

BUILDING A CUSTOMER-CENTRIC ORGANISATION

EDSN
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mesh
COMMUNICATIONS

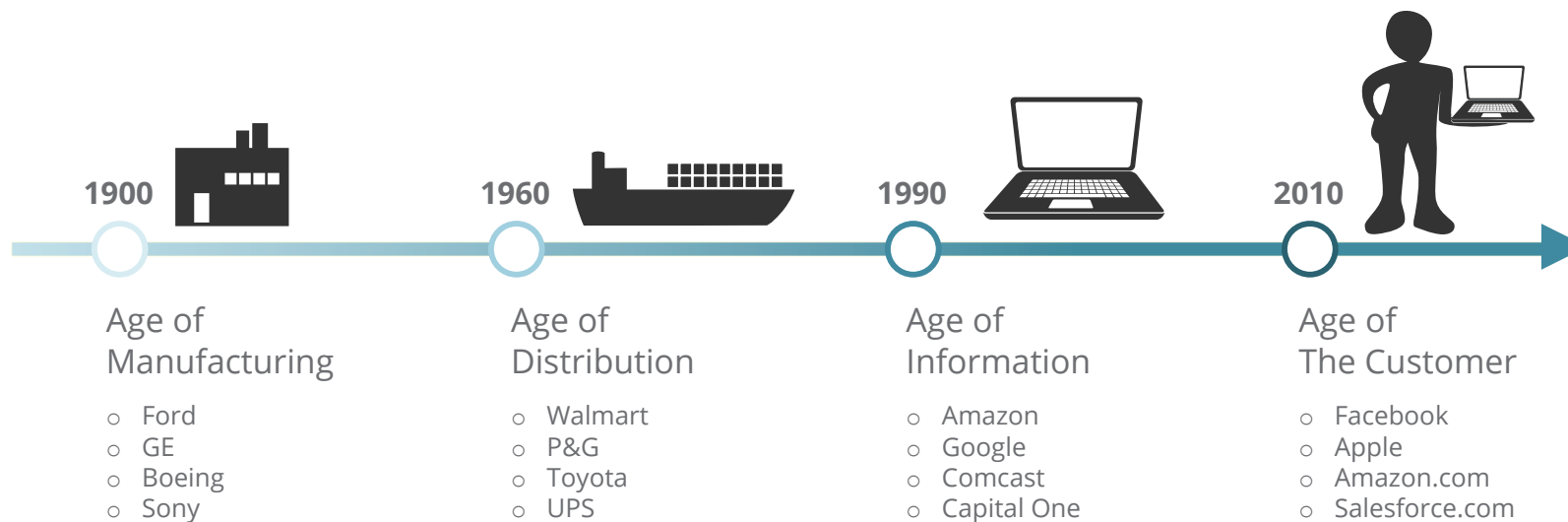
WHY ALL THE FUSS?



YouTube: The Social Media Revolution 2015

<https://www.youtube.com/watch?v=0eUeL3n7fDs&feature=youtu.be>

We've entered 'The Age of the Customer' – an era when focusing on the customer is more important than any other strategic imperative.



Source: Forrester Perspective: The business impact of customer experience
By Kerry Bodine & Moira Dorsey

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.



Customer review is KING! More people today, turn to peer customer review when making a purchasing decision.



Source: Myles Anderson, July 7, 2014. Search Engine Land:
<http://searchengineland.com/88-consumers-trust-online-reviews-much-personal-recommendations-195803>

Customer experience strongly correlates to customers' willingness to repurchase, reluctance to switch, and likelihood to recommend the brand.



