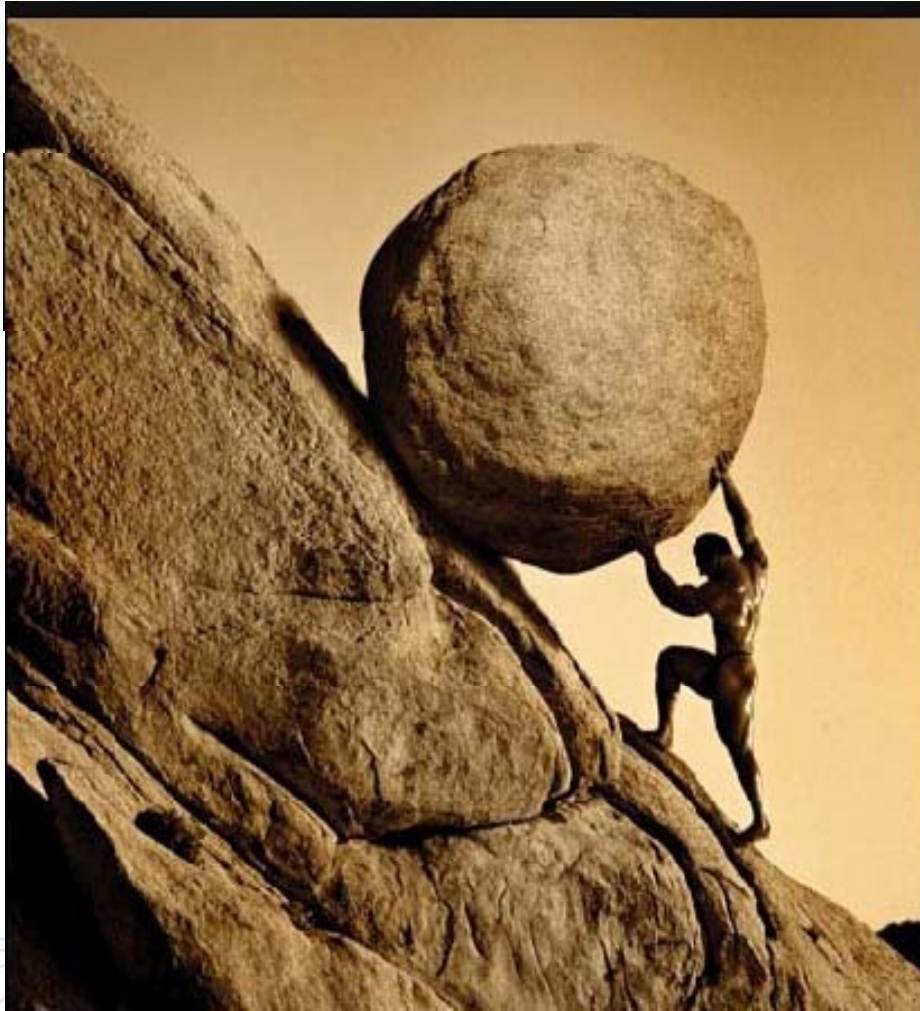


# Customer Effort

Latest learnings and strategies to reduce effort and improve customer loyalty

Stephen Lewis  
GM Business Consulting  
0409 659 545

# Customer Effort



Effort (ɛf'ərt)

The use of physical or mental energy to do something

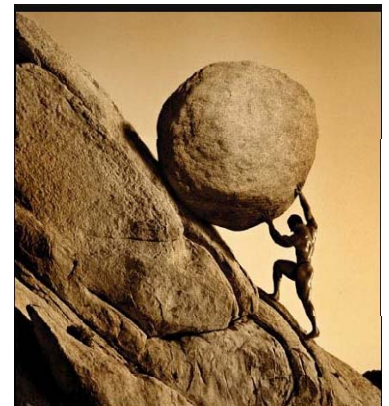
.. and emotional!

