How to achieve excellent customer experience through creating and nurturing a customer centric culture?

Adam Dale

Step 1 - Recruitment

Step 1 - Recruitment

- Clarity
- Expectations
- Accuracy
- Honesty

Step 2 – Induction

Step 2 - Induction

- Be prepared
- Plan
- Training
- Not just day 1
- Reviews

Step 3 – Progression

Step 3 - Progression

- Autonomy & trust
- Continual development
- Feedback
- The future

Step 3 - Progression

- Empower

Step 4 – Departure

Step 4 - Departure

- Listen
- Understand
- Retain or not?
- Feedback
- Replace

And how can technology help?

- Data
- Analyze behaviors and trends
- Is it accurate?
- Re-evaluate processes & training

And how can technology help?

- Knowledge
- Confidence
- Understand their client

QUALITY
100 %
SERVICE
PERFORMANCE
CUSTOMER
SATISFACTION
EXPERIENCE
RELIABILITY

Thank you

Adam Dale

Associate Director - Build To Rent
at Amro Real Estate Partners Limi...

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ARE YOU A PEOPLE PLEASER? OR…

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WHAT IS YOUR VISION?

‘TO BE THE BEST!’

BEST AT WHAT?
FOR WHO?
WHY?

KNOW YOUR PURPOSE!

