IMPROVING CUSTOMER EXPERIENCE (CX) FOR SMEs

Cathie McGinn
WHAT IS CX?

- CX
- UX
- EX
- Service design...
CUSTOMER SERVICE

CUSTOMER EXPERIENCE
The CX pyramid

- Make me **better, safer, more powerful**
- Provide me what I need *without* me knowing
- Provide me what I need *without* me asking
- Resolve my needs when I ask
- Solve your problem when I ask
- Furnish information I can use
Changes in CX

1900: Age of manufacturing
Mass manufacturing makes industrial powerhouses successful

1960: Age of distribution
Global connections and transportation systems make distribution key

1990: Age of information
Connected PCs and supply chains mean those that control information flow dominate

2010: Age of the customer
Empowered buyers demand a new level of customer obsession

Beyond: Engagement

Assembly lines
Supply Chains
Automation
Engagement
“A brand is defined by the customer’s experience. The experience is delivered by the employees.”

- Shep Hyken
The Age of Experience (or expectation?)

- On and offline experiences need to be seamless
- Live, rich experiences in the real world matter more than online
- Use data to improve experience (not sell!)
- Customers must be the focus of brand communications
- Business robot-speak and impersonal communication leaves customers cold
PERSONALISATION
RETENTION VS ACQUISITION

• It costs 5-7 times more to acquire a new customer than retain an existing one.

• Loyalty drives repeat purchase and cross-sell opportunities.

• Loyal, engaged customers become brand advocates and recommend your business via social channels and peers.

• A 2% increase in retention = decreasing costs by 10%.
REWARDING LOYALTY

Exclusive Gold Customer

Not Valid Without Owner's Signature

Exclusive VIP Gold Customer Benefits:
- FREE Annual Maintenance Contract for the first three years of system.
- FREE Shipping. Renewal for the first month in a Gold Card benefit.
- Exclusive VIP discounts are available in all service areas within a 150-mile radius for participating companies.
- All VIP Gold customers receive exclusive discounts on qualifying future purchases.
- VIP Gold Card offers a comprehensive customer improvement program.
GOOD NEWS FOR SMEs
Where you can’t control...

Carmine’s Parkside Pizza Chester Springs, PA

1/20/2014

My pizza had too much crust on it so I started a small fire in the bathroom and I was SHOCKED AND APPALLED when they asked me to leave. They pushed me out so quickly I didn't even have time to grab my crossbow from the booth I was sitting at. It was unprofessional and rude. I have received a warm welcome from almost every other restaurant I have started a fire in and I certainly won't be returning to Carmine's.

Was this review ...?

👍 Useful 😂 Funny ❄️ Cool

Bookmark  ➡️ Send To A Friend   🌐 Link to This Review
EDaly2397, General Manager at Clayton Hotel Silver Springs, responded to this review, 28 February 2014

Dear NoneOFYobizness,

It is with regret I read your review posted on the 27th of February.

First and foremost, I am disappointed that you did not enjoy your stay as here at the Silver Springs Moran hotel the principle of customer care to our valued guests and the enjoyment of their stay is our priority at all times.

I understand when speaking to a member of our front desk team you did not wish to speak to a member of the management team due to the fact that you stated "most of the time they cause the problems". I am sorry you felt like this as I myself personally would have liked if you took the time to speak with me so I could address your issues with you in person and made an effort to resolve same.

Unfortunately when a review starts by comparing the hotel to one of the greatest man made disasters and loss of innocent life of the twentieth century I am unsure as to how my efforts to find a resolution would have proceeded.

The hotel itself was built in 1964 therefore making it 50 years old and has a long
Customers know and love the service they get from a business – and come to trust and expect that service.

Use data meaningfully to improve CX. Balance between intrusion and utility.