## Customer's always remember the bad experiences

**25%** of customers will tell someone about a good service experience

**65%** will tell someone about a bad service experience





## Making Your Opinion Count

We collate opinions to make your loves and hates more visible and effective

### Uncovered

Just shout out wherever you are. We'll do our best to find you and make it count.

72,719,925 opinions

### Uncensored

You say it, as it is. Beware of strong language.

17,280,738 people

### Un-sponsored

We say it as it is. No sanitizing results for corporate clients.

241,101 topics

Why is it when calling [redacted] special lost cards number and giving all my details do I have to be transferred and do it all over again? #fail

14 Feb at 10:52 PM by [Mattymcg](#) on Twitter - 528 followers - [Flag](#)

So about 2 hours after paying my card [redacted] send me a text telling me it's over drawn how about 2 days ago when it happened? #fail # [redacted]

04 Jan at 09:25 PM by [Kyneee](#) on Twitter - 97 followers - [Flag](#)

Now my credit card is being rejected for online purchases - because "your IP address is in Indonesia". But [redacted] knows I'm here ... #fail

28 Oct at 07:29 AM by [Borborigmus](#) on Twitter - 446 followers - [Flag](#)

F [redacted] g hate [redacted] & the amount of money Im spending on a phonecall to them after explaining my story 6 times & being put on hold for ages

13 Sep at 05:20 AM by [Becxx](#) on Twitter - 1,228 followers - [Flag](#)

# [redacted] also forgot to put branch hrs in the branch locator. Been to 5 closed branches so far. Do they have any open on Sat? #fail

09 Jul at 09:51 PM by [Ashdonaldson](#) on Twitter - 1,524 followers - [Flag](#)

Interactions with [redacted] make me shake with rage. I have been on hold for at least 4 hours over the past few months, repeated details incessantly, been hung up on, been transferred with no context. I

I hate IVR menus they can be so inaccurate sometimes.

02 Feb at 07:20 PM by [Samindalnac](#) on Twitter - 35 followers - [Flag](#)

## But wait there's more!

None of the automated menu options match my enquiry ...

I want to cancel/change something on my service and there's no option on the web. But when I call you I can't get through...

I got through to tech support who knew nothing about my problem then they transferred me to a specialist team who said this wasn't their responsibility ...

I can't find an option that lets me speak to a person ...

Oh what to to, what to dooo?

## Loyalty (loy·al·ty)

Your customers' intention to continue doing business with you, increase their spending, or say good things about it (or refrain from saying bad things)

*Customer Contact Council*



# Reducing Customer Effort and Improving Loyalty

**Forget the bells and whistles and just solve their problems**



## Stop Trying to Delight Your Customers

by Matthew Dixon, Karen Freeman,  
and Nicholas Toman

Reducing customer effort  
is key to building loyalty

.. and can help improve  
customer service, reduce  
service costs and  
decrease churn!

96%

Of customers who had to  
expend high levels of effort  
were subsequently less loyal