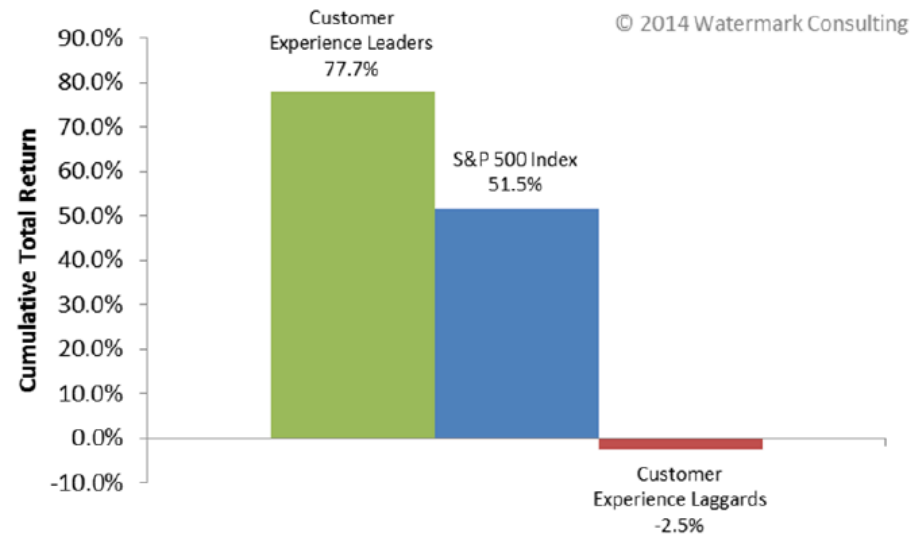
Customer experience drives loyalty.

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)

