



Enhancing Customer Experience in a Global Community

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1 NEW DEFINITION IS ADDED ON URBAN DICTIONARY

1,000+ READS ON Scribd

13,000+ HOURS MUSIC STREAMING ON PANDORA

12,000+ NEW ADS POSTED ON craigslist

370,000+ MINUTES VOICE CALLS ON skype

50,000+ TWEETS

20,000+ NEW POSTS ON tumblr.

THE LARGEST SOCIAL READING PUBLISHING COMPANY!

320+ NEW twitter ACCOUNTS

100+ NEW Linked in ACCOUNTS

13,000+ iPhone APPLICATIONS DOWNLOADED

1 associatedcontent NEW ARTICLE IS PUBLISHED

THE WORLD LARGEST COMMUNITY CREATED CONTENT

QUESTIONS ASKED ON THE INTERNET...

100+

40+

Answers.com Yahoo! ANSWERS

6,600+ NEW PICTURES ARE UPLOADED ON flickr

600+ NEW VIDEOS

70+ DOMAINS REGISTERED

60+ NEW BLOGS

168 MILLION EMAILS ARE SENT

694,445 SEARCH QUERIES

1,700+ Firefox DOWNLOADS

695,000+ facebook STATUS UPDATES

50+ WORDPRESS DOWNLOADS



125+ PLUGIN DOWNLOAD

25+ HOURS TOTAL DURATION

1,500+ BLOG POSTS

79,364 WALL POSTS

510,040 COMMENTS



**DID YOU
KNOW?**

155 000 000

AMERICANS ON FACEBOOK

50%



115 000 000

AMERICANS HAVE PASSPORT

37%



Customers are becoming more vocal about experiences

**750
MILLION
USERS ON
FACEBOOK**

**200
MILLION
USERS ON
TWITTER**

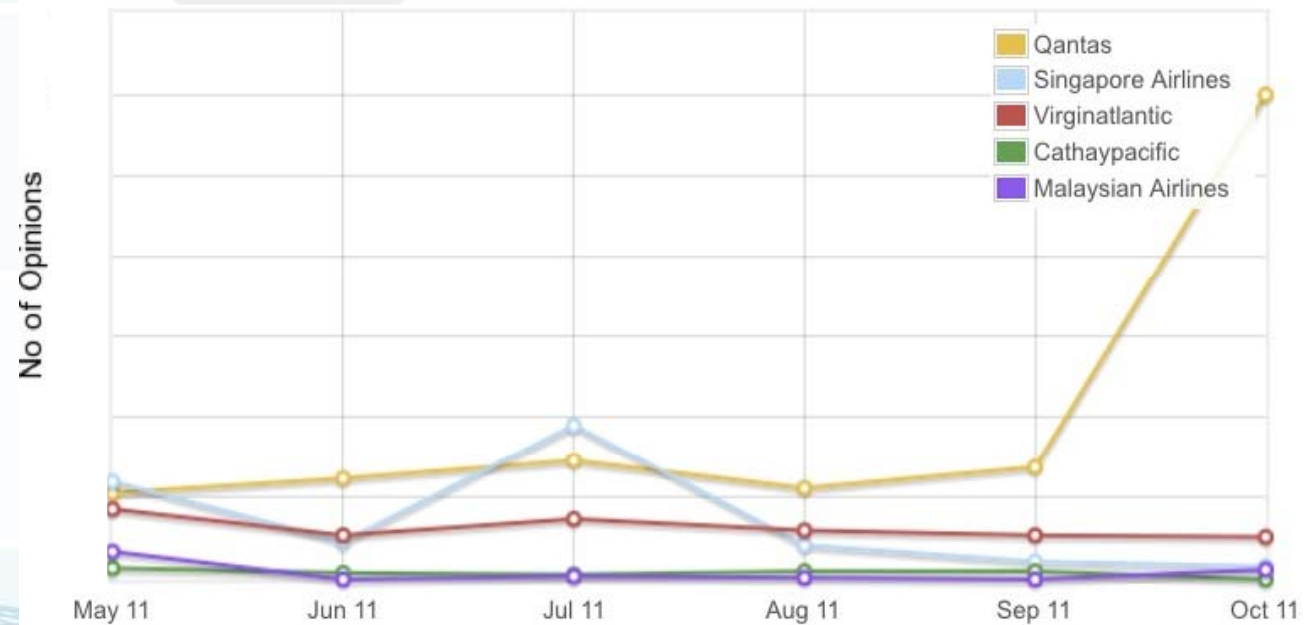
Love

- 1 [British Airways](#)
- 2 [Virginatlantic](#)
- 3 [Cathay](#)
- 4 [Singapore Airlines](#)
- 5 [Cathaypacific](#)