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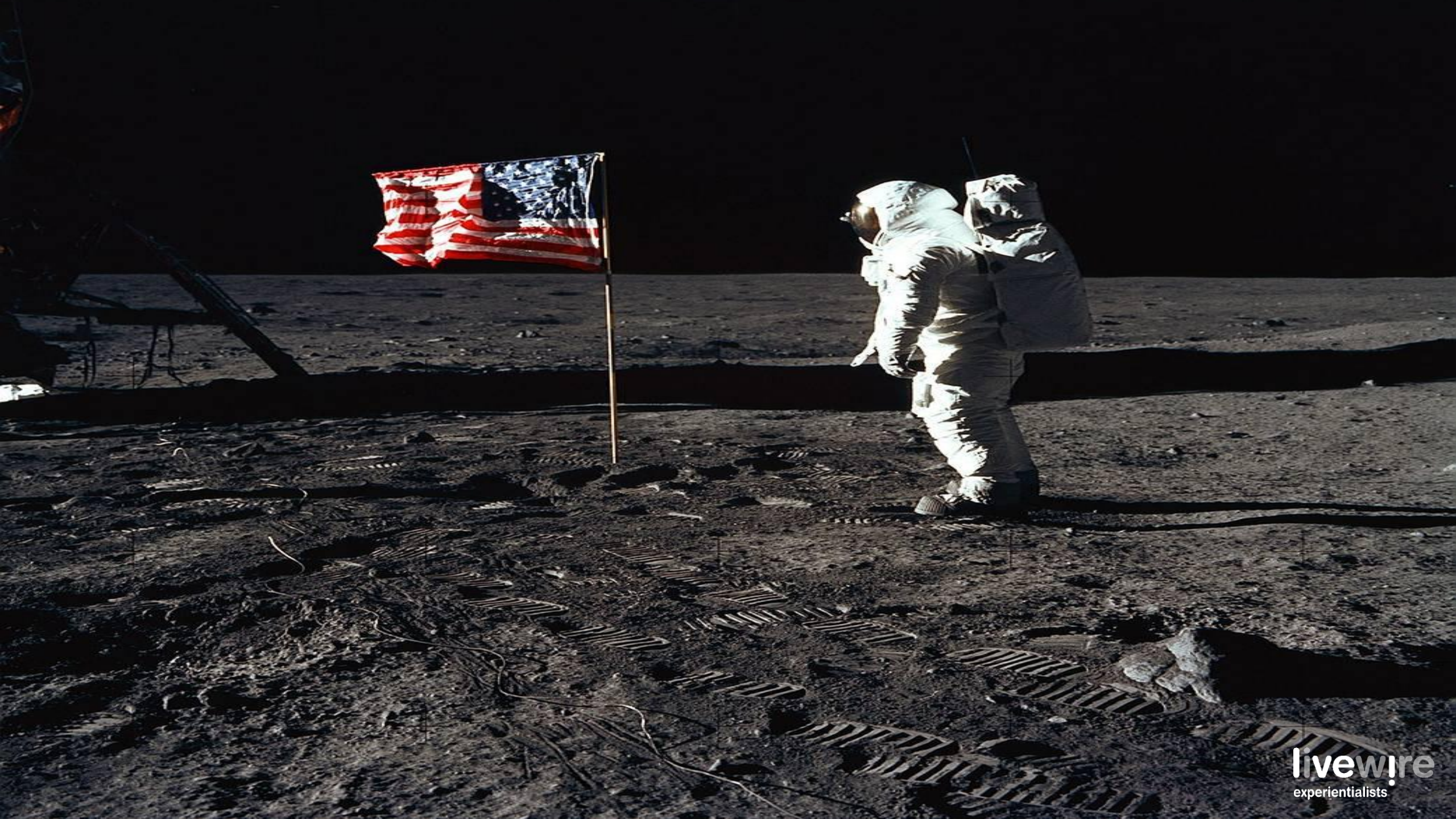
