Delivering Exceptional Customer Experiences

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My quick story

- Run Customer Experience for Ambit Energy - a deregulated energy supplier to 1.2M customers across 58 markets with 200K independent multi-level marketing consultants

- Previously ran Customer Experience organizations for two other large retail energy suppliers with extensive backgrounds in customer loyalty and consumer insights

- Passion is helping companies like Ambit Energy enhance customer experiences

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My Wife's Definition of Customer Experience

"Isn't it marketing stuff that makes customer's happy?"

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A Practical Definition of Customer Experience

Sum of all experiences and emotions that a customer has with a brand before, during & after an interaction

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Evolution of Customer Experience

- Customer Experience began appearing in customer-centric organizations over the last 10 years

- Tasked with ensuring that customer's needs are being met and brand promises are being delivered at every touch point

- Positive customer experience ratings carry a symbiotic relationship with growth and profits

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Importance of Customer Experience

82% of CX leaders report financial results that are better than their competitors', compared with only 53% of other CX laggards

-Temkin Group Research

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What Do These Brands Have in Common?

The Coffee Battle

> 86% of consumers are willing to pay more for a better customer experience.
> —*RightNow Customer Experience Impact Report*

VS

Customer Experience Foundations

Employees

Make it Simple

Engage Me

Recognize Me

Listen to Me

Customers

Make it Simple

Engage Me

Recognize Me

Listen to Me

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Measuring Customer Experience

- Companies use a variety of methods to ensure that they are meeting/exceeding customer expectations

- Customer experience leaders have established Voice of Customer (VOC) and Voice of Employee (VOE) programs

Voice of Customer Has Evolved

- Technology has evolved and allowed organizations to use an array of VOC channels – deliver the right survey at the right time by the right channel


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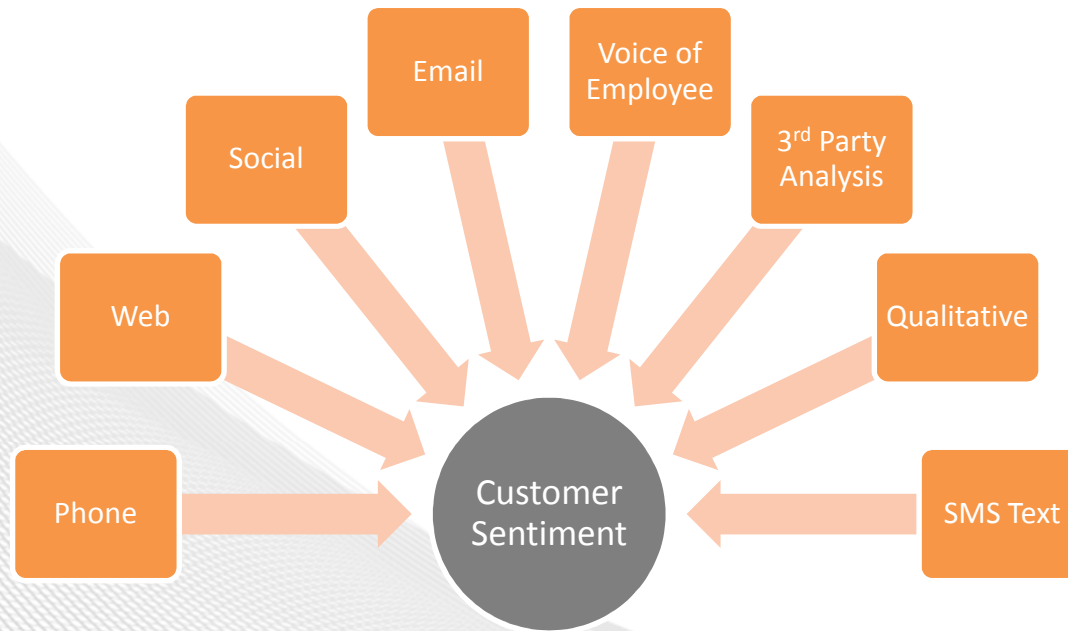
Net Promoter Score

- Most common Customer Experience KPI used is the Net Promoter Score

- Based on one simple question with a scale from 0 - 10, "How likely are you to recommend [company name] to your friends or family"?

