

Transforming Customer Communications Across Multiple Channels

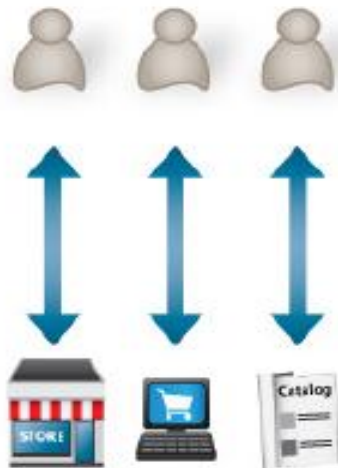
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Evolution of Customer Touch Points



- Customers experience a single type of touch-point.
- Retailers have a single type of touch-point.

The Legacy



- Customer sees multiple touch-points acting independently.
- Retailers' channel knowledge and operations exist in technical and functional silos

The Reality



- Customer sees multiple touch-points as part of the same brand
- Retailers have a 'single view of the customer' but operate in functional silos

The Aspiration



- Customers experience a brand, not a channel within a brand
- Retailers leverage their 'single view of the customer' in co-ordinated and strategic ways

The Nirvana

Optimum goal is to achieve a single brand experience for customers regardless of technology used to interact with the brand

Multi-Channel Overview



Multi-Channel / Cross Channel Strategy

- ∞ In the “Customer Engagement” business
- ∞ First contact resolution
- ∞ Channel neutral – consistent, relevant customer experience across all channels. Let customers interact in whatever way they choose.
- ∞ Multi-channel → Cross-channel - the transition between channels must be seamless.

“If you deny your customer a particular channel you are going to lose them”

Source:
Retail Week, November 2010

Challenges

- ⌘ Danger where business moves at the pace of the slowest channel
- ⌘ Barriers to multi-channel - systems and structure
- ⌘ Disruptive technology – Web, Social and Mobile
- ⌘ Re-education of staff – how to deal with a new and empowered customer
- ⌘ Evolutionary rather than big bang roll out

Opportunities

- ∞ Create a single brand experience
- ∞ Customer engagement:
 - Be more relevant
 - Helpful
 - Personal / Long-term relationships
 - Timely Education
 - Transparent
 - Exceptional

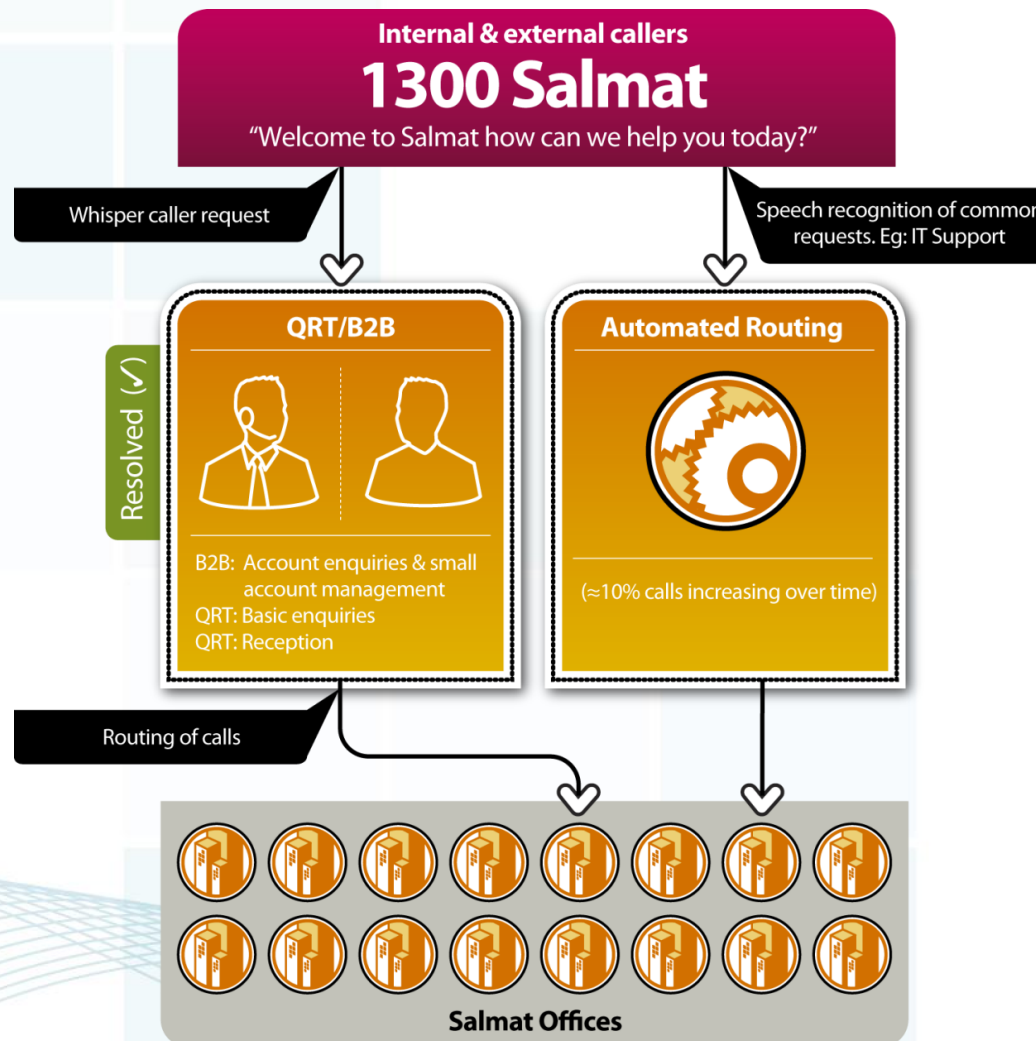
Case Study: Salmat

Background:

- ∞ Multiple advertised contact numbers
- ∞ Receptionists struggle to handle and transfer calls, 20%+ were being “lost”
- ∞ 50% of calls are from existing customers / new business
- ∞ On line directory not maintained, cumbersome to use
- ∞ Receptionist staff do not have access to CRM system

Case Study: Salmat

The new customer experience: simple, effective and professional
One face to the outside world.



“Where multi-channel will become the game changer, sooner or later everyone will catch up then the service that you give your customers is what will count the most”

Questions?

Thank you