Hate

- 1 [Qantas](#)
- 2 [Lufthansa](#)
- 3 [Air France](#)
- 4 [Klm](#)
- 5 [Air Berlin](#)





18% increase in followers in 2 days!



Qantas Airways (@QantasAirways)

Bio: The official Qantas Twitter page to share information & get feedback. For customer service issues follow @QFcustomercare. We're online from 9am-5pm AEST Mon



Followers

Following

Tweets

Mixed

Graph size:

Hourly

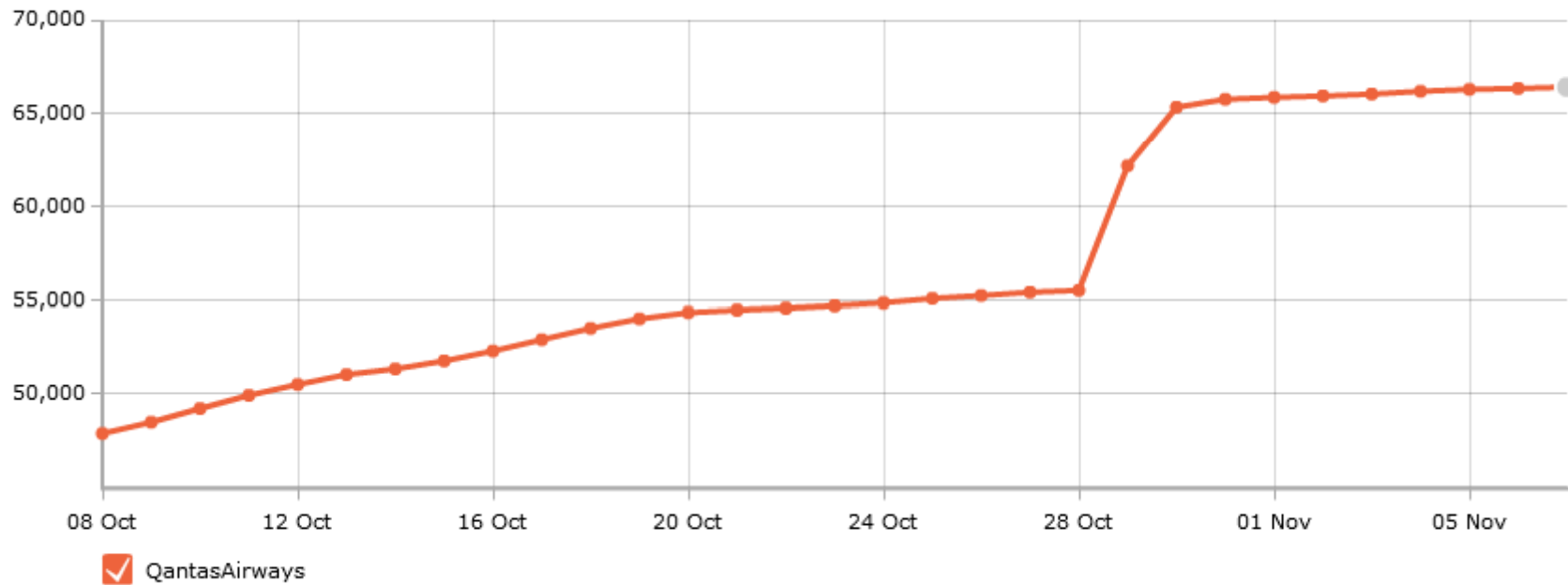
