

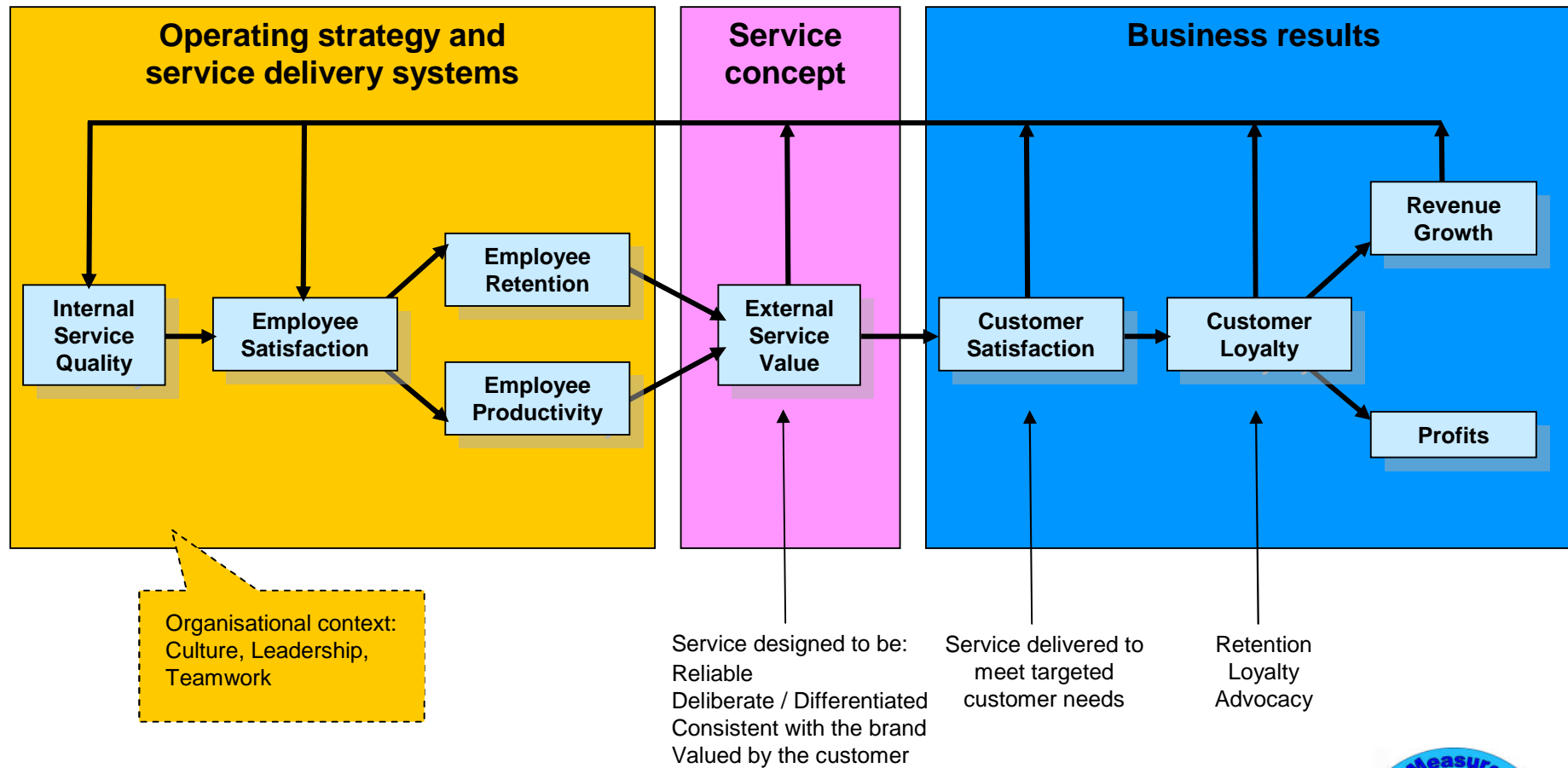


# *Performance Equations*

## **Service Excellence through Customer Experience Management**

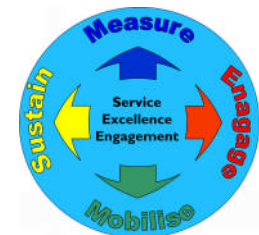


# Links in the Service – Profit Chain



Source: The Service Profit Chain. Heskett, Sasser, & Schlesinger. The Free Press, 1997

Performance Equations helps organisations develop capability to deliver service excellence



# Customer Experience: It Takes More than Good Customer Service

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*If you take all the different aspects of a commoditised world then everything is pretty similar: similar products, similar people, similar technology and similar pricing. The differences are in the brand, the perception and the feel of a company, all of which are delivered through the customer experience. It's the customer experience that differentiates a company*

# Customer Experience: It Takes More than Good Customer Service

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## Why aren't more companies doing it?