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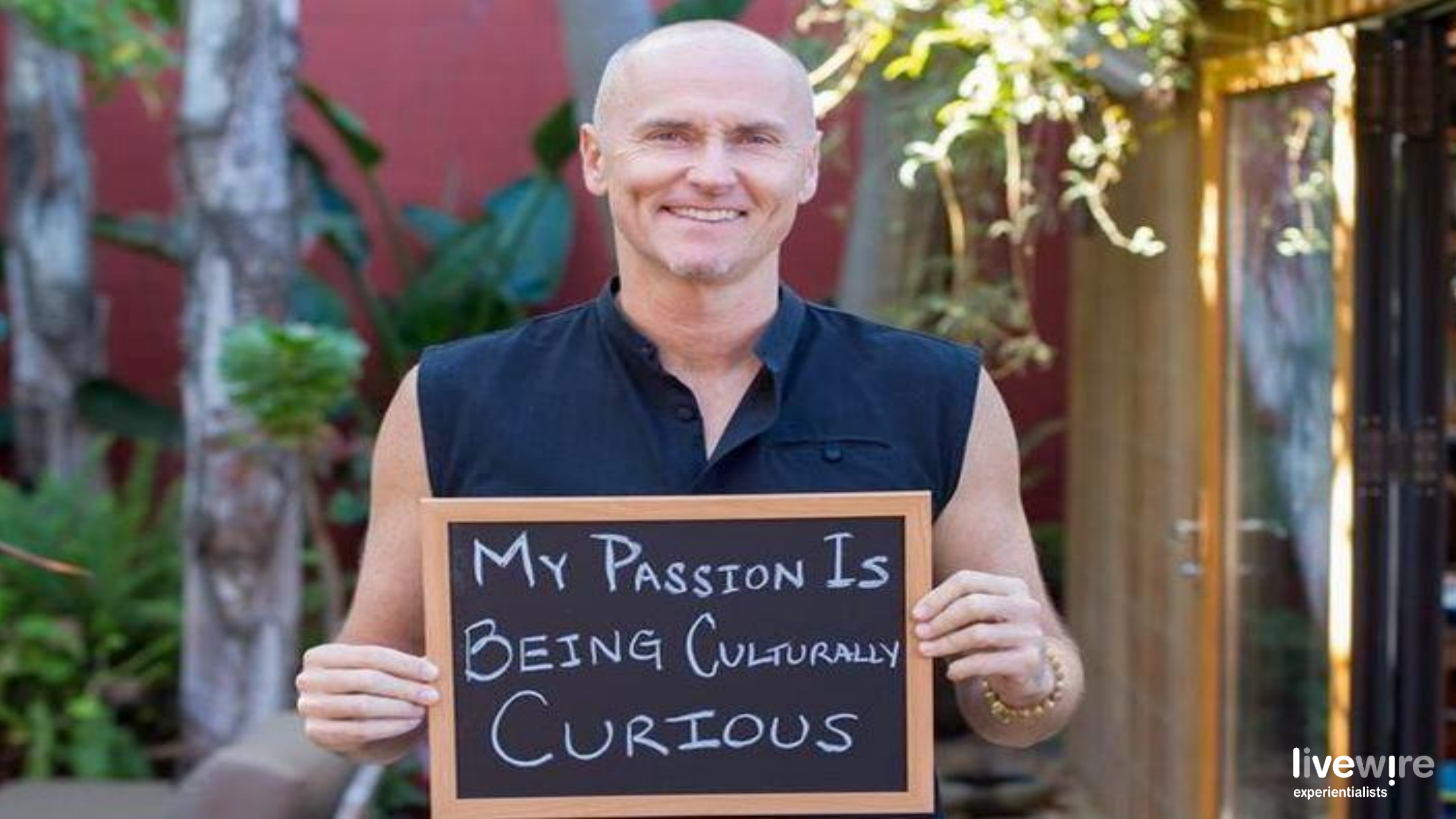