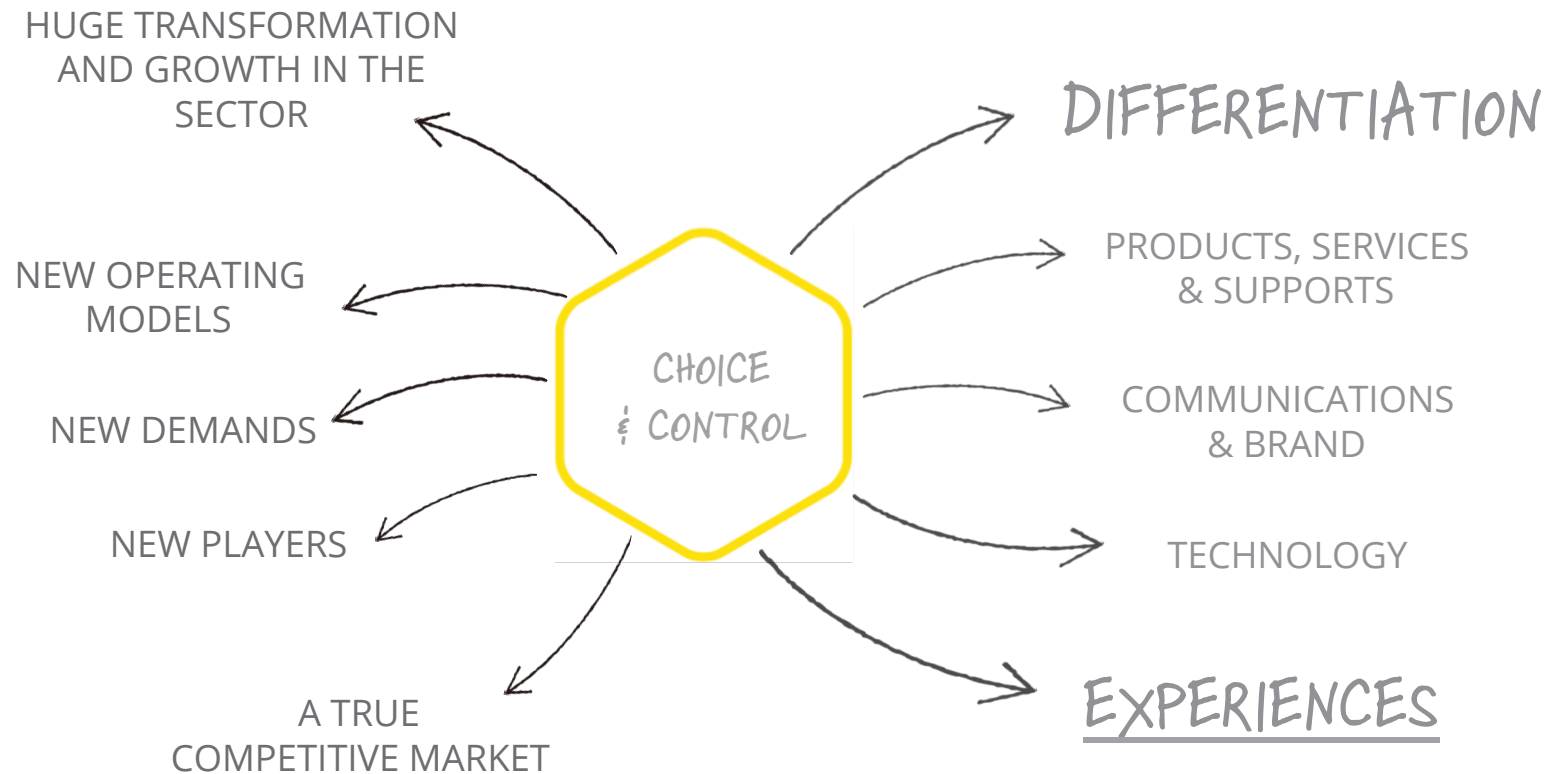


Source: Watermark consulting website; <http://www.watermarkconsult.net/why-Watermark.html#Loyalty-Lift>



