



PROCESSES & IT  
THEATRE

## Case study: AO.com

- David Atherton, Customer experience director, AO.com

[www.sli.do](http://www.sli.do) #CX2019Processes

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# The moments that matter

# The moments that matter



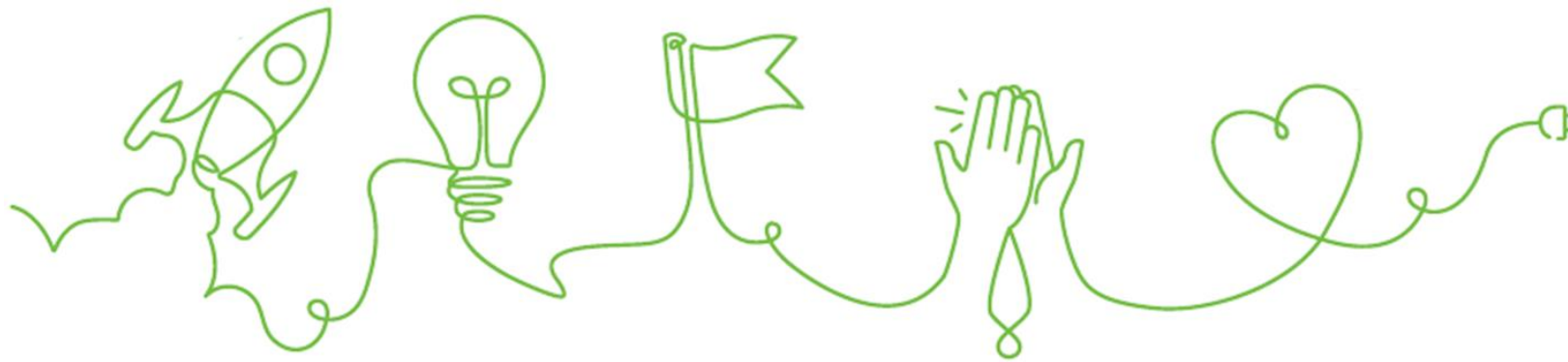
# Getting the basics right

## Purpose

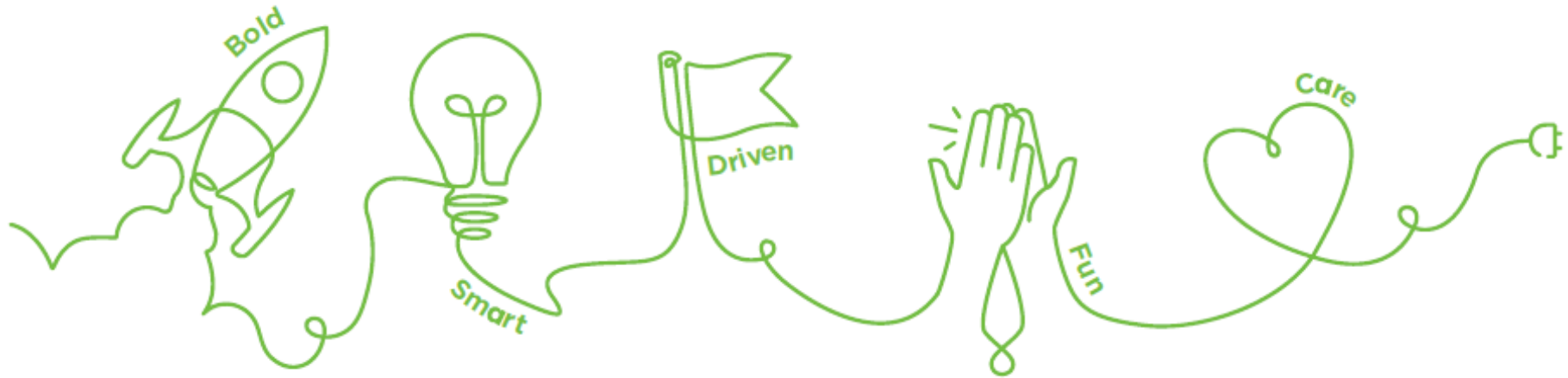
To have the happiest customers by relentlessly striving for a better way.

## Mission

By 2021, AO will be widely trusted, famous for our difference and loved by our customers.