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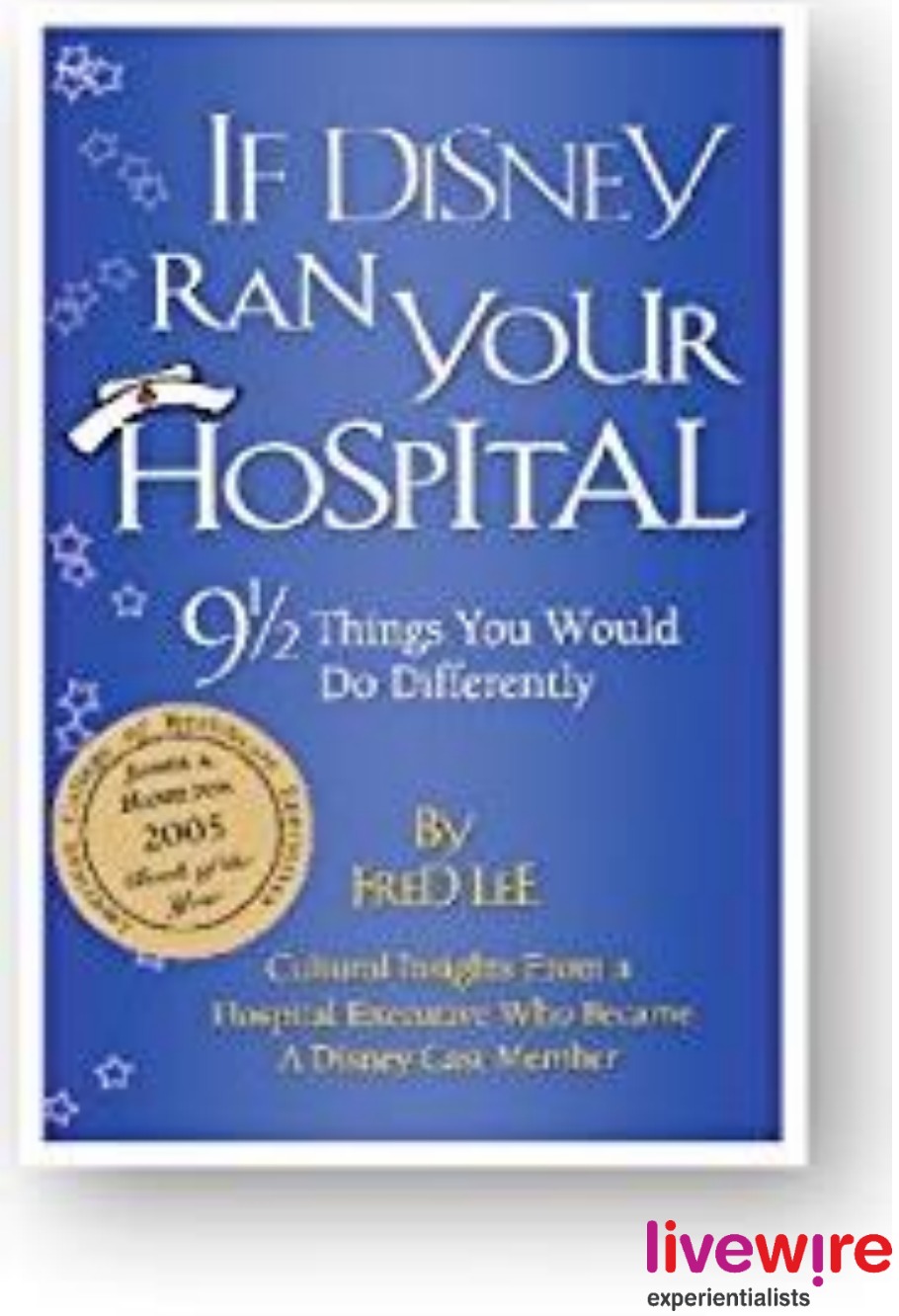
WHAT IF DISNEY RAN YOUR COMPANY?