CUSTOMER EXPERIENCE & THE NDIS

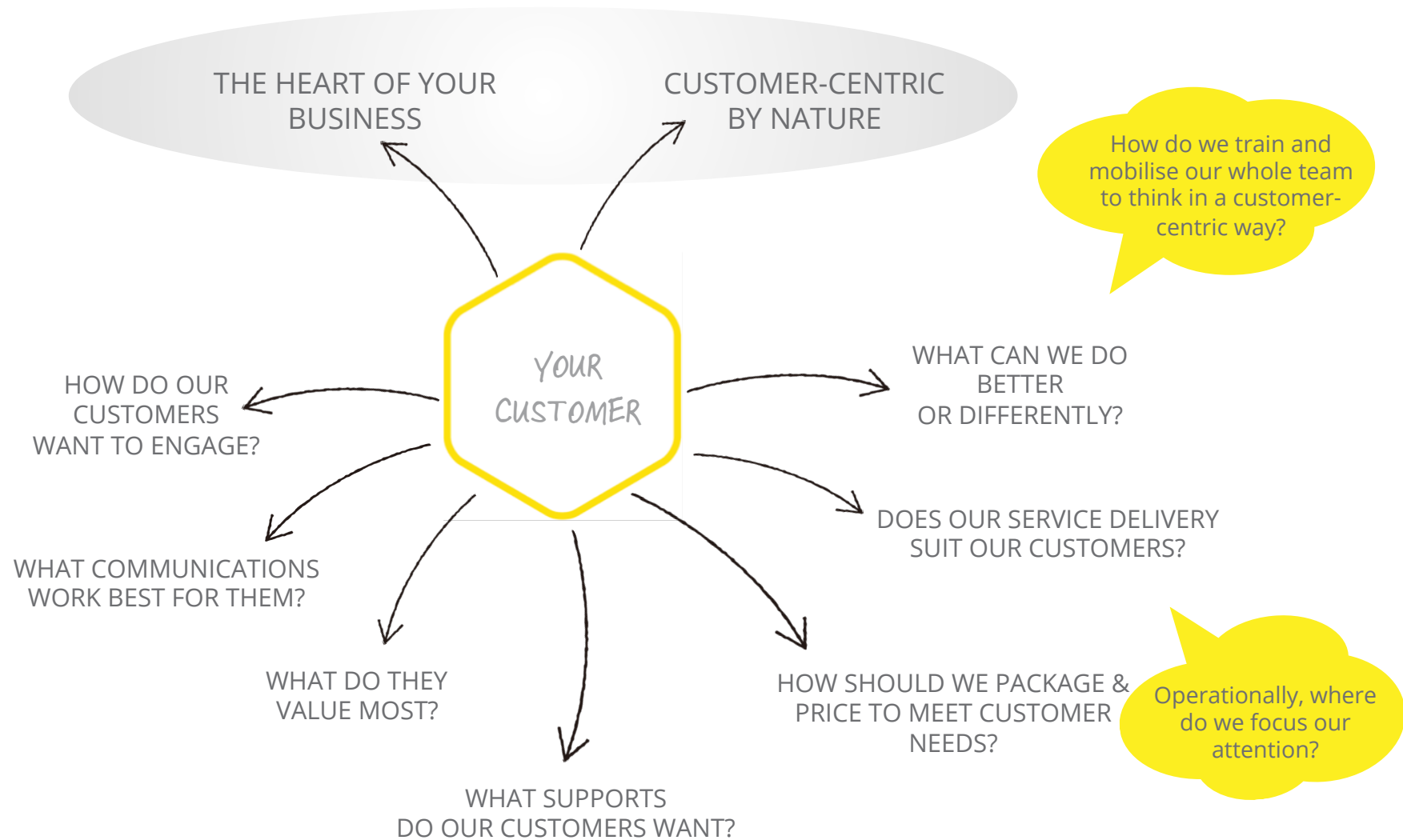
CX IN THE CONTEXT OF THE NDIS



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

CUSTOMERS 2020, WALKER REPORT

WHAT THIS MEANS FOR SERVICE PROVIDERS





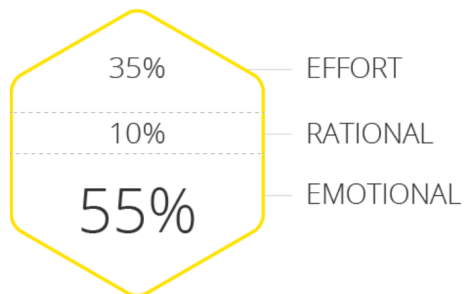
WHAT IS CUSTOMER EXPERIENCE (CX)?

EXPERIENCES ACROSS THE LIFECYCLE

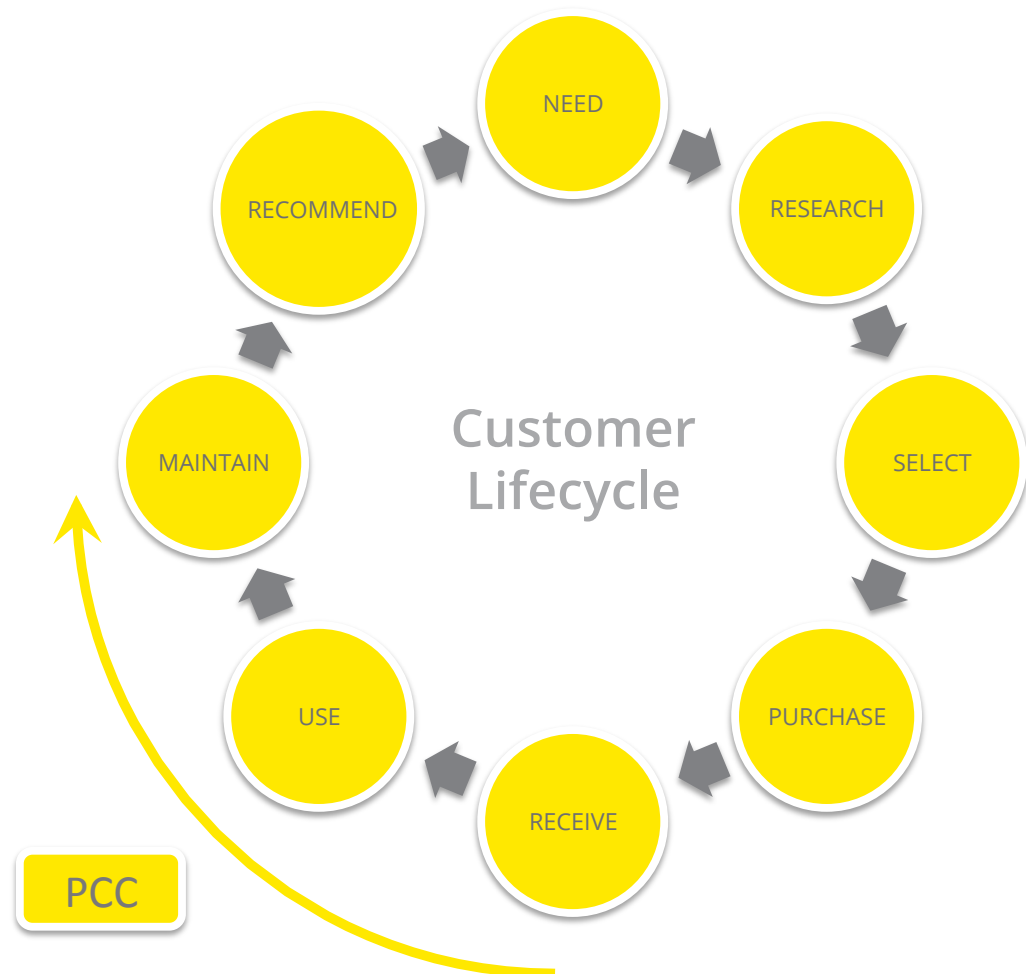
“An interaction between an organisation and a customer as perceived through a customer's conscious & subconscious mind.