Weekly

Monthly

3-Monthly

6-monthly

All





Embed chart Tweet chart 24 hours **7 days** 30 days 90 days 180 days



It's more important than ever before to listen to our customers

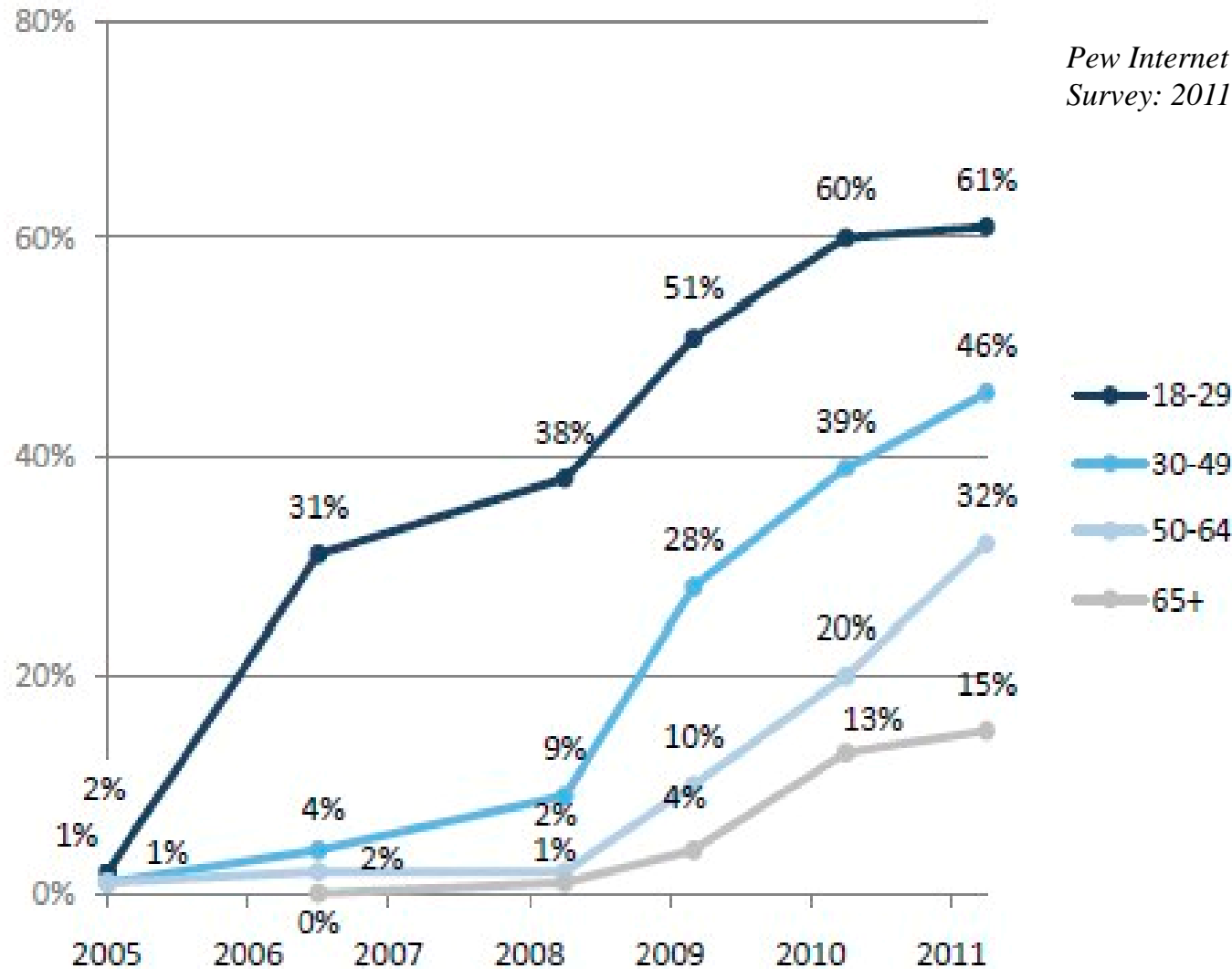


New Zealanders spend over 19 hours a week online

Social networking ranks as the leading online activity in New Zealand, accounting for 1 of every 5 minutes spent online

