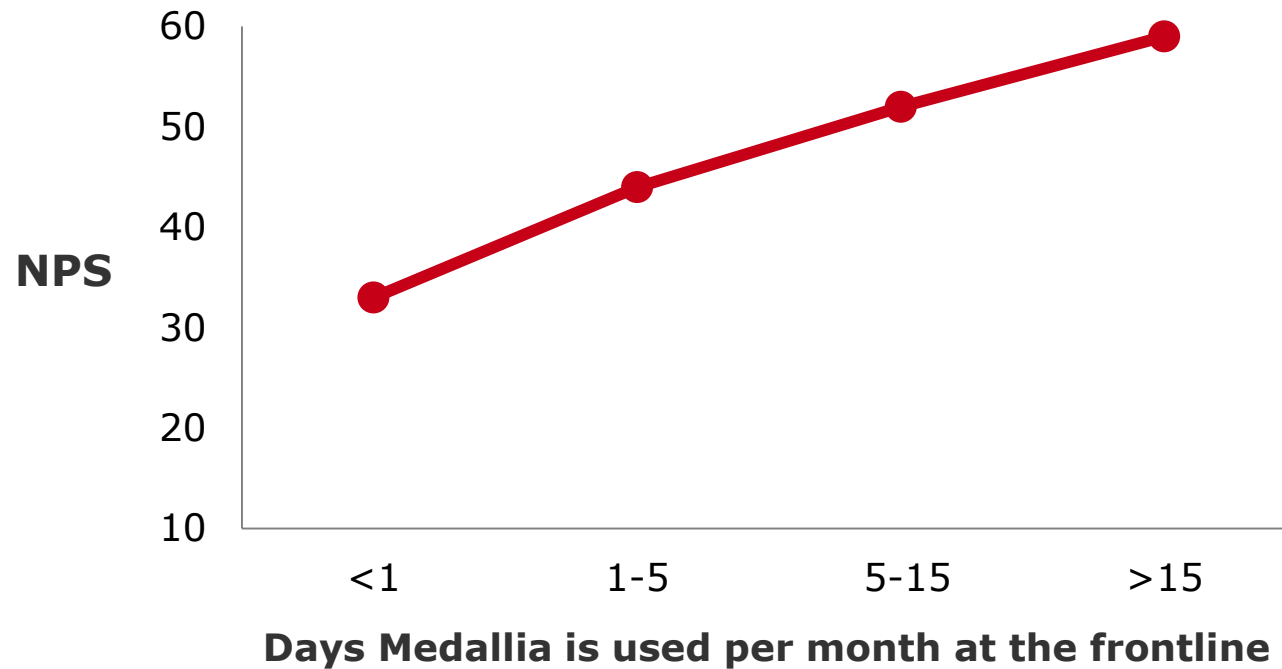**Competition**

Performance reviews

Balanced scorecards

Goal setting

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A program in practice

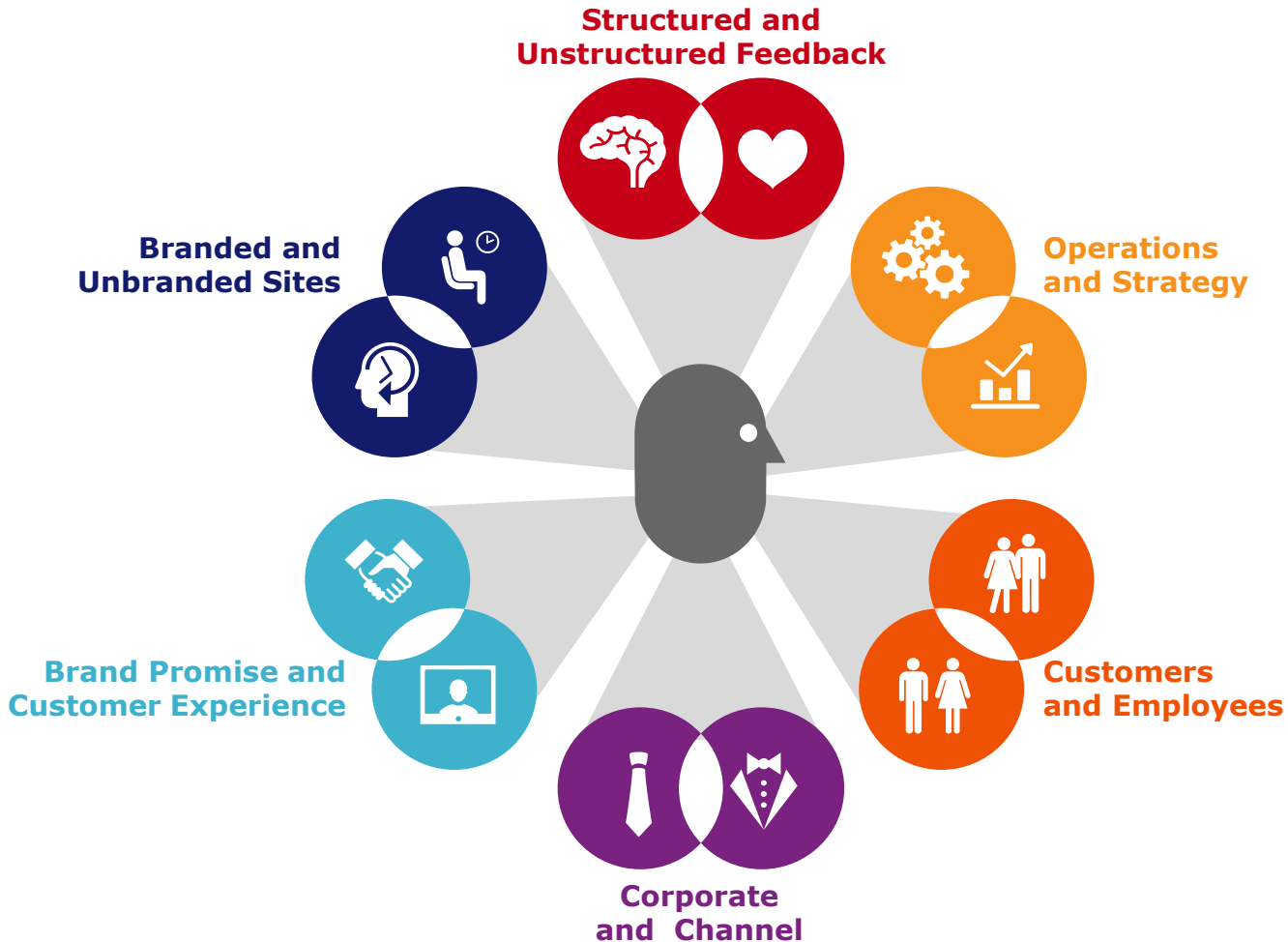# What happens when you get people engaged?

Source: Medallia 2013 Customer Benchmark: The Financial Impact of Customer Experience Improvement

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Connected Learnings