A blend of an organisation's rational performance, the senses stimulated and the emotions evoked and intuitively measured against customer expectations across all moments of contact.”

CUSTOMERS LIKELIHOOD TO REPURCHASE



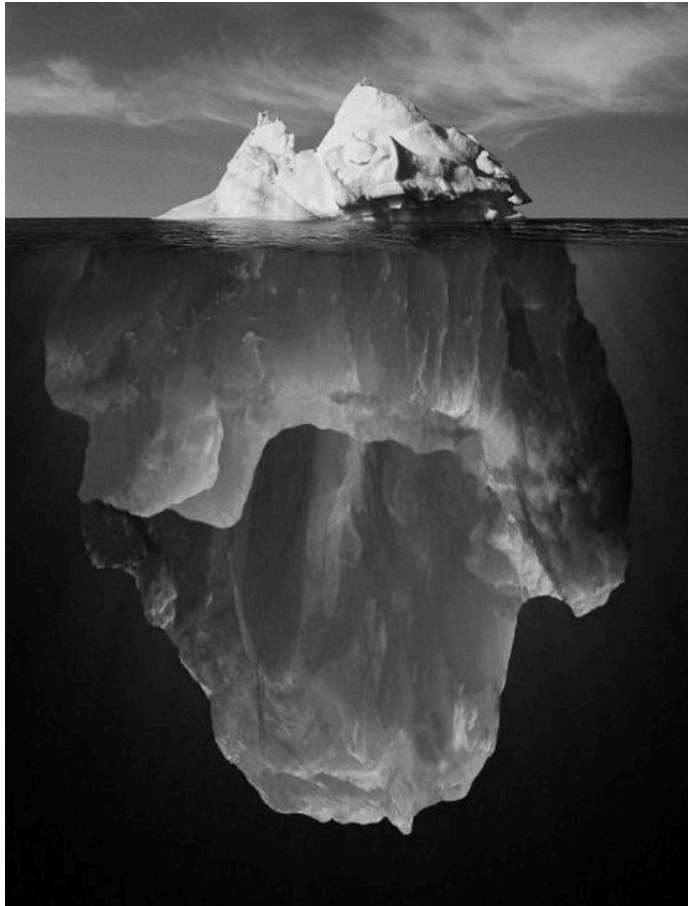
*Fifth Quadrant



TOTAL CUSTOMER EXPERIENCE



CX IS EVERYONE'S JOB



Marketing & selling
"The Customer Promise"