# Our values



# Customer experience strategy





Be brilliant at the basics



# Brilliant at the basics





# Brilliant at the basics



# Brilliant at the basics





# Brilliant at the basics





The best service is “no service”

# The best service is “no service”





# The best service is “no service”



# The best service is “no service”





# The best service is “no service”



# The best service is “no service”

**Best Service**

**Problems**

Fix problems



**Questions**

Be proactive



# The best service is “no service”



# The best service is “no service”



# The best service is “no service”



# Stage of Journey IVR

## Stage of Journey

- IVR 1 - Pre Order/New customer
- IVR 2 - Post Order/Pre Day of Delivery
- IVR 3 - Day of Delivery (Pre Delivery)
- IVR 4 - Day of Delivery (Post Delivery)
- IVR 5 - Post Delivery (Up to 3 days)
- IVR 6 - Post Delivery (3- 30 days)
- IVR 7 - Post Delivery (After 30 days)





We care more



# We care more



**We care more**

**Best** People



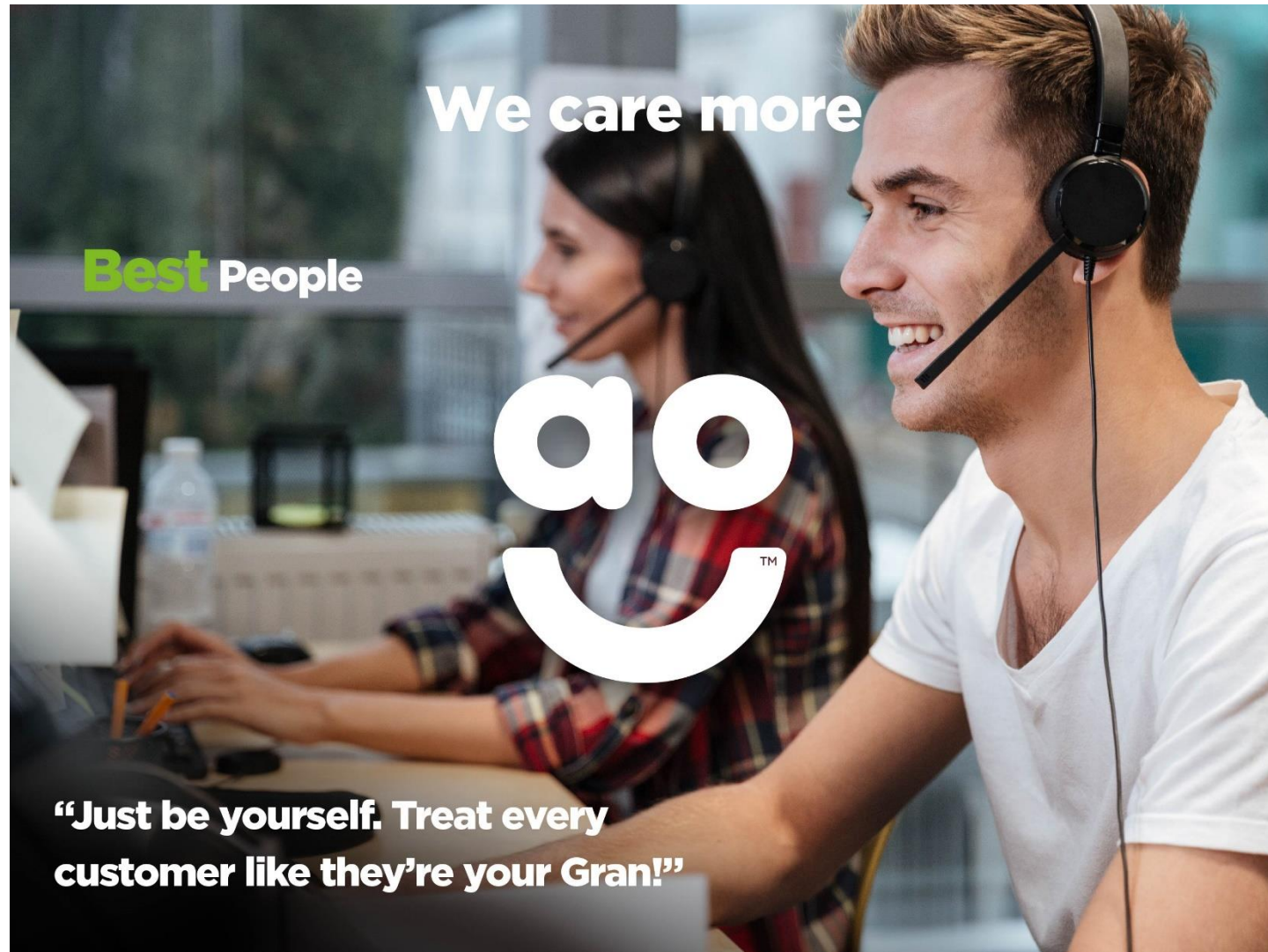
**“You can’t pay people to care...  
we hire our people because they care.”**