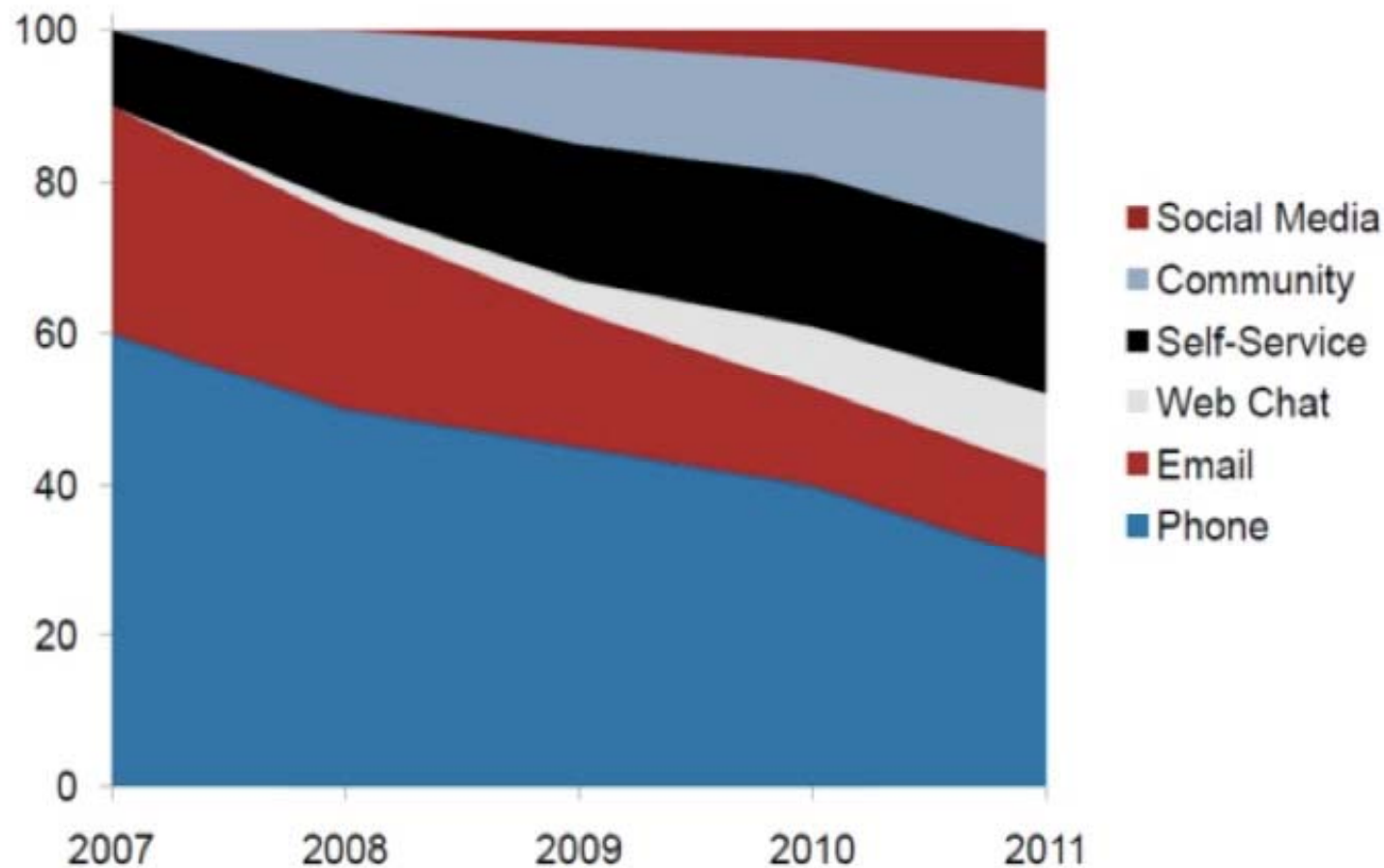
Everybody is doing it

Social Network Use by Age Group: 2005-2011



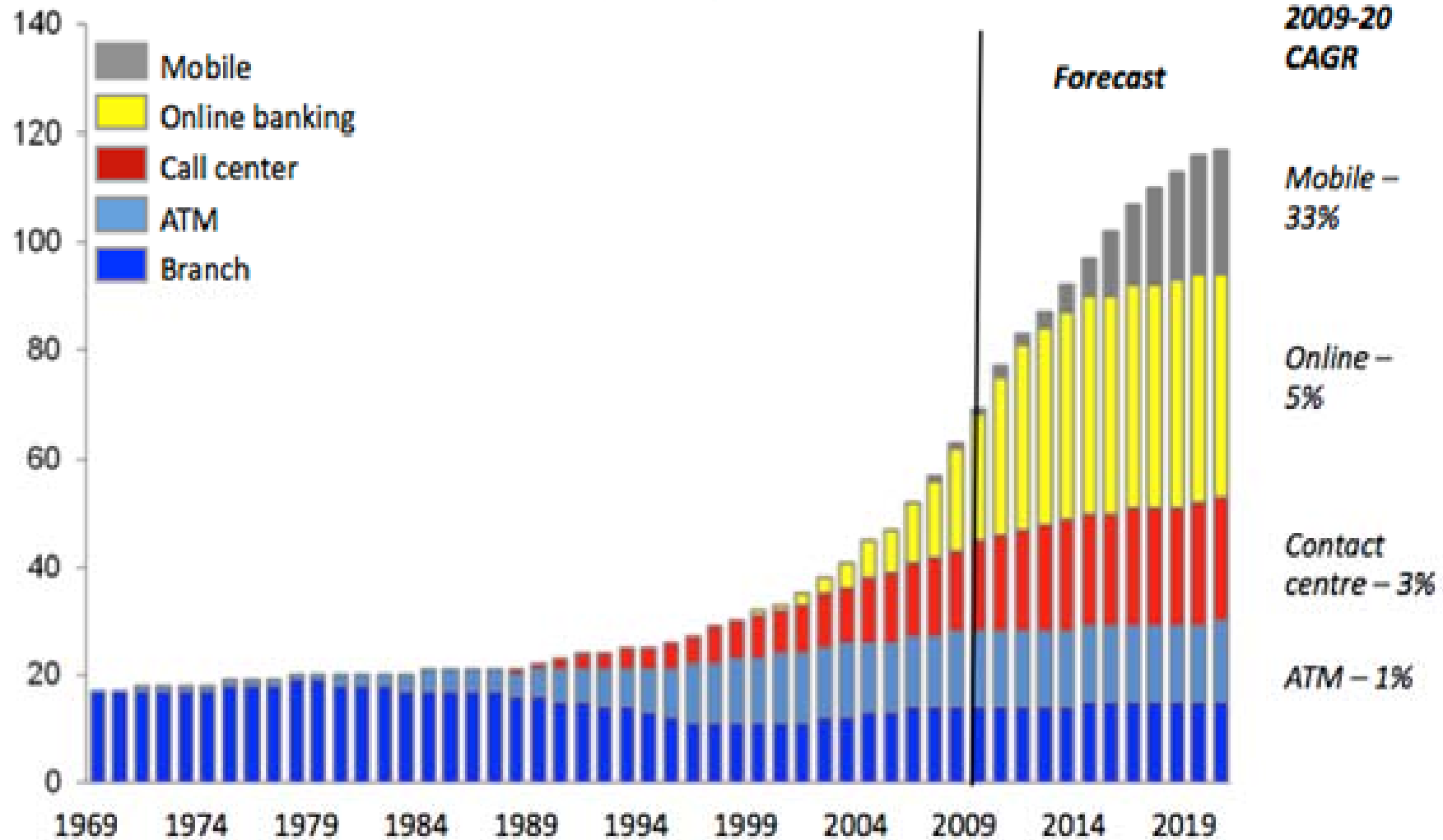
A multi-channel approach to service is key

Customer issues by channel



New channels don't always replace old ones

Number of individual interactions with a bank (billions/year)



.. are we just compensating for failures in other channels?



have been waiting in your corporate queue for 25 minutes...
Will you answer the call before my 3pm meeting.

