

# Won and Done Speech – Winning the Hearts & Minds of Customers and Staff

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# Digital Economy

- The Digital Economy is THE economy.
- Just about everything we do today is underpinned in some way by the use of smart telecommunications and technology platforms
- It pervades every aspect of our individual and collective economic, social, cultural and even political lives.

## Know Your Key Stakeholders Perspectives

Particularly the Negative Ones, and

**Formalise the Strategy with Them**

Don't Jump into Building the Solution

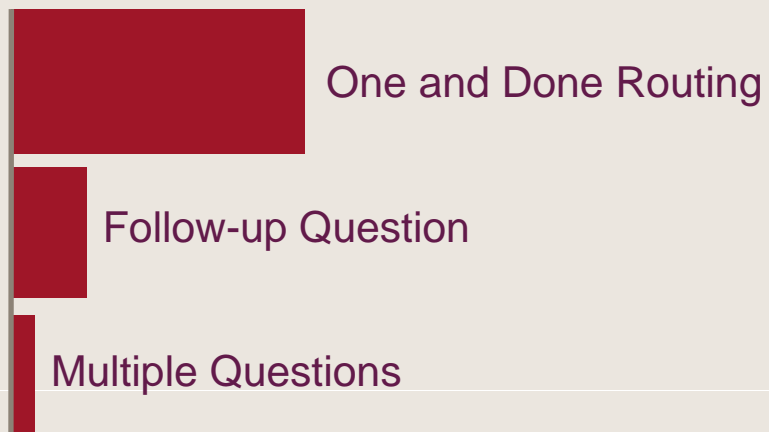
- Do Your Homework – It's a Big Journey
- Negativity Can Work for You
- Establishing the Right Balance between Customer and Business



