Panel discussion: What do customers really want?

- Lynda Davis, Customer experience manager - Saxon Weald
- Julie Marsh, Executive director of neighbourhood management - South Liverpool Homes
- Carole Burchett, tenant, Soha and steering group member, A Voice for Tenants

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Lynda Davis

Customer Experience Manager
Saxon Weald
What do customers really want?

Customers want services that are:

- Accessible
- Respectful
- Trustworthy
- Responsive

But you already knew that!

Above all, customers want services that *listen* to them.
What do customers really want?

What do your customers really want?

There is no easy answer:

• Analysis
• Determination
• Objectivity
• Whole company approach
Listen to customers when they start the conversation

Look for **moments of feedback** – what do you know already about this customer?

- Methods of contact
- Reasons for contact
- Volume of contacts

What can your frontline teams tell you about your customers?
How can they tell you?
What do customers really want?

• Deliver the basic, general drivers of satisfaction
• Deliver your own, unique drivers of satisfaction
• Remember, surveys are only half of the story
• Remember to listen to your customer when they start the conversation
Lynda Davis
Customer Experience Manager
Saxon Weald
What do customers really want?

Julie Marsh
South Liverpool Homes

Making South Liverpool the place to be.
Who are we?

What do we do?
SAVE MORE MONEY
LEARN FROM YOUR MISTAKES!
WAW Form
To be used for all contacts on WAW Feb 2019

Discussion with Tenant
Discussion with Non-Tenant
Staff Observation
Carole Burchett, tenant, Soha and steering group member, A Voice for Tenants

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