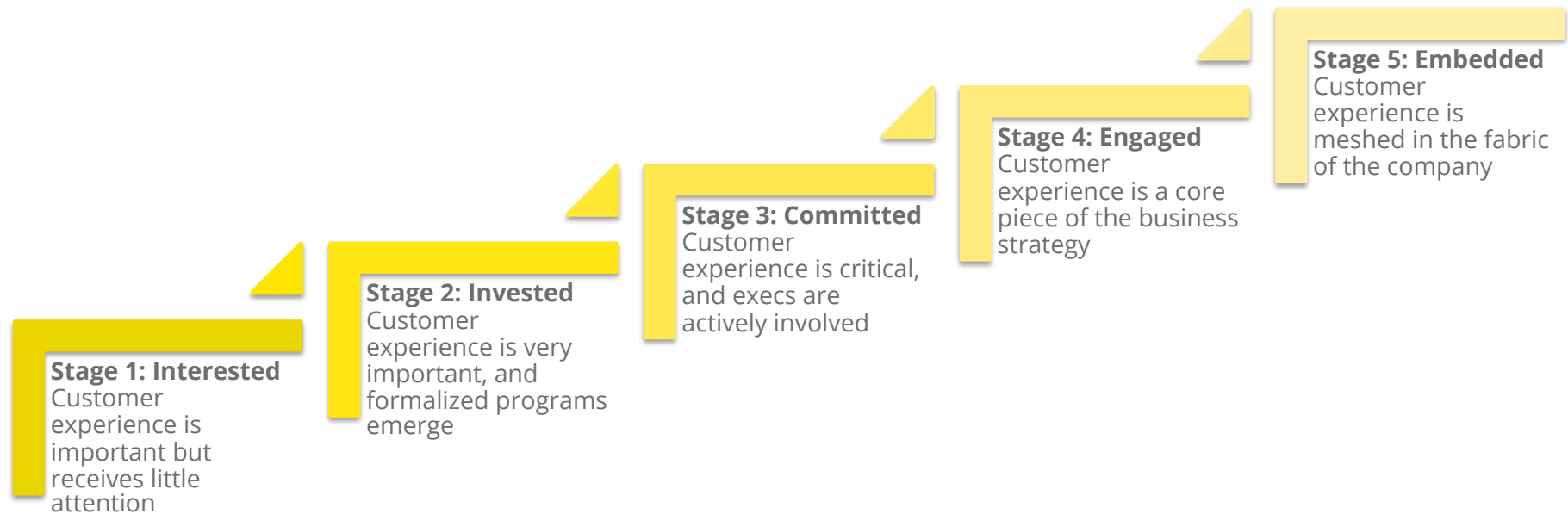
Delivering the Customer Experience
Fulfilling The Customer Promise

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.



CUSTOMER EXPERIENCE MATURITY MODEL



The five stages of customer experience maturity

WHAT CAN YOU DO TO GET GOING?



GET ON THE SAME PAGE

- Leadership to agree on the approach and adopt a CX mindset
- Build a CX language for your organisation

SET YOUR INTENT

- What is your purpose - your customer promise?

COLLECTIVE APPROACH - be holistic, bust silos, and integrate

- Unify business units in their views on serving the customer
- Build an organisation wide understanding of joint responsibility to deliver a great CX

OPERATIONAL HEALTH-CHECK

- Take an internal health check of your ability to meet and monitor your customers needs and expectations.