Customer Contact Council 2008

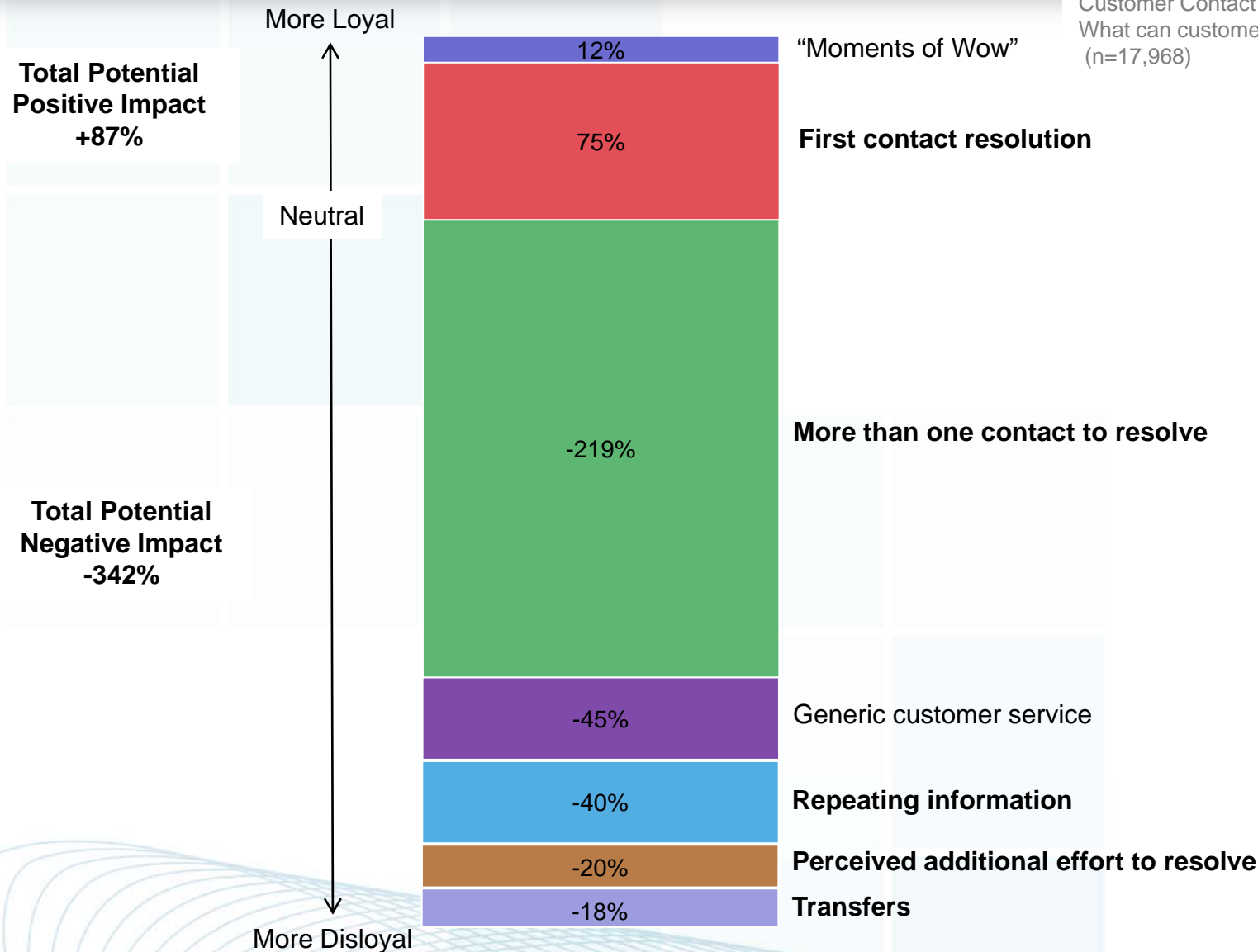
We waited

30 min

NO SERVICE

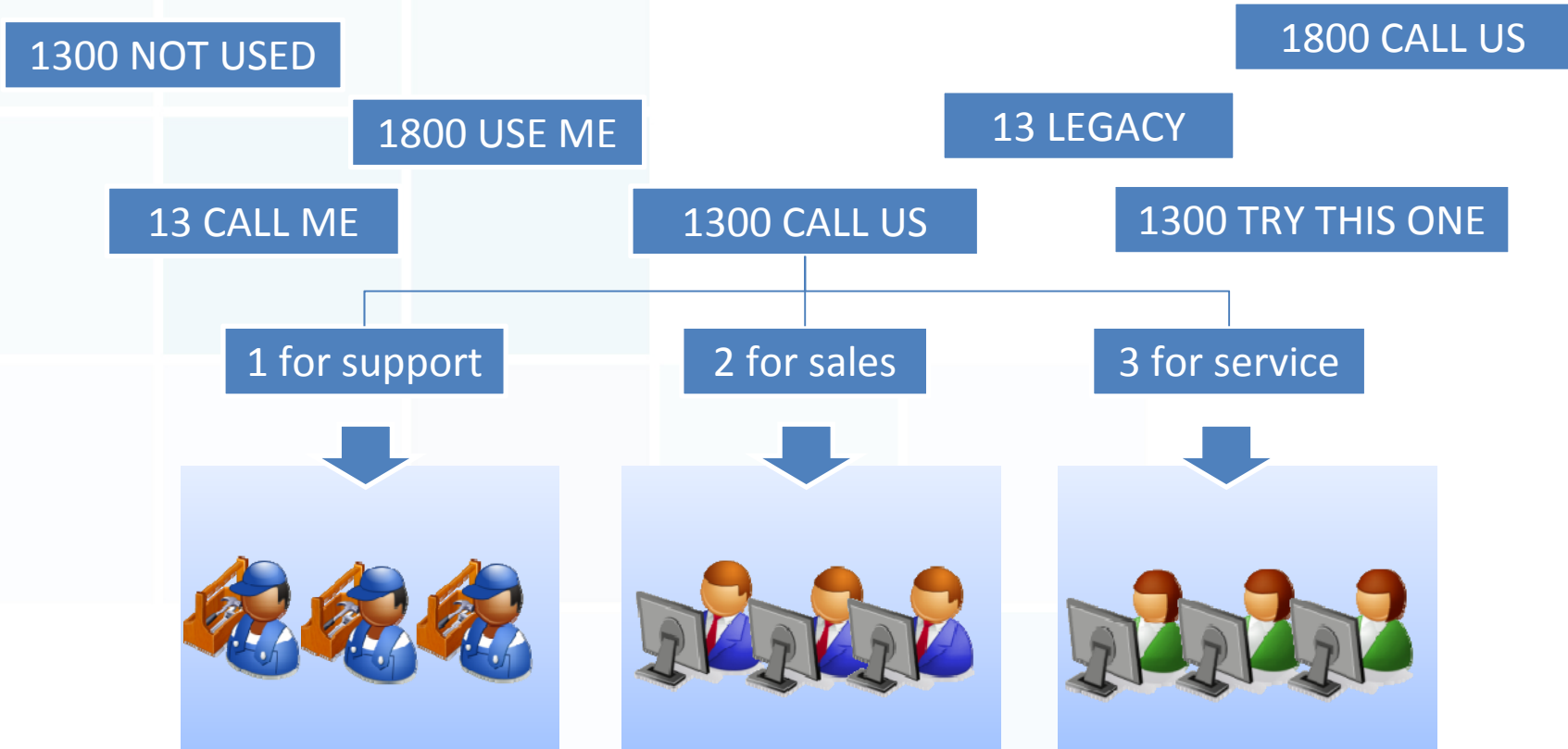
# Reducing customer effort is key to improving customer loyalty

Customer Contact Council Research 2008  
What can customer service do to make me more loyal?  
(n=17,968)



# Voice Channel – improvement Opportunities

# Start with customer access





 MUSEMATIC

EDUTAINMENT

PRODUCTIONS

(Montréal)