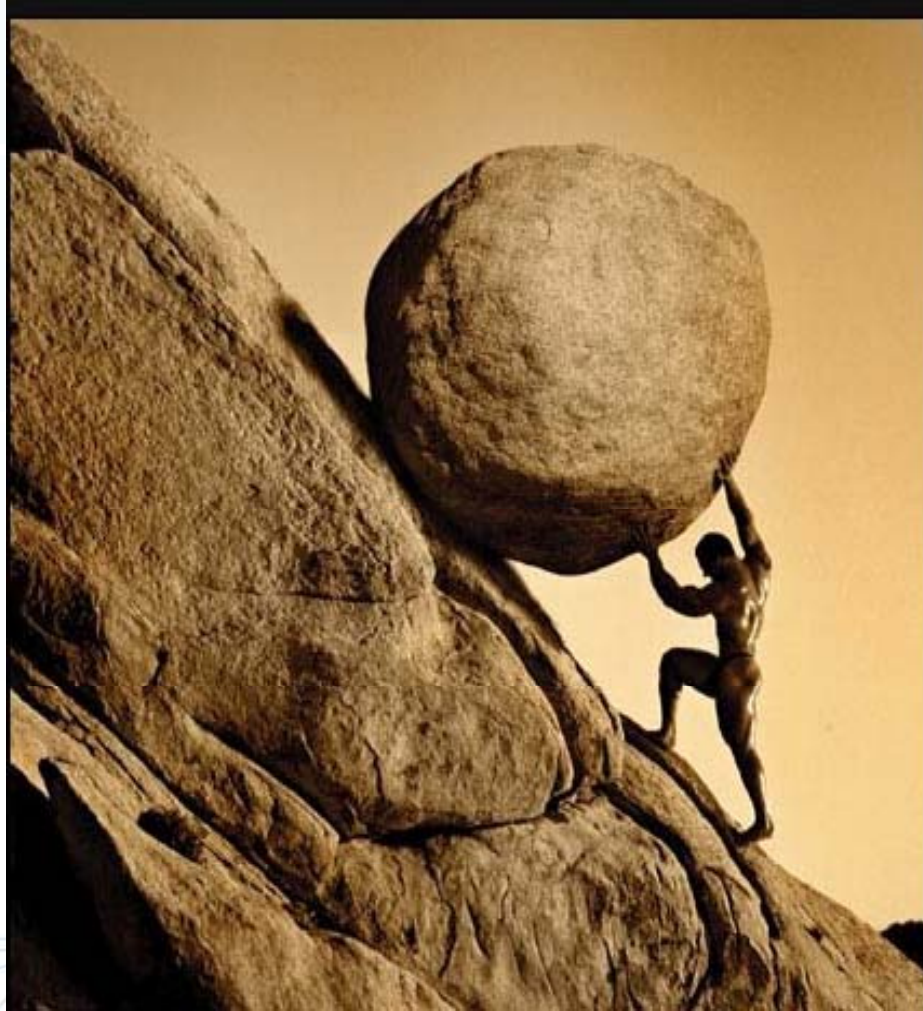
1 hour is enough of my time. Please have someone call me
when "all calls have progressed in the queue"

i want to get global roaming enabled on my corporate
mobile. I can dm you number. Cheers

Thanks Holly - Done cheers.

can i please get a status update on yesterday's request
regarding international roaming. Need it sorted by the w/e pls.

Back to basics: Customer Effort



Effort (ěf'ərt)

The use of physical or mental energy to do something

.. and emotional!