# We care more

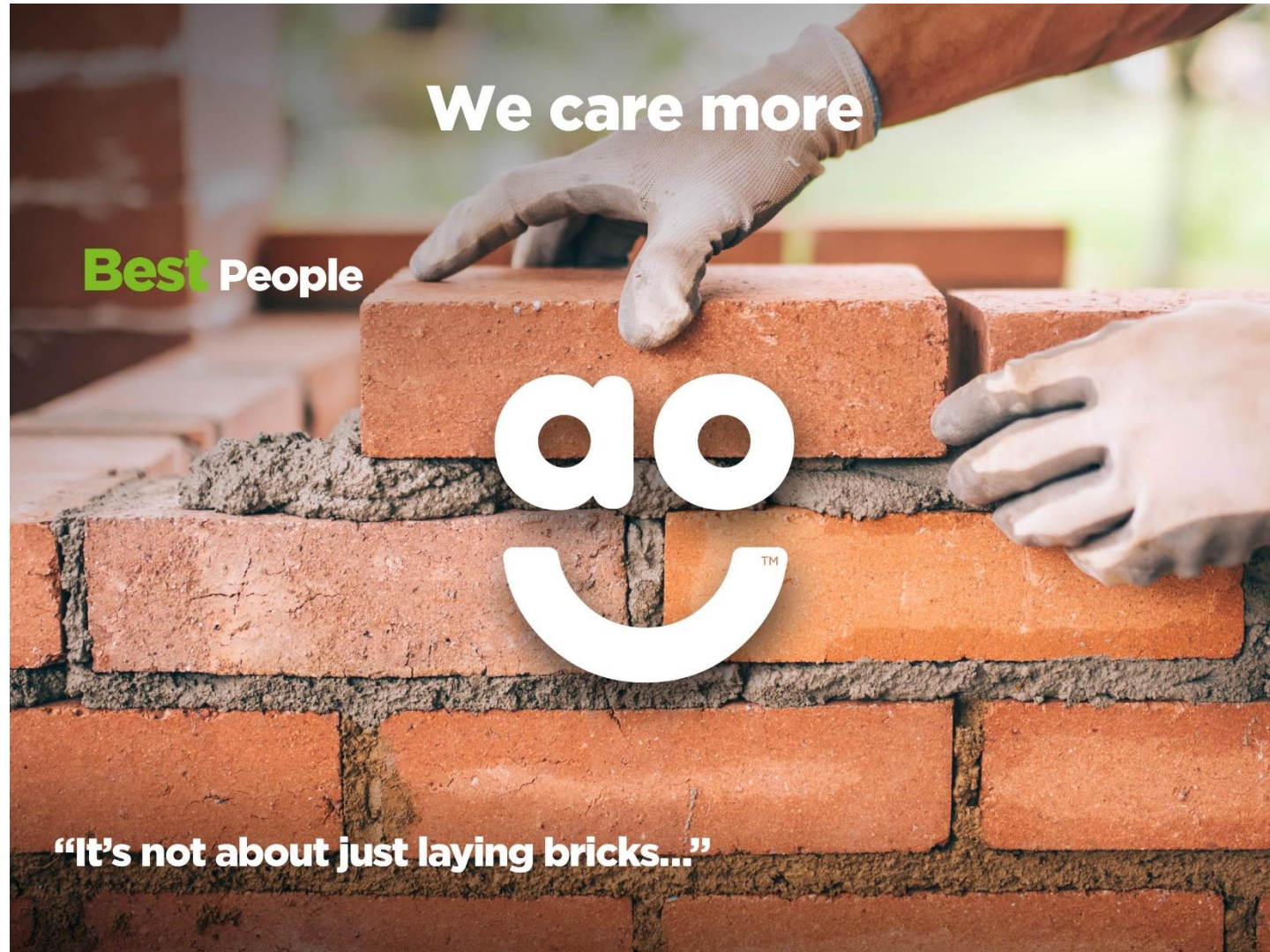




# We care more



# We care more



We care more