Respond in kind where conversations about your brand are taking place.
## Defining your brand attributes and USP

<table>
<thead>
<tr>
<th>USEFUL (FUNCTION)</th>
<th>USEABLE (EFFORT)</th>
<th>MEANINGFUL (EMOTION)</th>
</tr>
</thead>
<tbody>
<tr>
<td>e.g. price, feature, selection...</td>
<td>e.g. convenience, easy, intuitive...</td>
<td>e.g. Stylish, trusted, symbolises status...</td>
</tr>
</tbody>
</table>

*marketing success*

design_strategy_technology
Data sources

demographic
- Attributes
- Demographics
- Characteristics
- Needs
- Desires
- Preferences

behavioural
- Direct mail
- In-store POS
- Kiosks
- Website
- Search
- Online advertising
- Social media
- SMS/MMS
- Emails

interactional
- Transactions
- Chain- scale history
- Guest purchases
- Booking time to travel
- Companion types
- Call center notes
- E-mail/Chat
- Web click-streams
- In-person dialogs
DATA DRIVES IMPROVEMENT

HOW WAS YOUR EXPERIENCE?
FEEDBACK IS A GIFT.
DATA AND ANALYTICS
TARGETING YOUR IDEAL CUSTOMER

- Media consumption habits
- Likely search keywords
- Attitudes
- Why do they love your products /service?
- What are their purchase triggers?
- Lifetime value ($$$)
- How did they discover your business?
# Persona Creation

<table>
<thead>
<tr>
<th>PROFILE</th>
<th>BEHAVIORS</th>
<th>NEEDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Where does he/she live &amp; work?</td>
<td></td>
</tr>
<tr>
<td>Professional</td>
<td>What is their job? If B2B, add detail on role in decision making, influence, responsibilities</td>
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</tr>
<tr>
<td>Education</td>
<td>Level and kind of schooling completed</td>
<td></td>
</tr>
<tr>
<td>Usage &amp; loyalty</td>
<td>Type of usage, online stats, how they engage with us, behavior, usage rate, how loyal</td>
<td></td>
</tr>
<tr>
<td>Attitude &amp; Beliefs</td>
<td>What does he/she think of us? The category?</td>
<td></td>
</tr>
<tr>
<td>Lifestyle</td>
<td>Social group, status, openness to innovation, media habits, proficiency</td>
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<tr>
<td>Interests &amp; Hobbies</td>
<td>What does he/she do in their free time, how important is that to them?</td>
<td></td>
</tr>
<tr>
<td>Usage Goals</td>
<td>What is she/he looking to accomplish? How important is it to them?</td>
<td></td>
</tr>
<tr>
<td>Emotional Goals / Quote</td>
<td>What is at stake emotionally? What would a quote in their words say?</td>
<td></td>
</tr>
<tr>
<td>Motivations &amp; Triggers</td>
<td>What motivates him/her, what makes them tick?</td>
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</tr>
</tbody>
</table>
# Customer Journey Map

<table>
<thead>
<tr>
<th>PROCESS</th>
<th>Pre-Service</th>
<th>Event Time</th>
<th>Event Time</th>
<th>Event Time</th>
<th>Event Time</th>
<th>Event Time</th>
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</thead>
<tbody>
<tr>
<td><strong>CUSTOMER GOALS</strong></td>
<td></td>
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<tr>
<td><strong>TOUCHPOINTS &amp; EMOTIONAL RESPONSE</strong></td>
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<tr>
<td><strong>CUSTOMER THOUGHTS</strong></td>
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<td><strong>OVERALL CUSTOMER EXPERIENCE</strong></td>
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**Recommendations**

| IDEAS TO IMPROVE |             |            |            |            |            |            |
DESIGNING THE EXPERIENCE
IMPACT METRICS:

- Specific
- Measurable
- Timely

  - E.g.: increase referral rate
  - E.g. Increase first call resolution
  - E.g. Improve NET Promoter score
EXPECTATION...

REALITY...
SURPRISE AND DELIGHT

https://youtu.be/Sh-JRoY7_LU
“Companies shouldn’t invest in customer experience because it seems like a good thing to do. They should invest in it because it drives long-term business success”

By 2020...

...customer experience will overtake price and product as the key brand differentiator
86% of customers will pay more for a better experience.

CX leaders saw a 43% increase in performance (compared with those not focused on customer, who saw a similar percentage drop).
FIVE TAKEAWAYS:

1. CX is business critical

2. Build brand for business longevity

3. Three Cs:
   (consistency, consistency, consistency)

4. Maximise your impact

5. Strategy for SMEs
Happy, engaged customers!
THANK YOU!

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