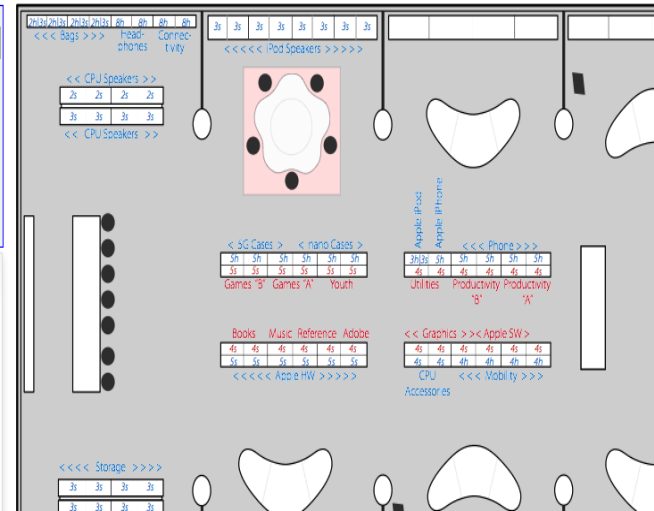A fully integrated customer insights management system

Structured and Unstructured Feedback

Operations and Strategy

Customers and Employees

Corporate and Channel

Brand Promise and Customer Experience

Branded and Unbranded Sites

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Where do we go in the future?

New data sources

Transformational CEM

Clear strategy
Every employee
Optimal return