*Most people won't understand customer experience. They may try to implement something but their organisations will not be able to embrace the totality of customer experience. It requires a fundamentally different mindset. It requires you letting go of old paradigms and embrace new ones.*

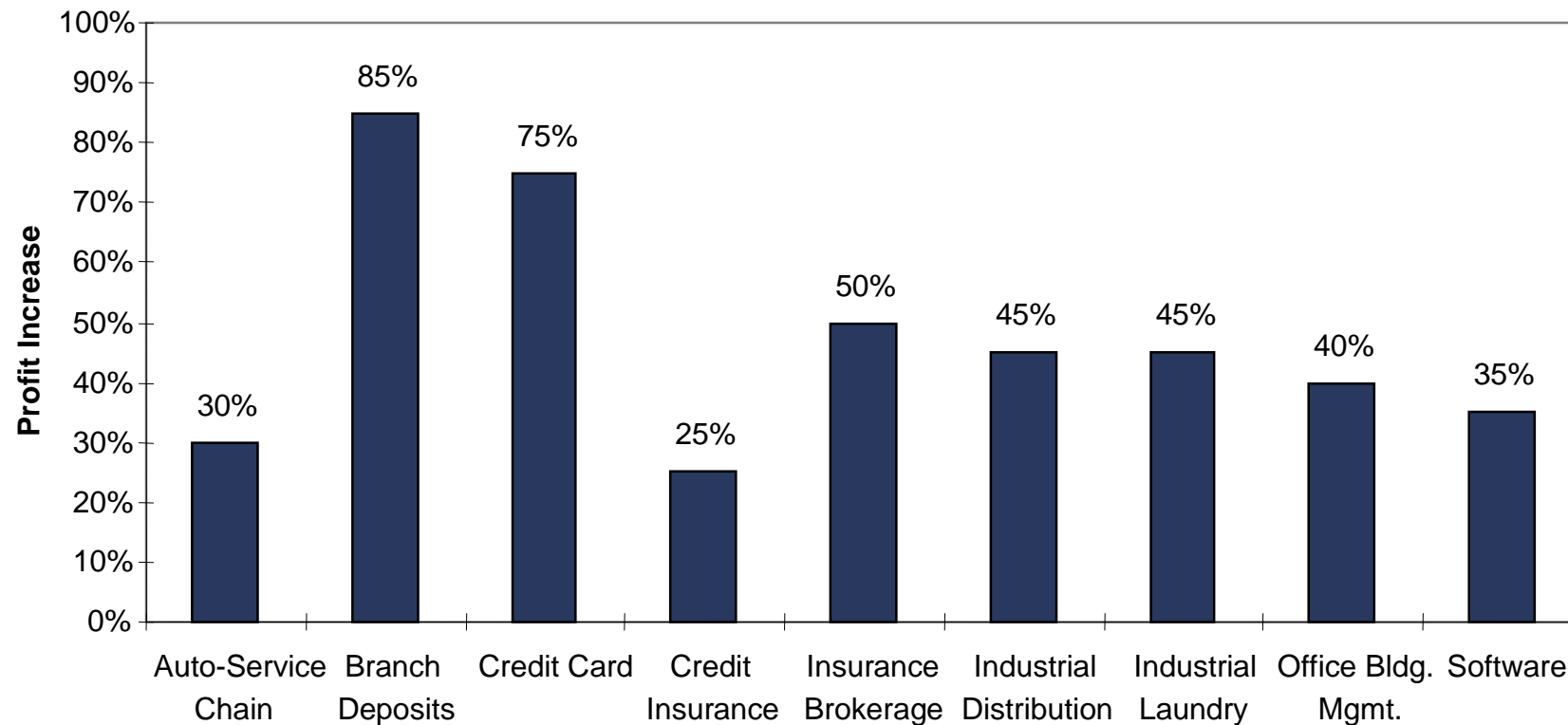
*Most organisations simply can't do that because they fear what they are going to lose and what they are going to put at risk.*