# Perspective is important take an “outside in” view of the organisation



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

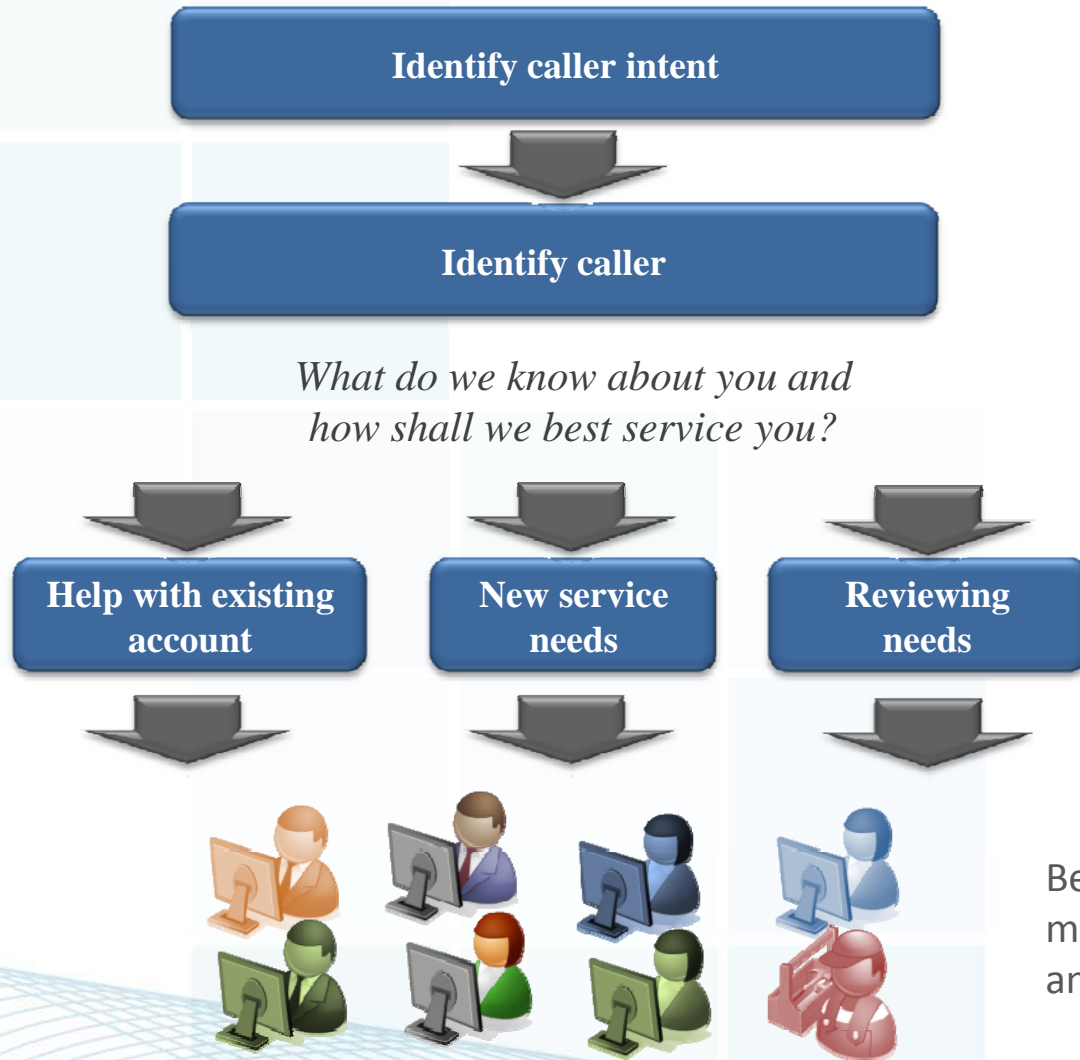
i just want to talk to a person please

i forgot my password and i need the password to login to internet can you tell me please