PRODUCT AND SERVICE ICONS

Zappos, Amazon, Apple, Nordstrom, Ritz-Carlton, Four Seasons, Disney

Ask yourself…

"How would Disney treat our customers? How many fewer complaints might we receive?"



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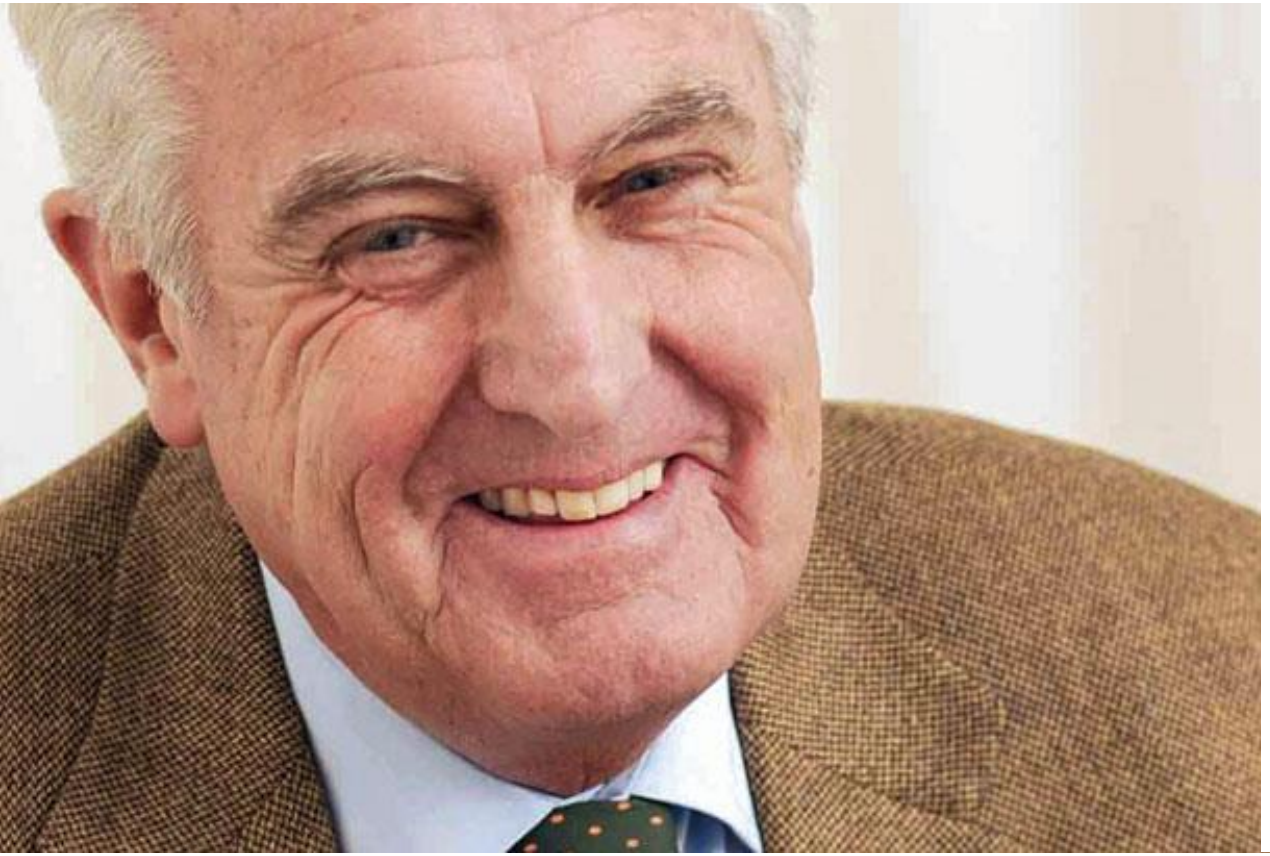
‘MOMENTS OF TRUTH’…



“Any time a customer comes into contact with any aspect of a business, however remote, is an opportunity to form an impression.

These moments are called - moments of truth.”