*But the reality is they don't have a choice. Customer experience is the new strategic battlefield.*

# 1. Customer Loyalty Pays Off

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## Impact of a 5% Decrease in Customer Defections



Source: Reichheld and Sasser, "Zero Defections: Quality Comes to Services,"  
*Harvard Business Review*, Sept/Oct 1990

# How Do We Add Value?

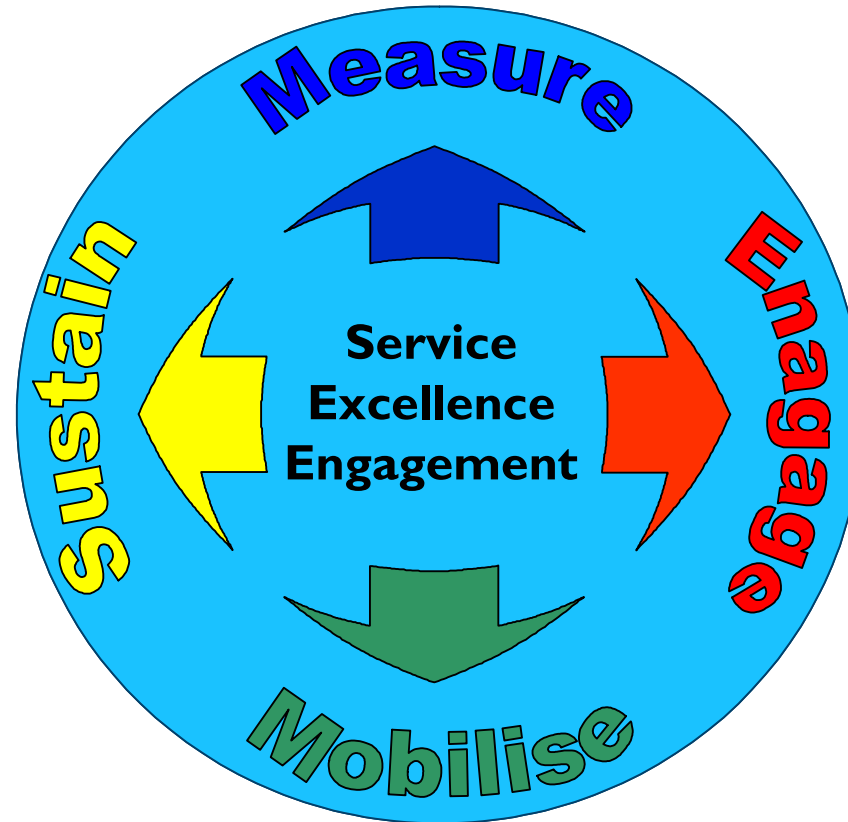
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## We partner clients to:

- **Design measurable approaches to attitudinal and behavioural change that:**
  - **Align behaviour and skills with the brand values and customer experience promise you communicate to your market**
  - **Address the attitudes and motivation that shape behaviour**
  - **Equip your employees to deliver the experience you know your target customers value**
- **Develop your leaders to support employees in delivering on your brand values and customer experience promise – including tools to sustain the change**
- **Positively impact customer loyalty where employee behaviour is most critical**
- **Measure the incremental changes that define success**

# Keys to Service Excellence through Customer Experience Management

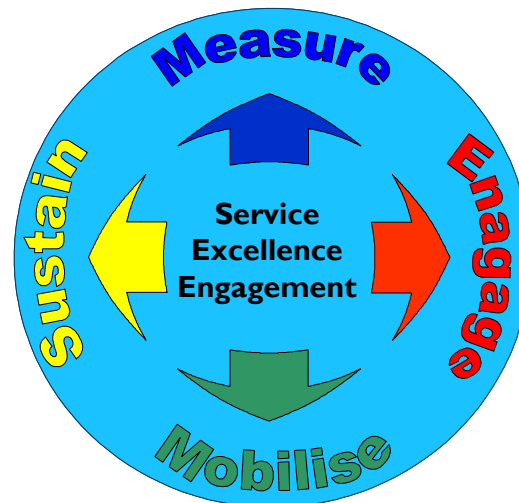
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# Keys to Service Excellence through Customer Experience Management

- Gather data on customer experience
- Use CEI to identify, organise and communicate expectations
- Identify and map emotional touchpoints

