

BRAND & COMMUNICATION :: THE FOUNDATION TO DELIVERING GREAT CUSTOMER EXPERIENCE

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COMMUNICATIONS



- WHAT IS CUSTOMER EXPERIENCE?
- WHY ALL THE FUSS?
- WHAT THIS MEANS FOR YOU...
- WHAT'S IN A BRAND
- COMMUNICATIONS TO ENHANCE THE CUSTOMER EXPERIENCE



WHAT IS CUSTOMER EXPERIENCE (CX)?

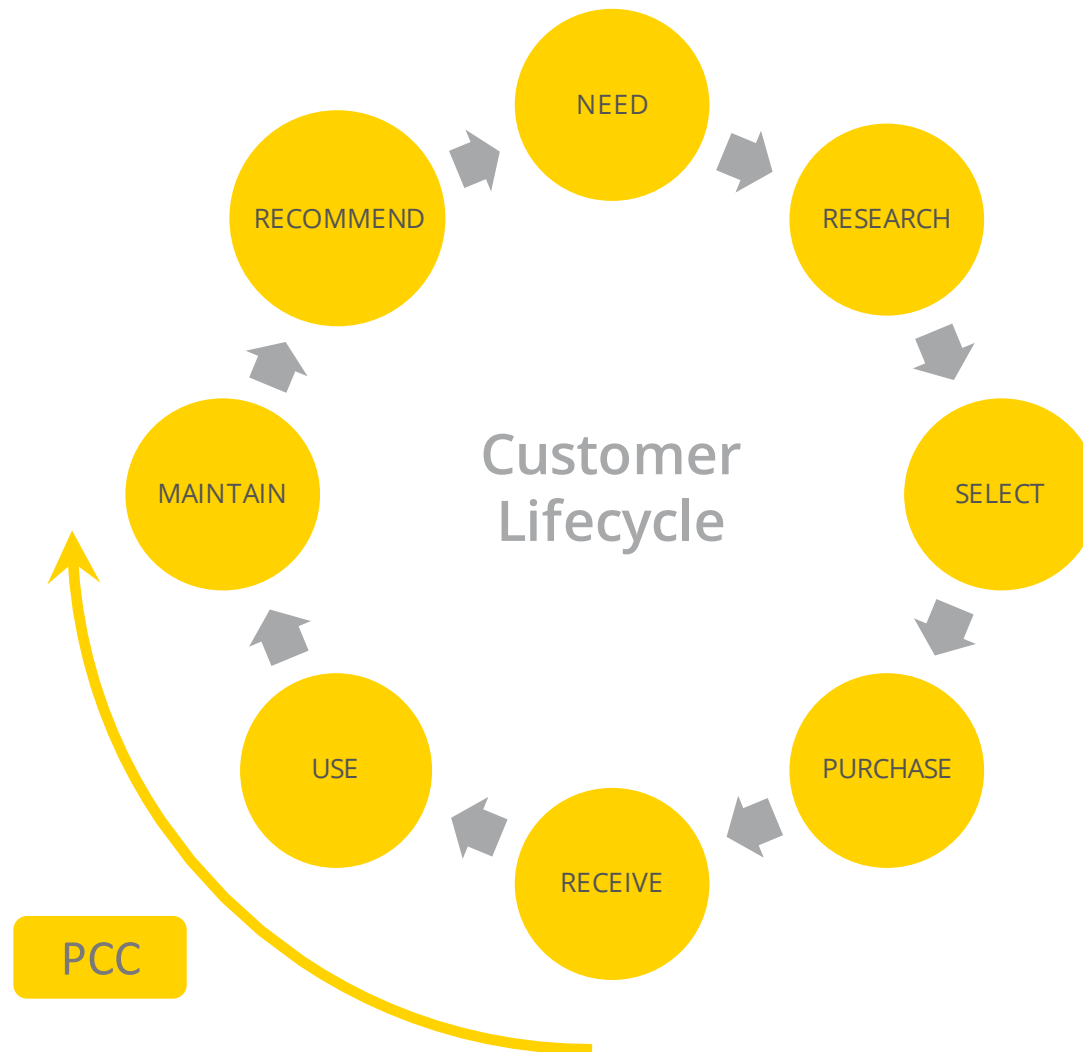


interaction