Jan Carlzon SAS Airlines

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PLOTTING THE JOURNEY

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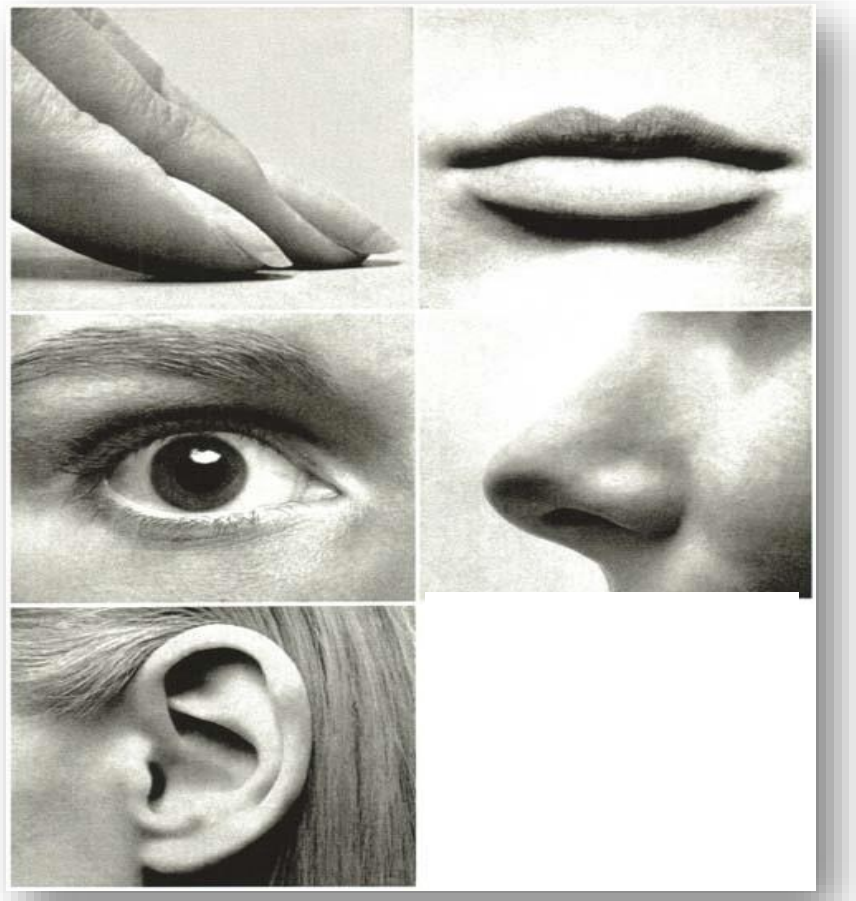
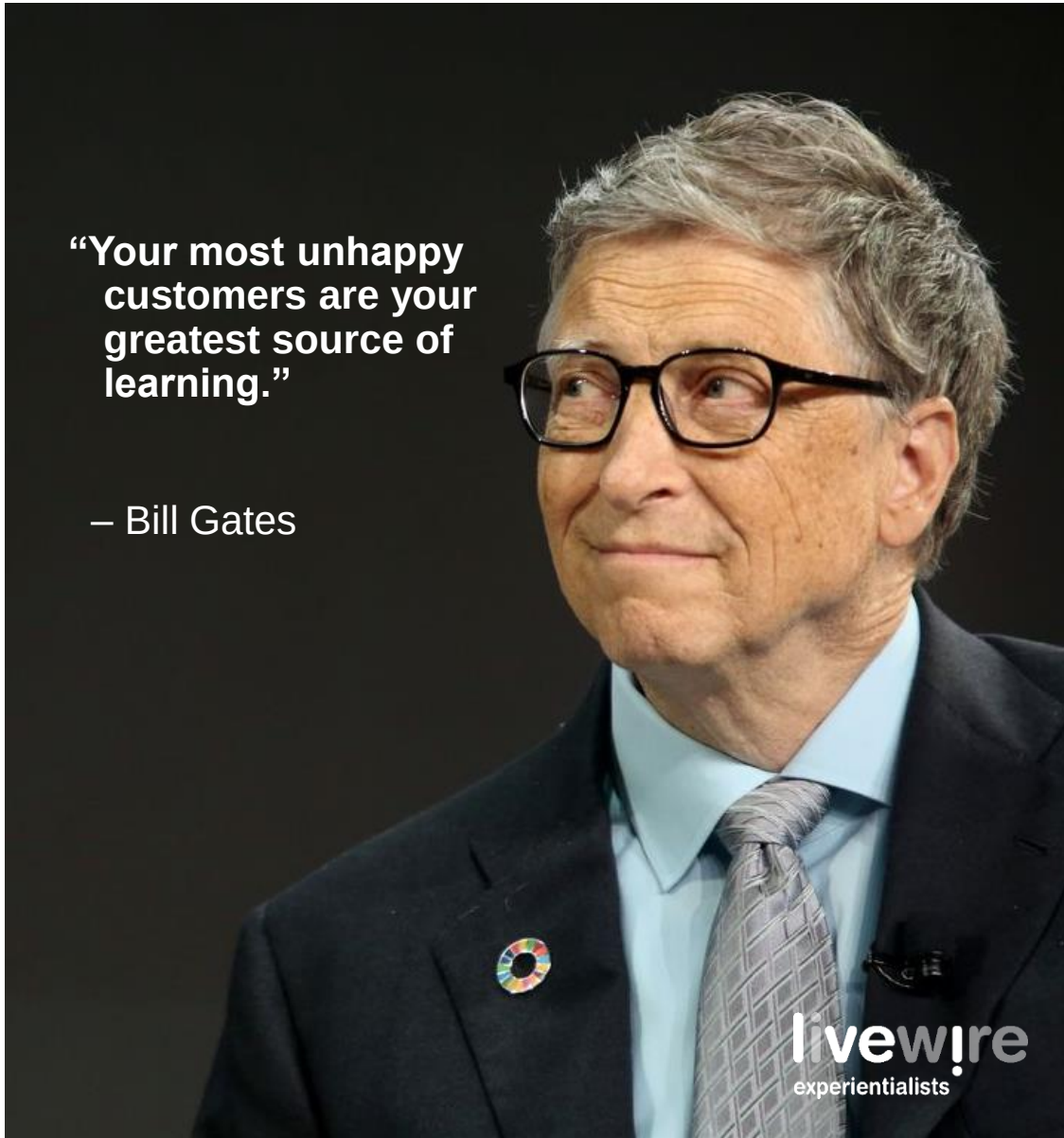
EXPERIENTIAL MYSTERY SHOPPING