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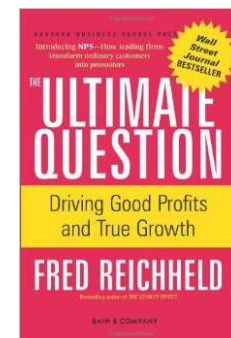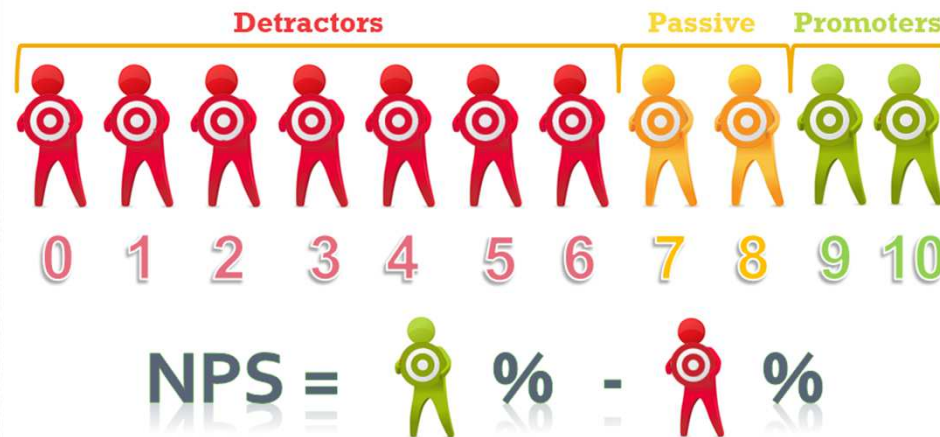
Net Promoter Score

- NPS ranges vary greatly across industries

- While NPS is a great predictor of brand loyalty, it's only actionable if it's followed-up with a "why"

Range of Net Promoter Scores (NPS) Across Industries

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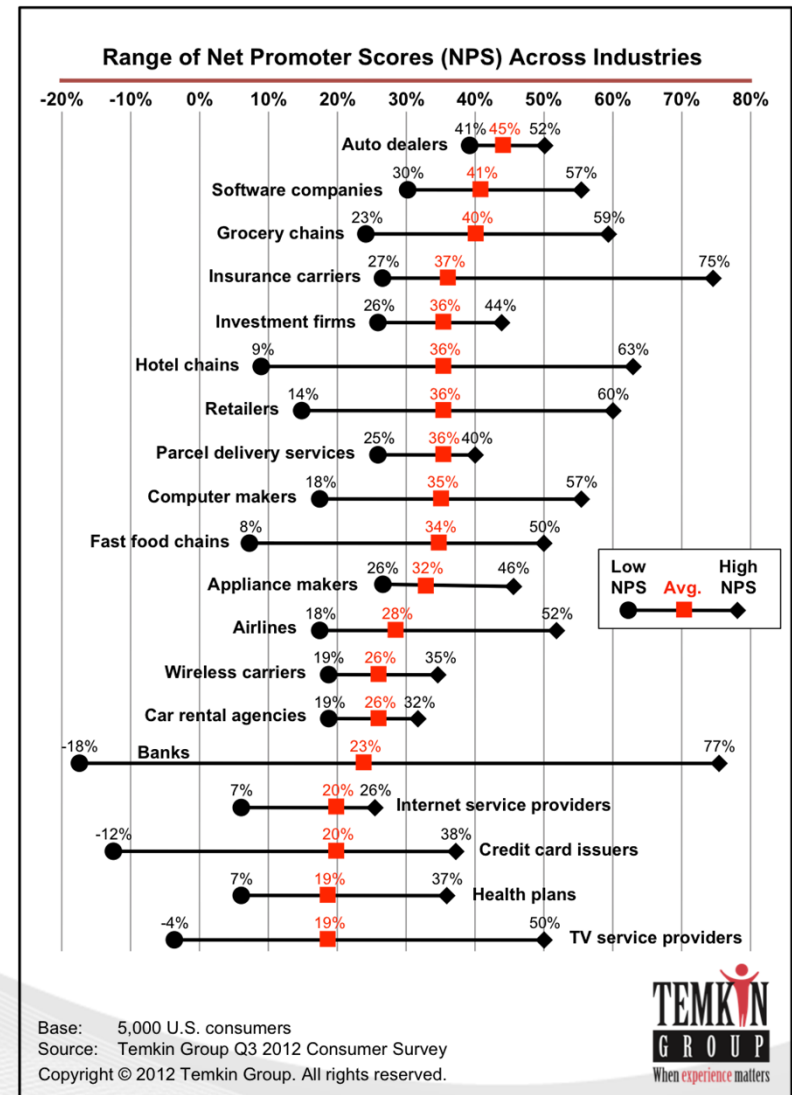
Customer Effort Score