expectation = experience

RELATIONSHIPS

- Satisfaction
- Loyalty
- Advocacy

EXPERIENCES ACROSS THE LIFECYCLE

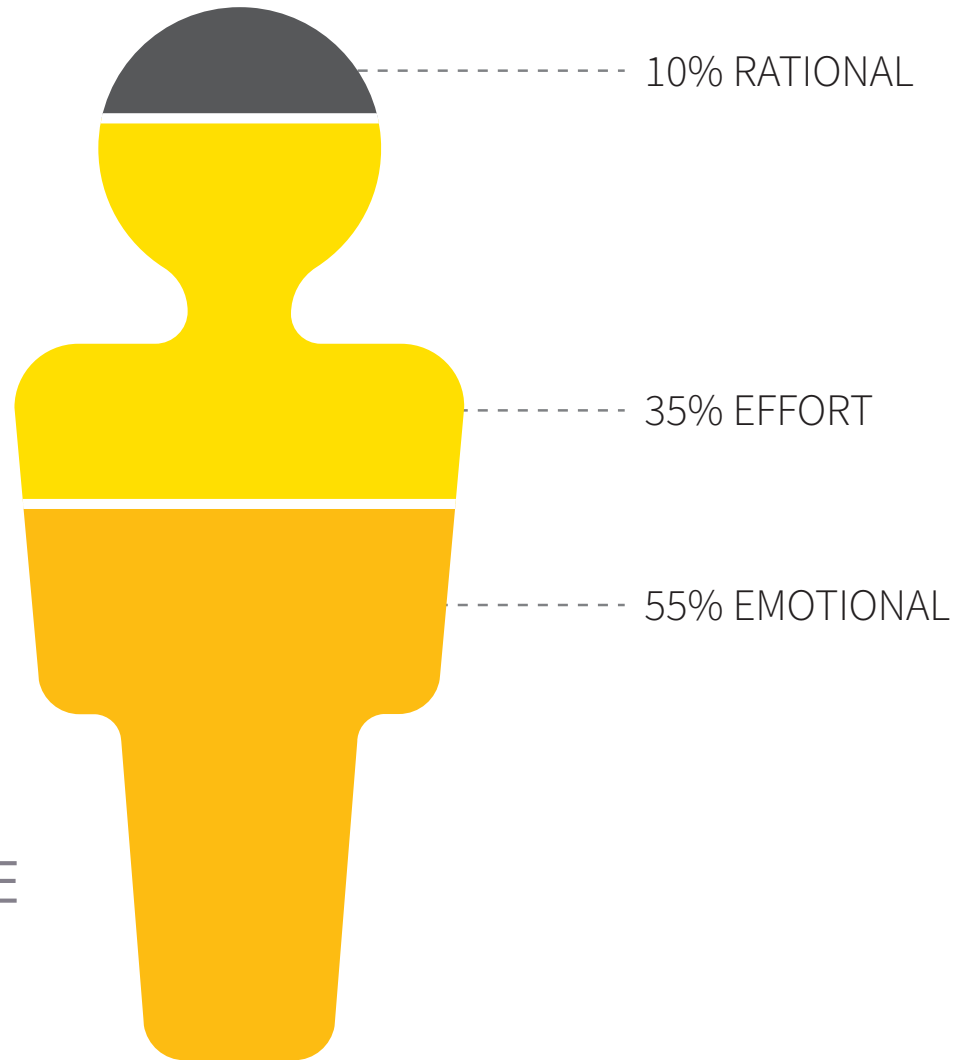


CUSTOMER SERVICE VS CUSTOMER EXPERIENCE



EXPERIENCES ARE THOUGHT & FELT

CUSTOMER'S
ASSESSMENT
OF AN EXPERIENCE



A vertical decorative bar on the left side of the slide, composed of a pattern of yellow hexagons of varying shades.