- Identify important retention factors
- Apply tactics to increase retention and commitment
- Re-measure customer experience

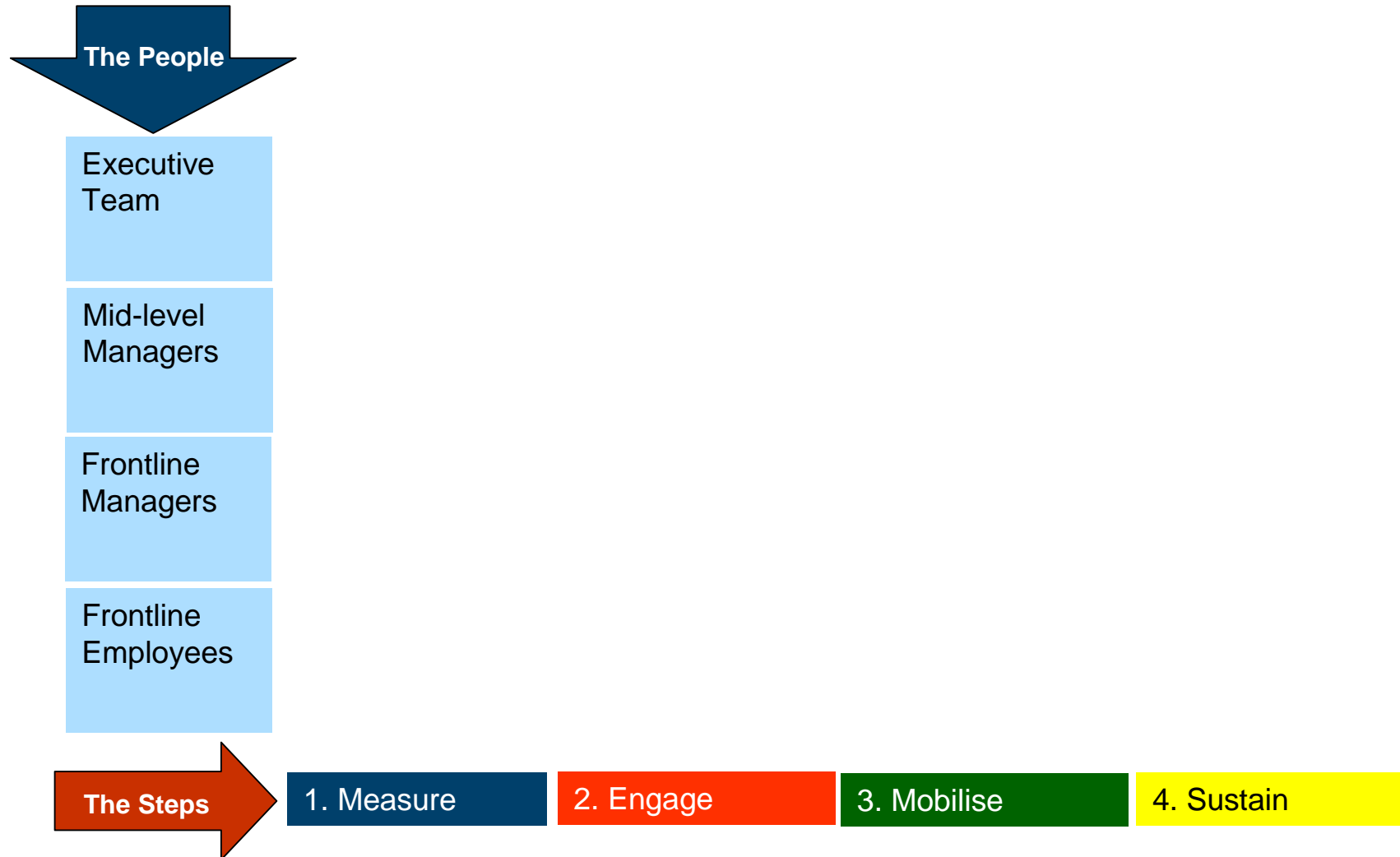


- Establish customer experience Vision & Strategy
- Launch leadership and management education & development programme
- Launch employee engagement programme

- Teach and model service and Service Recovery skills
- Provide reinforcing and developmental feedback
- Conduct coaching conversations to build ownership and judgment

# Our Solution: The People and the Steps

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# Our Solution: The People and the Steps

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