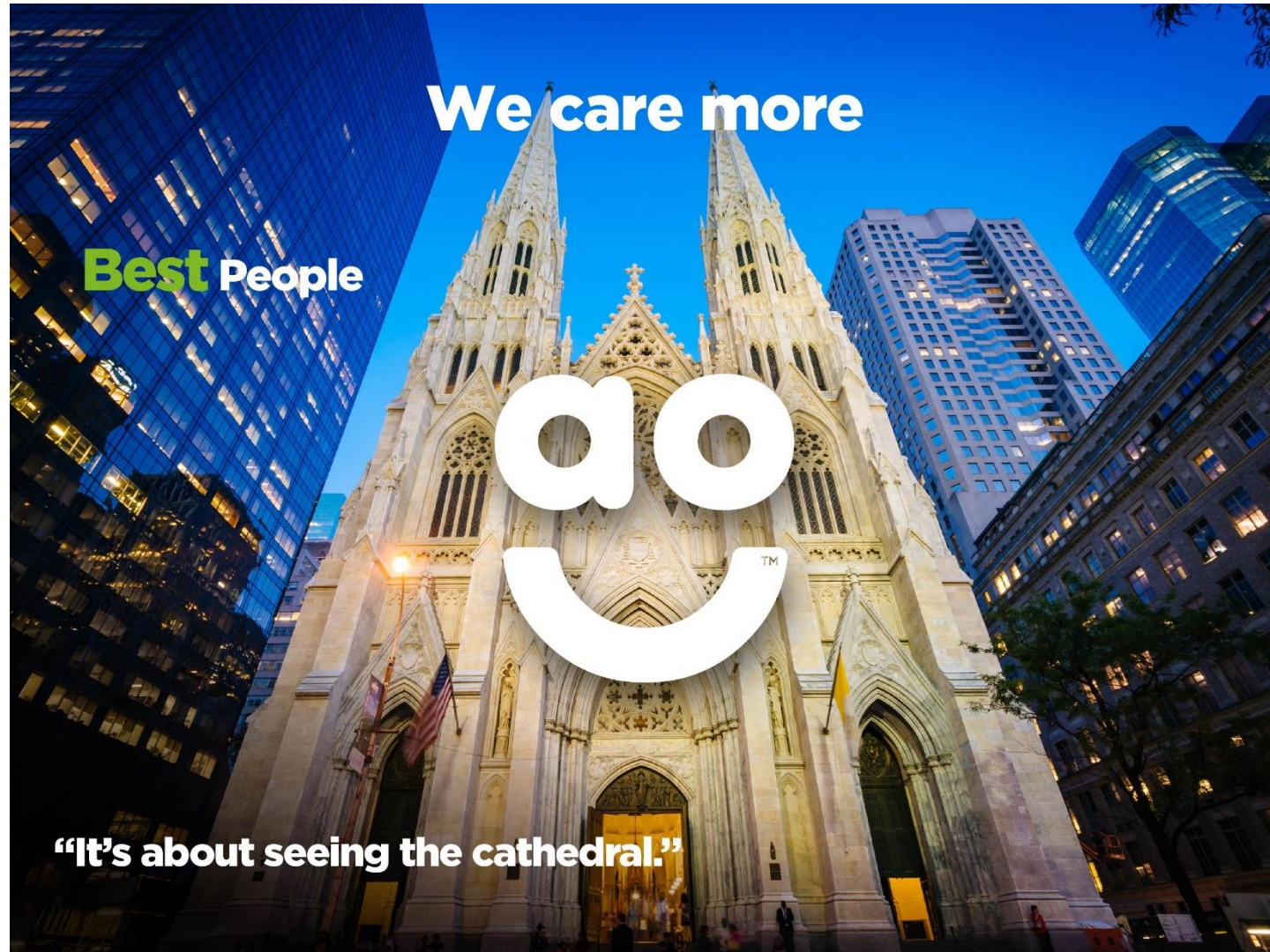
**Best** People



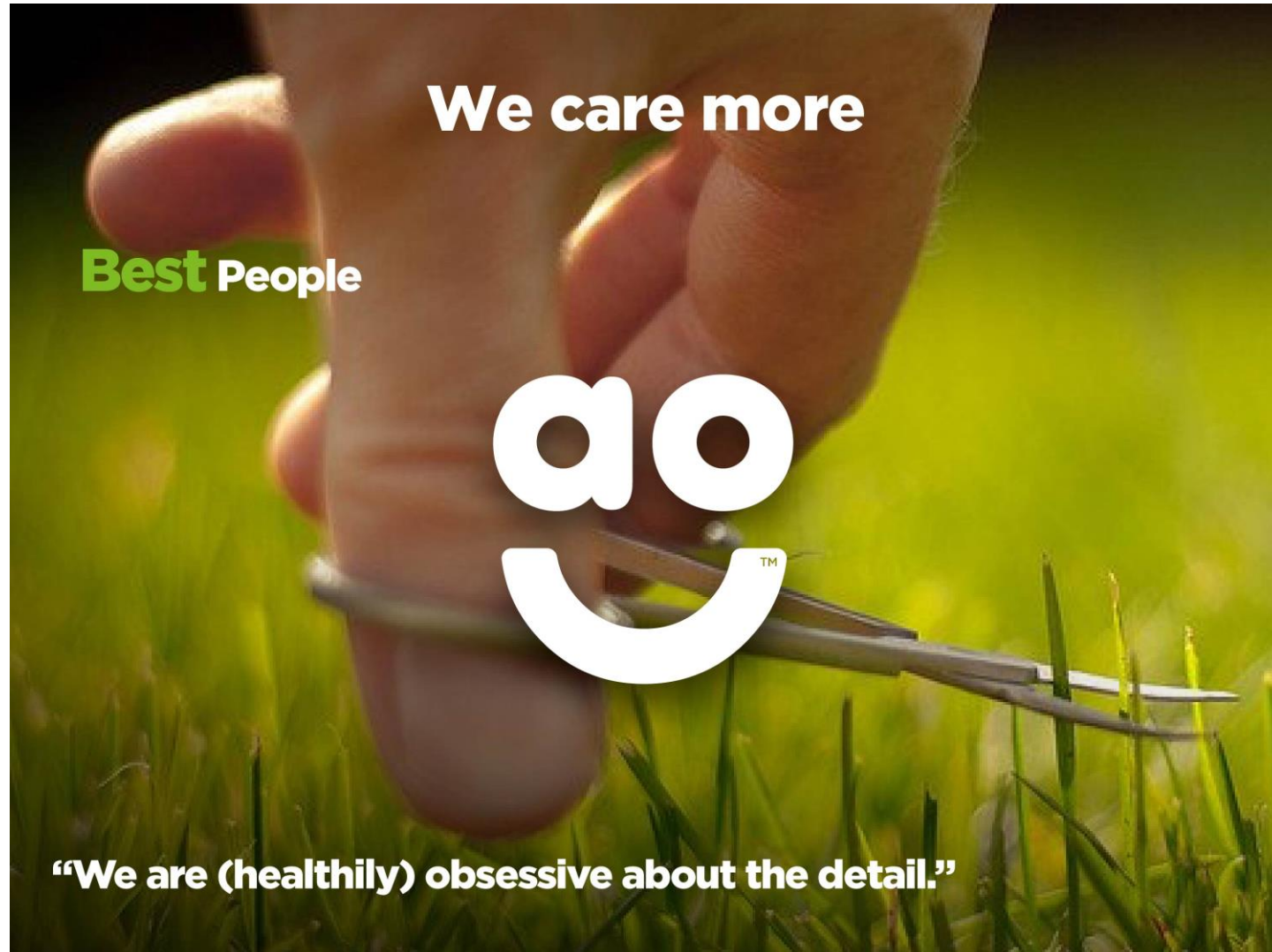
“It’s not about just laying bricks...”



# We care more



# We care more



# We care more

**Happiest** customer index

**NPS** score

over 80



Reviews 117,022 • Excellent