WHAT 3 KEY REASONS IMPACT ON LOYALTY?

- Safety and security
- Quality of maintenance service
- Quality of customer service provided

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BEST COMPANIES TO WORK FOR 2019 – Fortune 100

1. HILTON
2. SALESFORCE
3. WEGMANS FOOD MARKETS
4. WORKDAY
5. KIMPTON HOTELS & RESTAURANTS
6. CISCO
7. EDWARD JONES
8. ULTIMATE SOFTWARE
9. TEXAS HEALTH RESOURCES
10. BOSTON CONSULTING GROUP

LinkedIn, Google and SW Airlines are on Glassdoors top 10…

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BEST COMPANIES TO WORK FOR 2019 – Sunday Times

Admiral

Explore Learning

Direct Line Group

savers
HEALTH HOME BEAUTY

BOURNE LEISURE

Marriott INTERNATIONAL

vodafone

Iceland

UK Power Networks
Delivering your electricity

David Lloyd CLUBS

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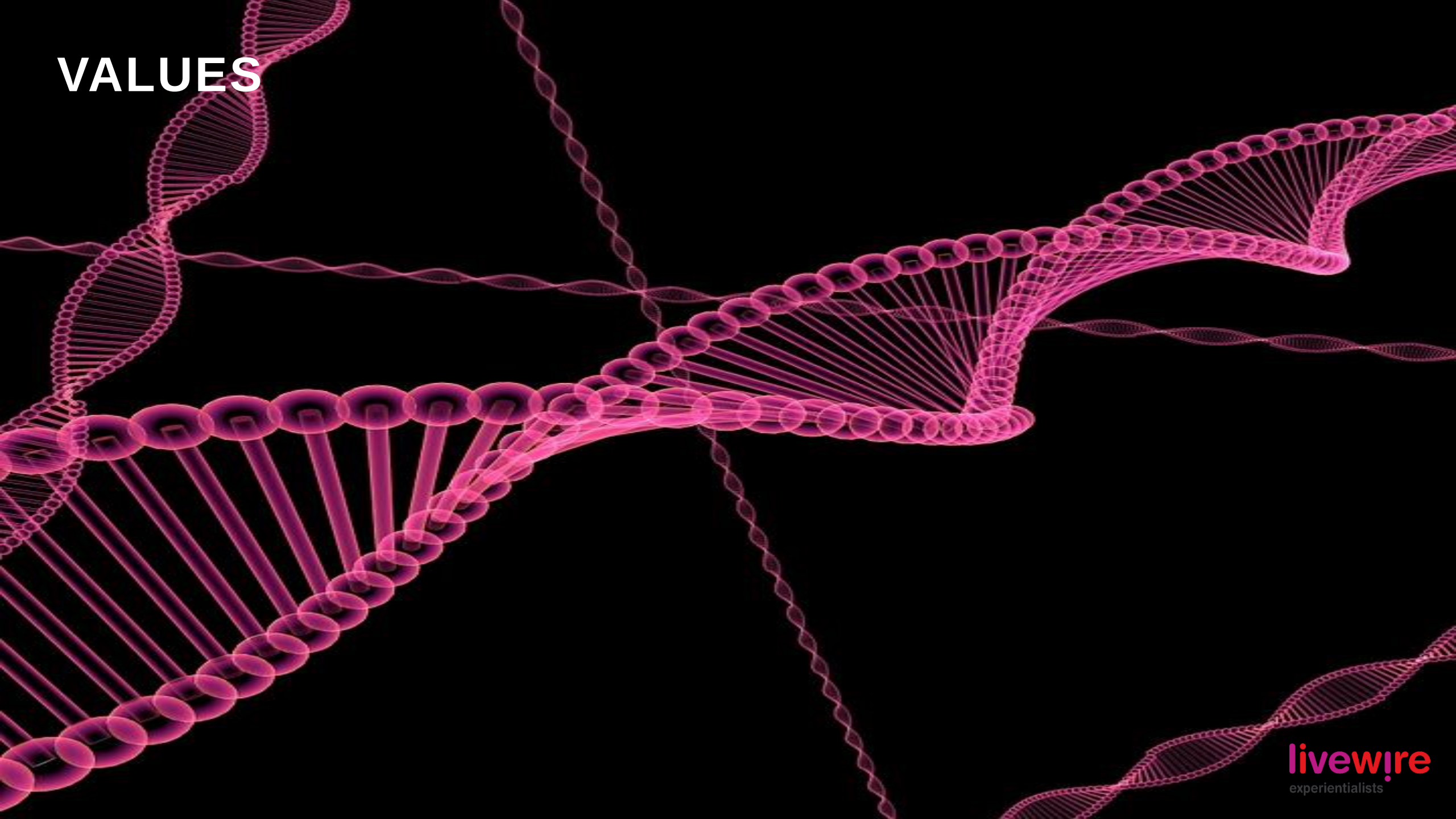
VALUES



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Pinterest
Informal, funky, flexible
Diverse, specialist and collaboration
Normal hours, not excessive
Humility, happiness & creativity ethos = authentic
Everyone is rigorous and talent bar is high
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SMILE & WAVE!!

