

The top of the image features a series of horizontal, wavy stripes in a rainbow color palette. From top to bottom, the colors are light teal, teal, yellow, orange, red, magenta, and purple. These stripes have a fluid, undulating appearance, creating a sense of movement and depth.

believe
housing



Customer Experience in R&M

An art or a science

November 2019

The Art

- Are you obsessed about your customers, are your staff?
- Top down, are your leaders obsessed with your customers?
- With every business decision ask yourself, how does this benefit the customer?
- Give your staff the autonomy and confidence to make decisions.
- Own it sort it - don't just create a formal compliant.
- Create the right culture.
- Reward staff for a great customer experience.

The Science

- What are you chasing top KPIs or top customer satisfaction? – not always the same thing.
- Learn from complaints religiously.
- Manage expectations, not just satisfaction.
- Importance v impact are you getting ROI, are you chasing the right targets, what are your customers saying.
- Mapping your customer experience, how they feel at different stages, not process mapping.

The Wow

- Art and Science combined
- The art will get you top quartile, the science will nudge you to best in class.
- Exceed customer expectations.
- Respond to your customer needs thoughtfully and in unexpected ways.
- Provide a service that is personalised, emotional connections
- It is about the human connection that cannot be measured by KPIs.
- A simple, good, efficient service can leave customers apathetic – how do you create a service they will tell their neighbour about....



we believe in life without barriers