WHY ALL THE FUSS?

The 'Voice of the Customer' has never been more powerful.
Online reviews, social media and mobile access have made
customers uber informed!



*Unhappy customers
don't think twice about
'bashing' a brand on
Facebook or Twitter.*



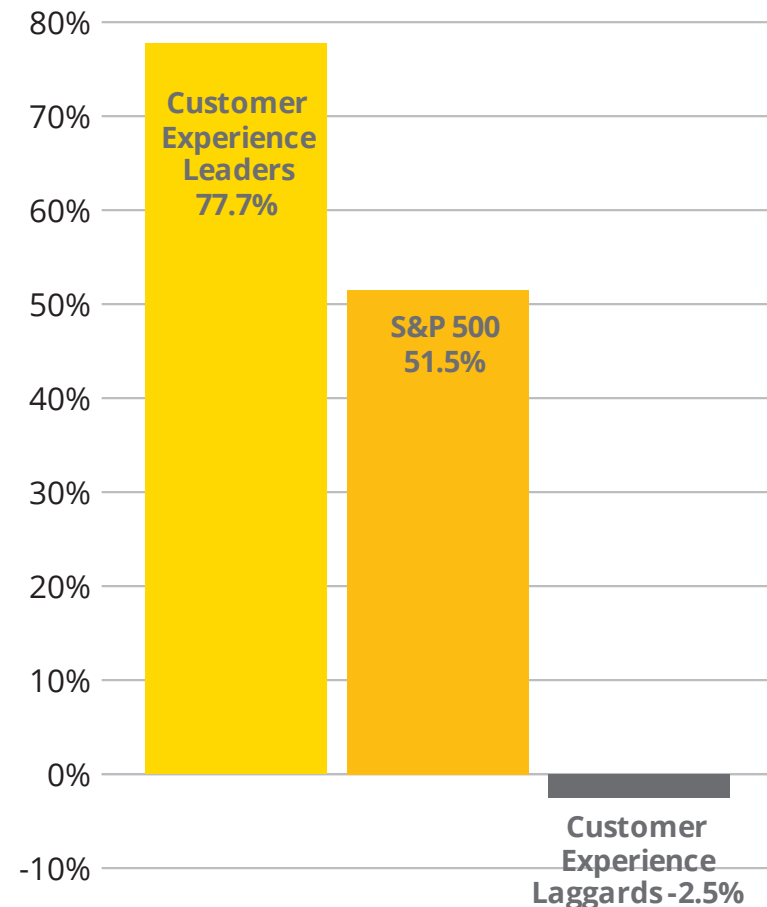
WHAT THIS MEANS FOR YOU...

Research firms such as Forrester and Gartner point out that organisations delivering a superior customer experience outperform their competitors in every industry.

Customer experience leaders outperformed the broader stock market by around 25 points.