- As customer needs and expectations are evolving, simplicity is becoming key in driving better customer experiences

- Over the past several years, many organizations have begun utilizing the Customer Effort Score across their service channels

- "How much effort did you have to put forth to handle your request?" [scale of 1-5]

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3rd Party Benchmark Studies

- Several key Customer Satisfaction/Experience studies including:
    - J.D. Power & Associates
    - American Customer Satisfaction Index

- Aside from the awards, these studies offer key comparable insights to other competitors within industry

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Turn Your VOC Program Into Action

- Organizations that are considered CX leaders use their VoC program as their guidepost for future development

Identify Opportunity	→	Build Business Case	→	Prioritize	→	Act	→	Measure
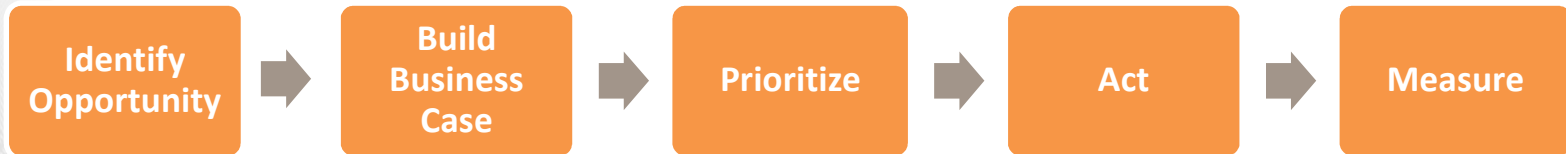
- Maintain matrix with all suggestions & pain points and continue to evaluate

Channel	Pain Point	Perspective	Pillar	Proposed Resolution	Phase	Project Status	Timing	Success Metrics	CX Team Active Priority
Care	I want the ability to receive acct. information (pmt. Confirmation, TPV info) on-demand via SMS text.	Customer	Keep Me Informed	Build on demand texting feature within IVR (other touch points to follow)	Active	Include in Customer Engagment Platform	30-60 days	10% lift in JDP	High
Care	I want the ability to interact with Ambit care reps online via web chat.	Customer	Make it Simple for Me	Utilize existing I3 software to enable customers to interact via web chat.	Concept	Waiting for OPS priortization.	60-120 days	3% call deflection	Medium
Care	I want the ability to interact with Ambit care reps via email.	Customer	Make it Simple for Me	Utilize existing I3 software to enable customers to interact via email.	Concept	Waiting for OPS priortization.	60-120 days	3% call deflection	Medium

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Aim To Be Perfect, Prepare to Fail

- Key concept to Customer Experience is to apply the 'treat your customers how you would like to be treated' principle to every business decision

- Customer Experiences can't be solved over night

- Companies can't satisfy every customer

- However, if done correctly CX can remove obstacles, drive brand loyalty, remove operational costs, improve employee moral and enhance key company financials

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