95%

Of customers have taken
action as a result of a bad
service experience

Harris Interactive

We waited

30 min

NO SERVICE

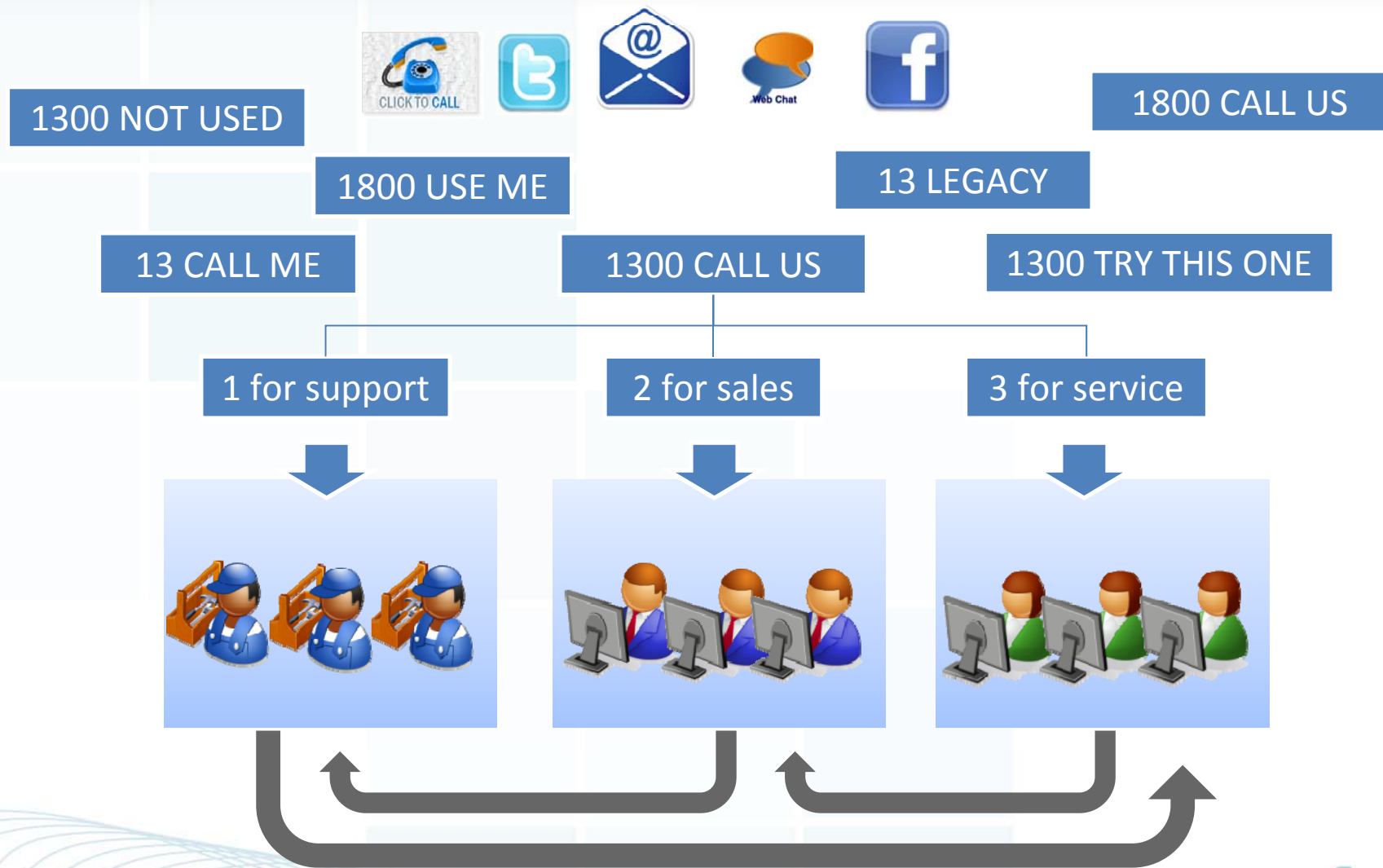
Look at the business from the outside in



Have a channel strategy

Video removed

Start with customer access



Customer Effort: access



25% of contacts are routed to the wrong person in a typical medium to large organisation