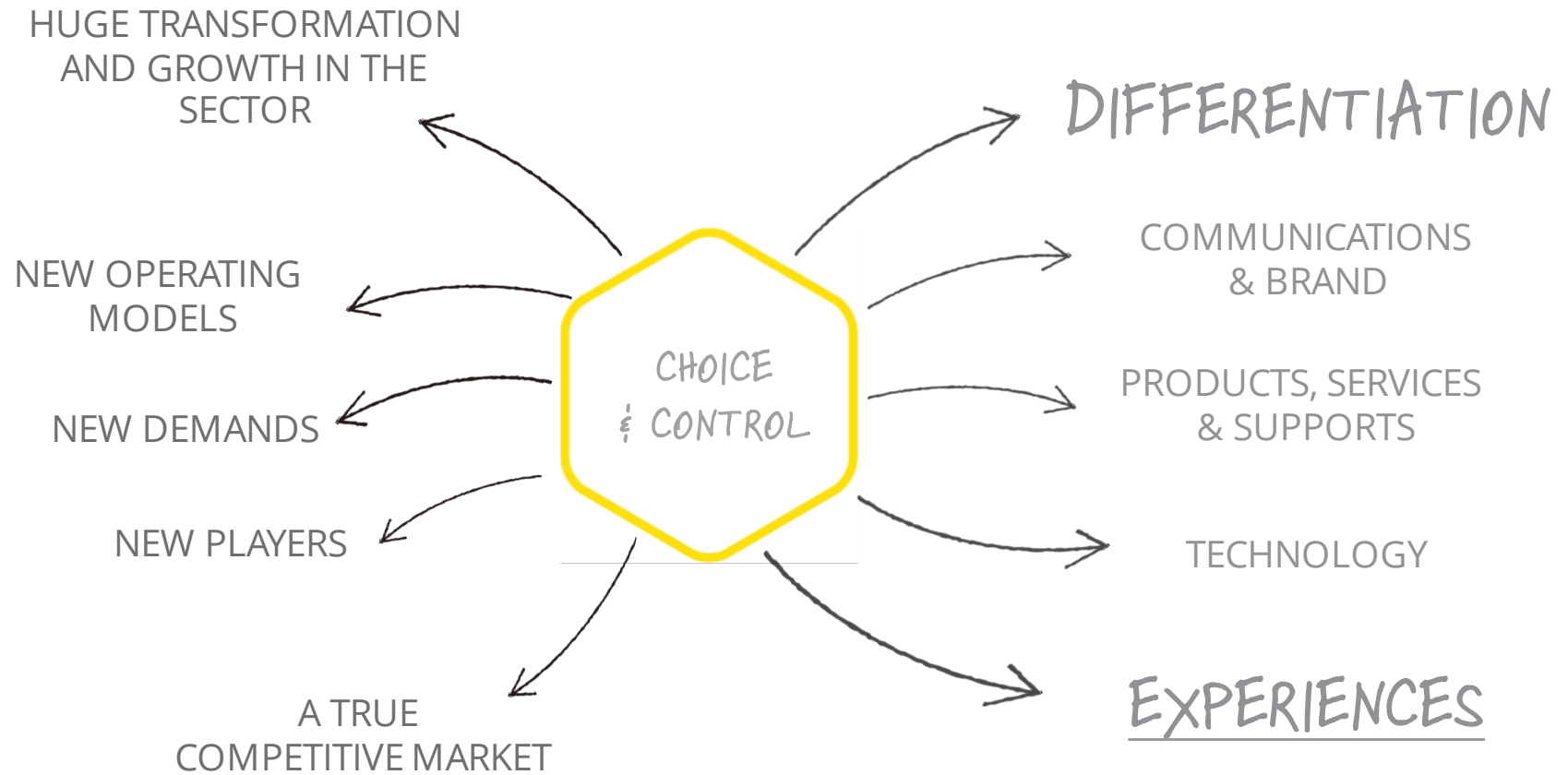
In contrast, the customer experience laggards posted negative returns.

7-year Stock Performance of Customer Experience Leaders vs Laggards vs S&P 500 (2007-2013)



Source: Watermark Consulting website:
<http://www.watermarkconsult.net/why-watermark.html>