hi i'm just letting you know i'm going overseas for five weeks

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

# “needs-based” routing

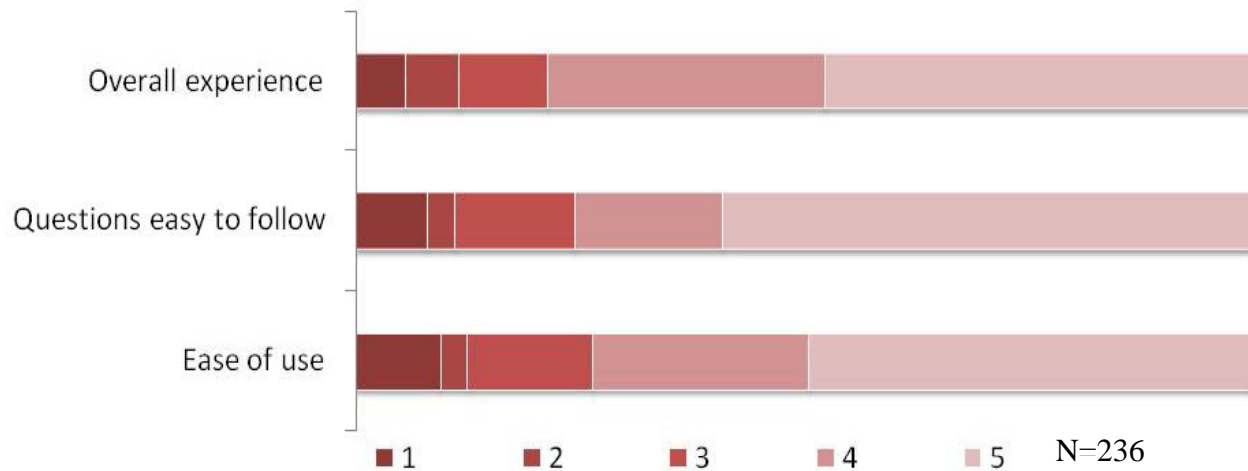


Best available agent-customer match based on profile, skills and customer need

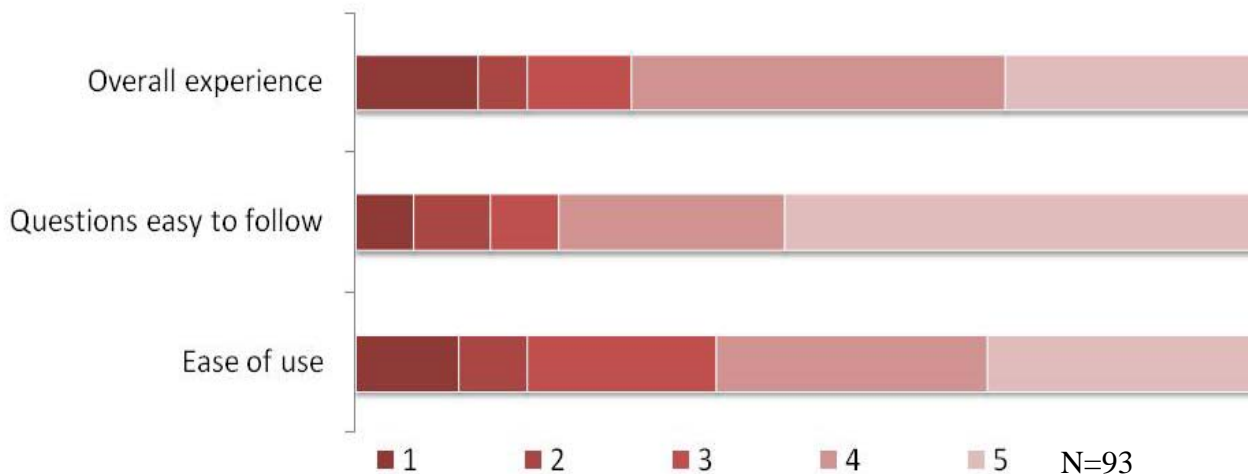


# Obtain and act on customer feedback

Customer rating of Sheila on a scale from 1 (low) to 5 (high)



IFA rating of Sheila on a scale from 1 (low) to 5 (high)



“It was relatively easy, and it didn’t make me repeat loads of stuff, and it didn’t take half an hour to get through to a person at the other end.”  
Policy Holder



“I didn’t have to go through a long menu and then be transferred. It was just one automated system and then straight through to the operator so that was ok.”  
Policy Holder

“I thought the overall services was very easy to use and very efficient.”  
Adviser

**Customer effort applies  
across all channels**

# Customer effort needs to be viewed across all channels



Customer Journey Map: Example - Home Insurance Claim

# Questions