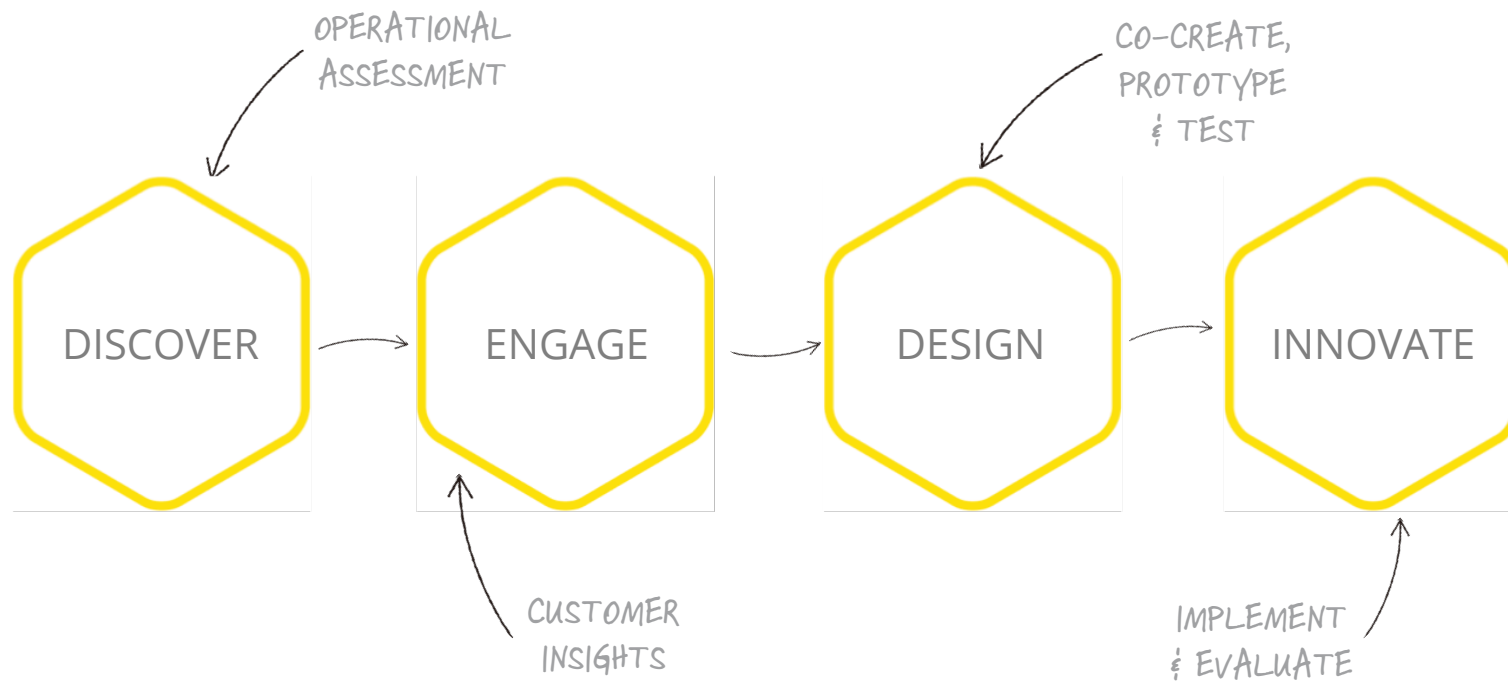
ENGAGE YOUR CUSTOMERS

- Start building a solid understanding of your customer's value perceptions, needs, wants and motivations



THE MESH MODEL

WHAT WE DO...



CX DISCOVER

Set your organisation's compass on the customer



- 2-day onsite consultation
- 6 categories
- 5 core competencies and business objectives per category
- Underlying processes of the objectives are tested
- Each process is rated based on how well it is formed, implemented and how difficult it is to improve.

COMMUNICATION

- Branding
- Messaging
- Customer communications
- Staff communications
- Two-way customer engagement

MULTI-CHANNEL

- Website & Portals
- Email & Webforms
- Telephone & IVR
- Social Media
- Channel integration

PEOPLE & CULTURE

- CX Leadership
- CX Hardwired
- Staff training
- Staff feedback
- Staff recognition

PRODUCT & PRICE

- Product market fit
- Customer led product development
- Product performance
- Pricing quality
- Commercial

TECHNOLOGY & PROCESS

- Customer management system
- Customer data
- Service Delivery
- Incident management
- Governance

INSIGHTS & STRATEGY

- Customer experience research
- Insight led decision making
- Market understanding
- Competitive advantage
- Benchmarking

CX ENGAGE

Ask the right questions. Get valuable data. Make meaningful changes.