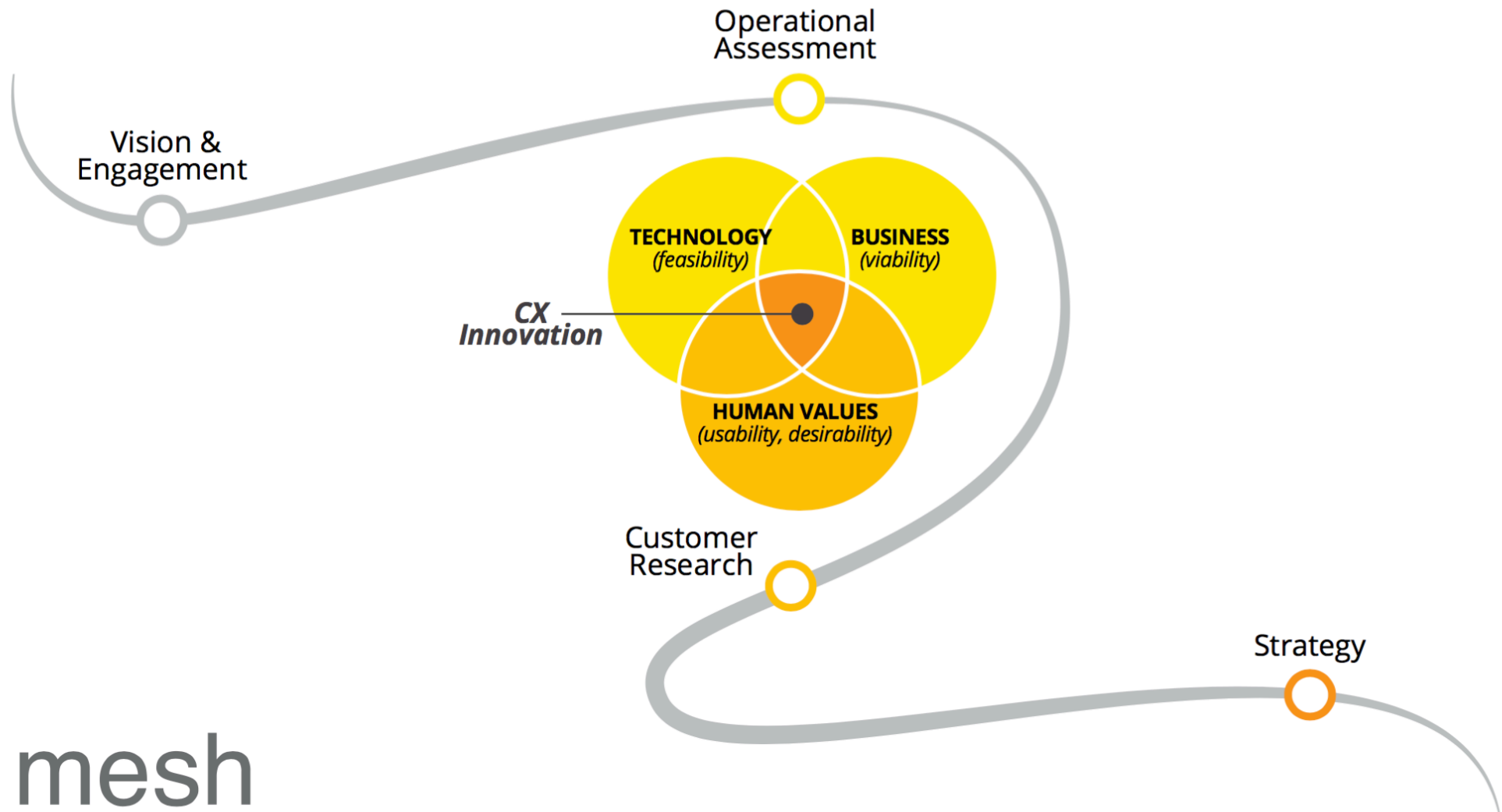
CX IN THE CONTEXT OF THE NDIS



"By 2020 – Customer Experience will overtake product and price as a key brand differentiator"

CUSTOMERS 2020, WALKER REPORT

CUSTOMER EXPERIENCE ROADMAP FOR CHANGE



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WHAT'S IN A BRAND?

THE MESSAGING STACK

BRAND:

- Name
- Logo & imagery
- Story
- Personality (voice)
- Product & Service

INTERNAL MESSAGING:

EXTERNAL MESSAGING:

VISION

PURPOSE

VALUES

BEHAVIOURS



CUSTOMER CHARTER

VISION

1 An aspirational description of *what* your organisation wants to achieve or accomplish in the mid-term or long-term future.