Customers who speak to more than one agent

12%
Less satisfied



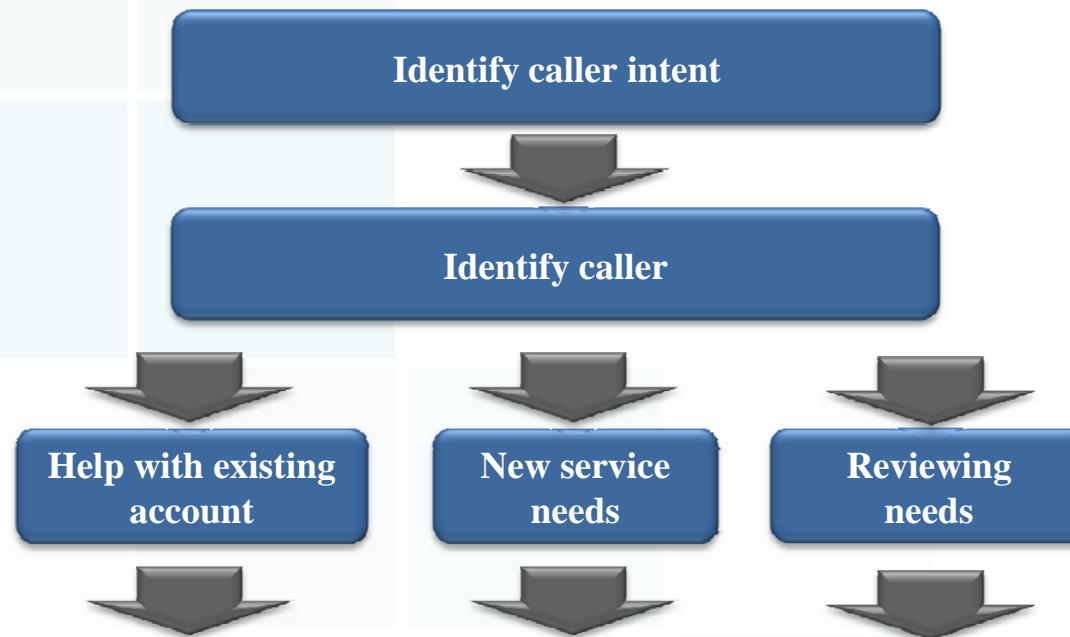
120
Seconds Average time wasted in a misdirected call

Customer-centric model

“needs-based” vs “skills-based” routing

Single access point

Customer
focused
metrics



Insights
drive
improvement



Perspective is important

“outside in” view of government enquiries

yeah I'm moving house I need to change my address

a change of address and a change of income

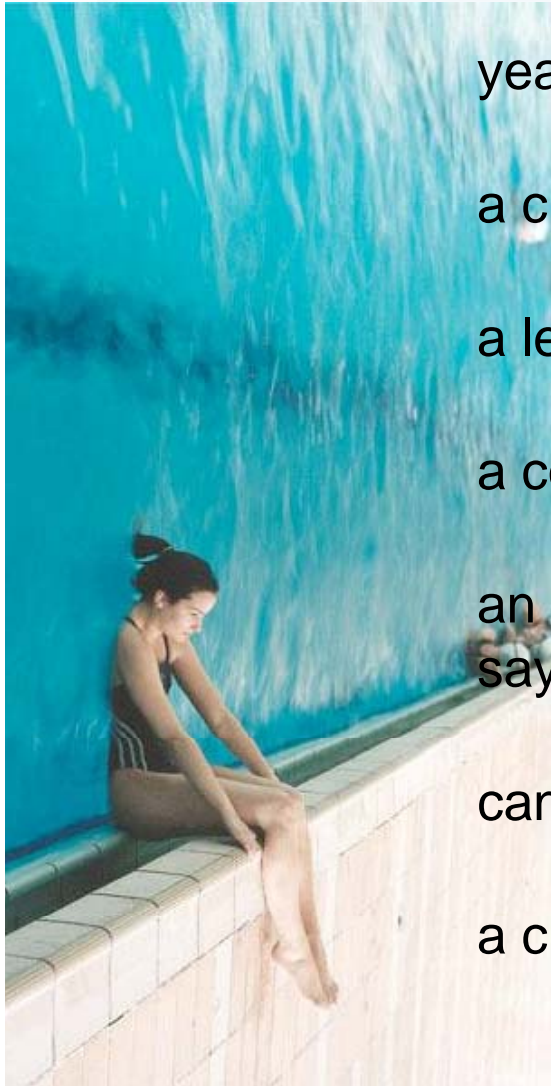
a letter about income has changed which is not true

a correction of a name that you have incorrectly typed please

an employer monthly schedule that I have filed and i've got a letter to say that I haven't filed it

can you help me understand my letter that i've received from yous

a current form that i am filling out i need help on



A multichannel experience designed with the customer in mind

Digital Kiosk Video