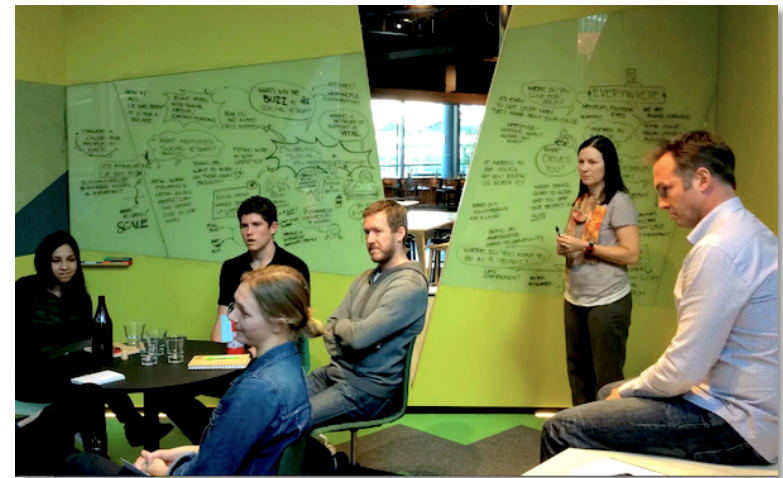
CUSTOMER
INSIGHTS

We get to the heart of what your customers want, need and value...

- Voice of the customer
- Think tanks & focus groups
- Contextual observation
- Interviews
- Surveys

We look at...

- Brand positioning & resonance
- Communications
- Multi-channel interactions
- Operational performance
- Product and price fit
- Value perceptions & motivations
- Environmental influences
- Competitive landscape



CX DESIGN

Co-create your business with those that matter most.

DESIGN
EXPERIENCES

- Synthesis of customer insights (Engage) and your operational capability (Discover)
- Imagine the new world... *What is your customer promise?*
- Engage customers to co-create
- Ideate -> Prototype -> Test -> Iterate

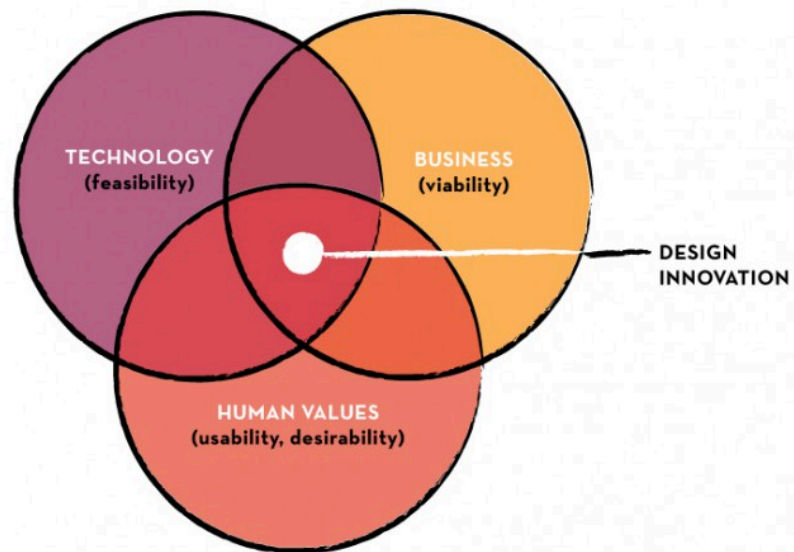


CX INNOVATE

Knowledge + Insight + Design = Outstanding Experiences



- Bring the design phase to life...
- Develop project and implementation plans
- Change management programs
- Oversee & mentor deployment
- Evaluation – post implementation





LET'S HAVE A CHAT

If you're interested in how we can help your business, or would just like to hear more about what we do and how we do it, please drop us a line...




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

Shiv Singh, Global Head of Marketing at Visa