2 Defines the optimal desired future state and provides guidance and inspiration as to what your organisation is focused on achieving.

- 3
- Clear and simple
 - Easily explained by everyone
 - Avoids buzz words and jargon



"To create a better everyday life for the many people."

PURPOSE

- 1 A short paragraph, or single sentence describing *why* you do what you do - including the *what*, *how* and *who* for.
- 2 THE ACTION STATEMENT - This is what everyone in the organisation and your community needs to feel and think of when they think about your business.
- 3 Intrinsically tied to the value you offer your customers and community.



"To offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them".

VALUES

- 1 Short statements describing the guiding principles of the organisation – your commitment to your customers, peers and the community.
- 2 Used to INSPIRE AND DRIVE ACTION to achieve the vision, purpose and strategic objectives of the organisation.
- 3 Describes HOW you will achieve your goals.



Togetherness
Cost-consciousness
Respect
Simplicity

THE CUSTOMER PROMISE

A customer promise is a clear statement about the unique experience you provide to your customers. It is your answer to the question your customers almost never ask: *'What makes your company worthwhile for me?'*

IT MUST BE:

- Of value to customers
- The focus for the organisation
- Different from competitors' promises
- Actionable
- Tested with customers
- SIMPLE!



Provide well-designed quality products at an affordable price.



Everyday goods at competitive prices.



Access to the world's information in one click.



Think Different.



To be genuine, fun, contemporary, and different in everything we do at a reasonable price.



A bank designed around you, which doesn't expect you to fit around it.

THE CUSTOMER CHARTER

A customer charter describes how you deliver your service to customers, and the expected outcomes from a customer's perspective.

IT MUST BE:

- Easily understood and meaningful to customers.
- Actionable and clearly understood by all staff.
- Tested with customers.
- SIMPLE!



- Instant Gratification
- Easy shopping
- Helpful, friendly & knowledgeable service
- Lowest price

EasyJet Example:

CUSTOMER CHARTER

our promise to you

safety first we never compromise
Your safety and security is our number one priority

on your side we see it from your point of view
We don't assume that we know best and we make decisions with you in mind

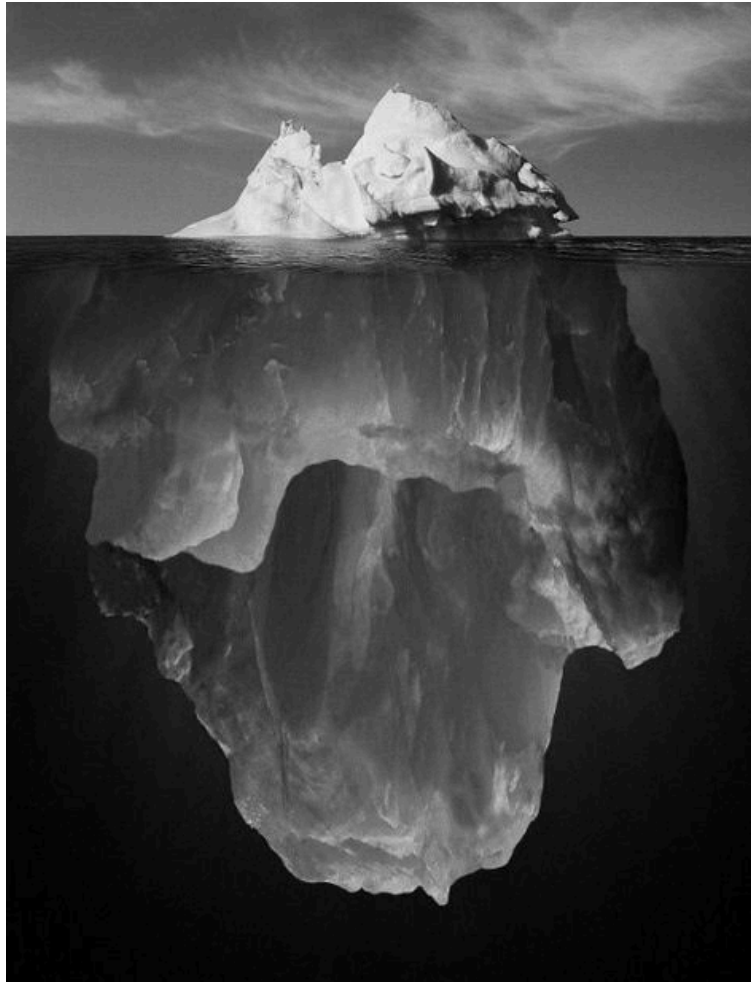
a big smile friendly service is our passion
You can expect a friendly, helpful and knowledgeable service from all our staff