**Listen to Your Customers,  
Understand and Actively  
Resolve their Concerns!**

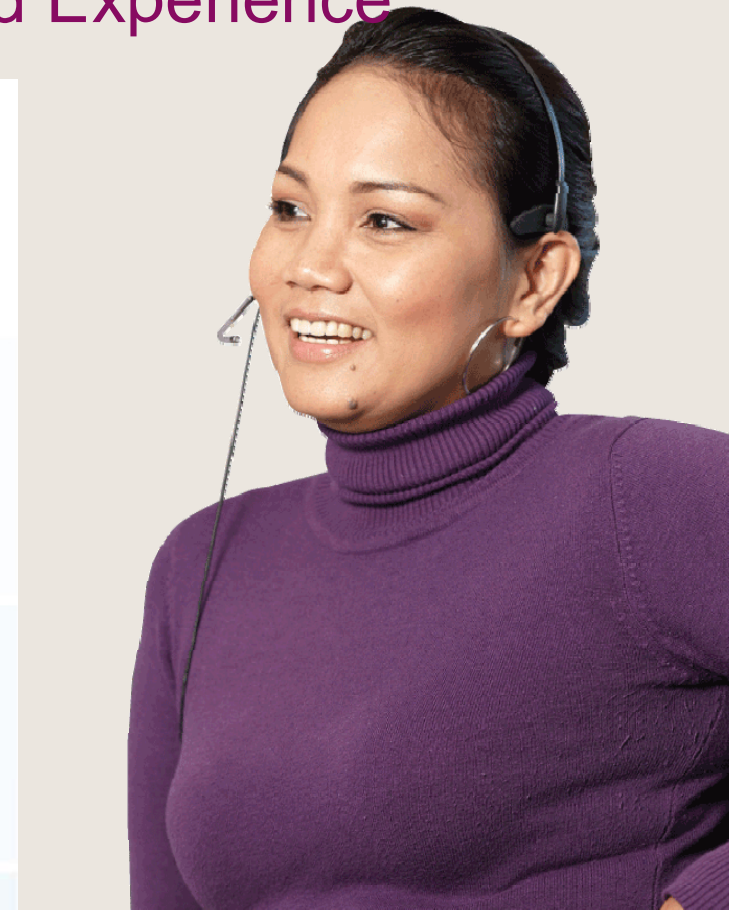


## 75% of callers successfully exit at their first request!



## The Strategy is Bigger than the Speech Solution – Take Control of the End-to-end Experience

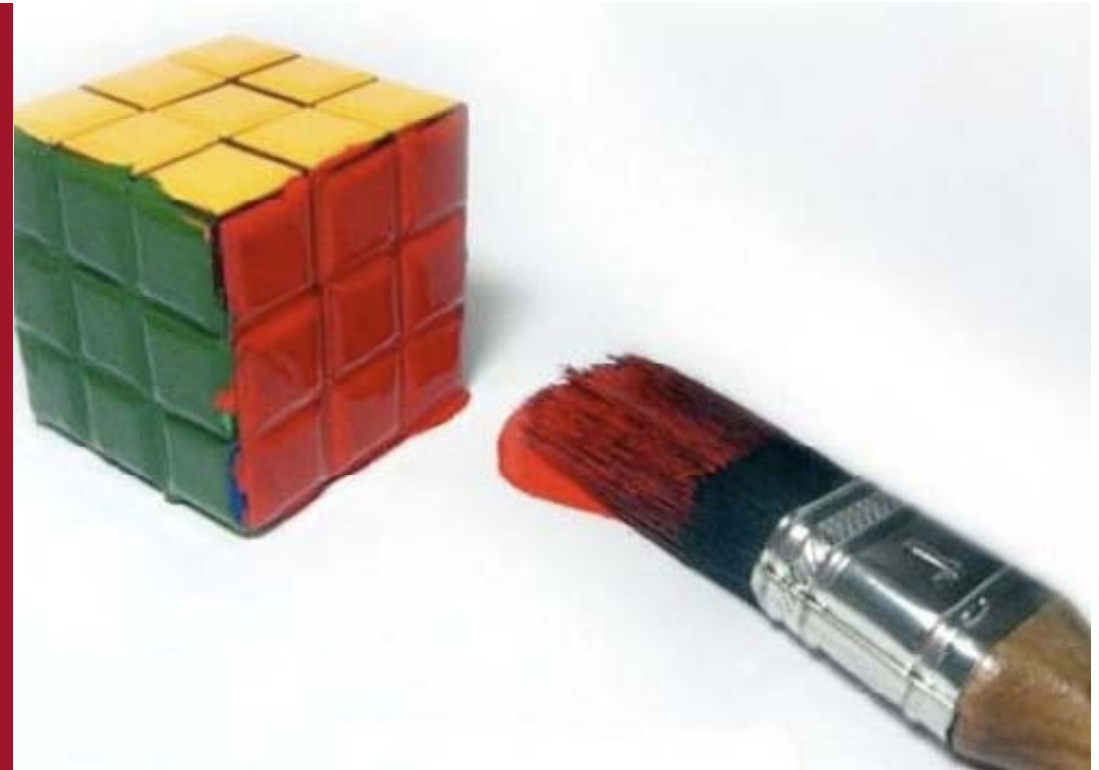
- Seek Business Input
- Focus on the Bankers Needs
- Create Ownership
- Build Targets that are Real for the End Users



*Marie Jane Castro, Business Coach, Epping*

**Speech should not simply support the current model**

Check out customers' frustration #1 – Stop asking more questions!



## Challenge the Operating model –

# Open Speech Creates a Massive Opportunity to Build a Customer Centric Business

- Bankers skills, coaching and training
- Reporting



*Ruth Prince, Customer Services Leader, and Rashmi Bapat, Banker, Epping*

Focus on Business Change.

Training is Important but

**Telling the Story is Critical.**

*Build a Strong Message and Find Ways  
to  
Cut-through with Communications –  
Contact Centres are Very “Noisy” Places.*

*Prove that you act on feedback!*



## **W**ork Smarter.

Concise Feedback is Key as it will Focus your Actions.

*Continuously Monitor Performance,  
how it **Affects your Staff**, and the  
**end-to-end Customer Experience**.*

*Results Flow Back to Stakeholders  
and the “Story”.*



Addy Chong, Banker, Epping