make it easy at every step
We'll make sure you know what to expect at every step of your journey

open & upfront we will always be straight with you
We'll always be truthful and will keep you informed at all times



CX IS EVERYONE'S JOB



Marketing & selling
"The Customer Promise"

Delivering the Customer Experience *Fulfilling* The Customer Promise

This requires:

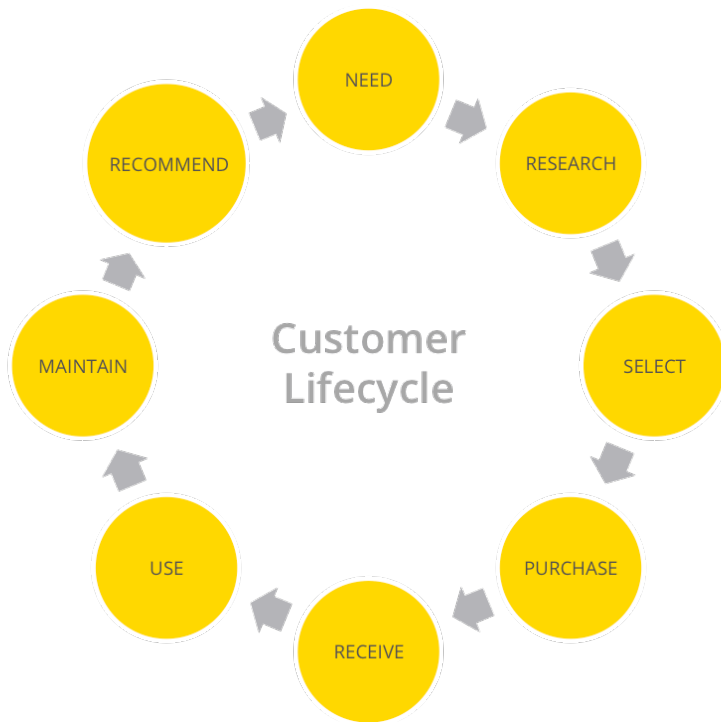
- Clear vision of serving the customer.
- Optimisation of ALL touch points in the end-to-end customer journey.
- Collaboration of ALL areas of the organisation.
- Clear focus on Vision & Purpose.





COMMUNICATIONS TO ENHANCE THE CX

CUSTOMER COMMUNICATIONS MODEL




- This is the information we communicate at each stage of the lifecycle.
What do our customers want and need to know at each stage?
- These are the communication channels we offer.
How do our customers want to hear from us?
- This is how we explain our service offering and story.
Does this make sense to our customers?
- These are the forms that customers need to fill out.
How can we streamline this process for customers?
- We send a quarterly newsletter to customers.
Are there better ways we can get this message out?

GET YOUR STORY STRAIGHT...

- Engage a cross-functional team to define and test your brand story
- Test with other staff, customers and the community
- Live it! - Use your story at every opportunity
- Align all communications to reflect the story
- Align KPI's to your values, Customer Promise and Customer Charter
- Be constant, consistent and relentless!





“THE PURPOSE OF A
BUSINESS IS TO CREATE A
CUSTOMER WHO CREATES
CUSTOMERS”

Shiv Singh, Global Head of Marketing at Visa