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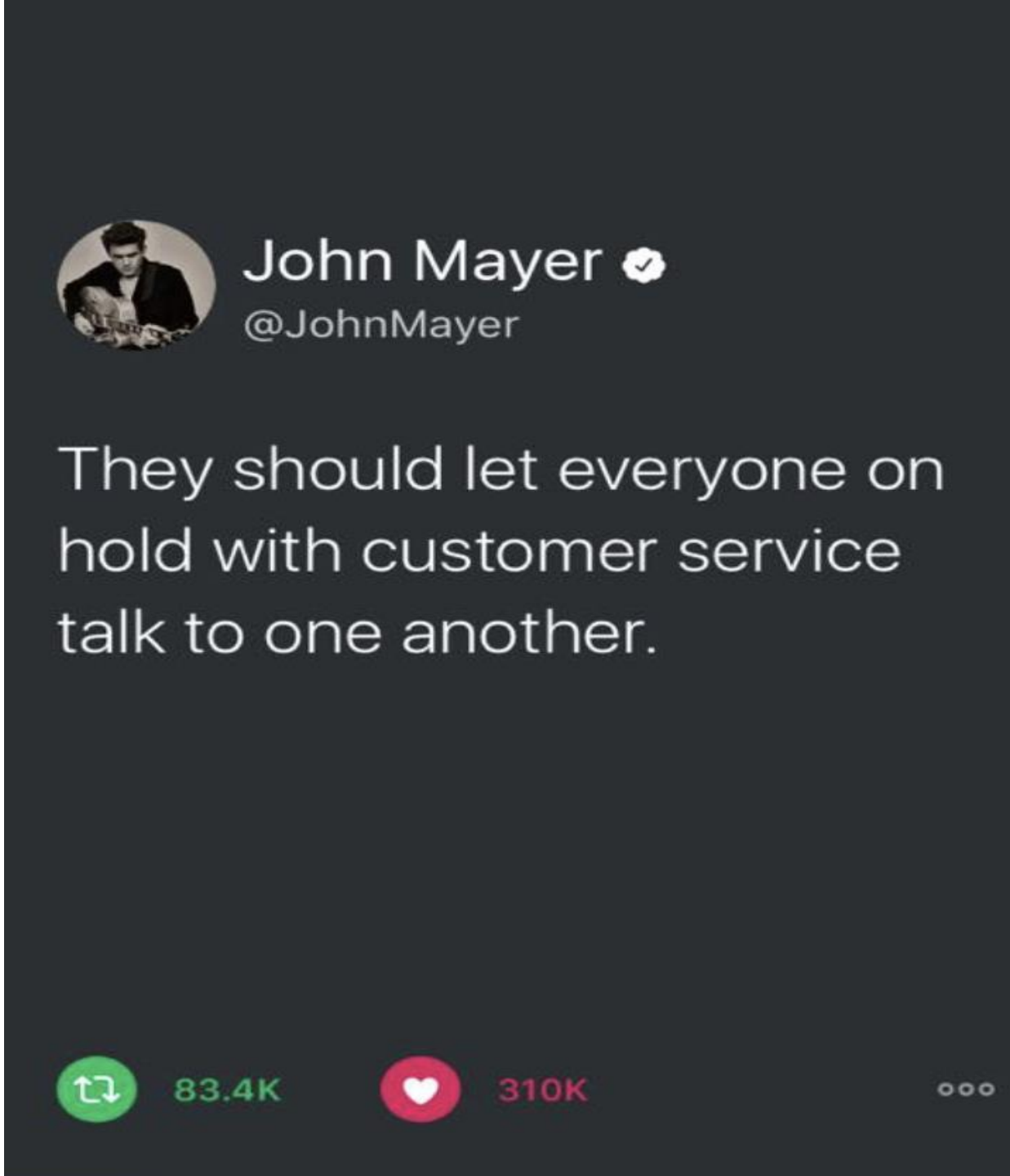
CUSTOMER EXPERIENCE



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10 TOP CUSTOMER SERVICE TRENDS

1. **Customer service bar is being set higher** by great companies due to higher expectations

2. **Value and experience trumps price** – unless low cost provider

3. **Personalisation** – technology tracks customer preferences. Data gives us trends, but people create the personal treatment around the knowledge

4. **AI** – machines abilities' are improving…may or may not replace humans!!

5. **Chatbot's** improving for on line text conversation

6. **Focus on customer success** – meaning success with your product; reducing or eliminating frustration with use of products, software etc.

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10 TOP CUSTOMER SERVICE TRENDS

7. **Pro-active Customer Service** - First time Fix! Software to alert companies of issues. Proactive customer service promotes customer loyalty

8. **Decreased phone usage!** Alternatives are more in favour – Chatbot's, social media, self service; BUT phone needed for tougher problems and humans needed to solve in a fast manner

9. **Faster response times!** Customers want you to be faster in resolution. Numerous surveys reveal abysmal results for response times, complaints and questions especially on support channels. Average 7 hours response time in 2016 (Eptica) now speeding up!

10. **Convenience wins the day!** Amazon is king of this, Customer Service may be your thing but convenience will tip the scale in your favour

Forbes magazine

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‘SPACE AS A SERVICE’

- Revenue
- Innovation
- Interest
- Interaction
- Community
- Well being
- Information
- Showcase

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ACTION!

- Focus on people, property, service

  - be a **‘People Pleaser’**
- KNOW your vision, your why!
- Create “Moments of Truth”
- Technology to enhance service
- ‘Space as a Service’
- Talent to tenants - know their needs!

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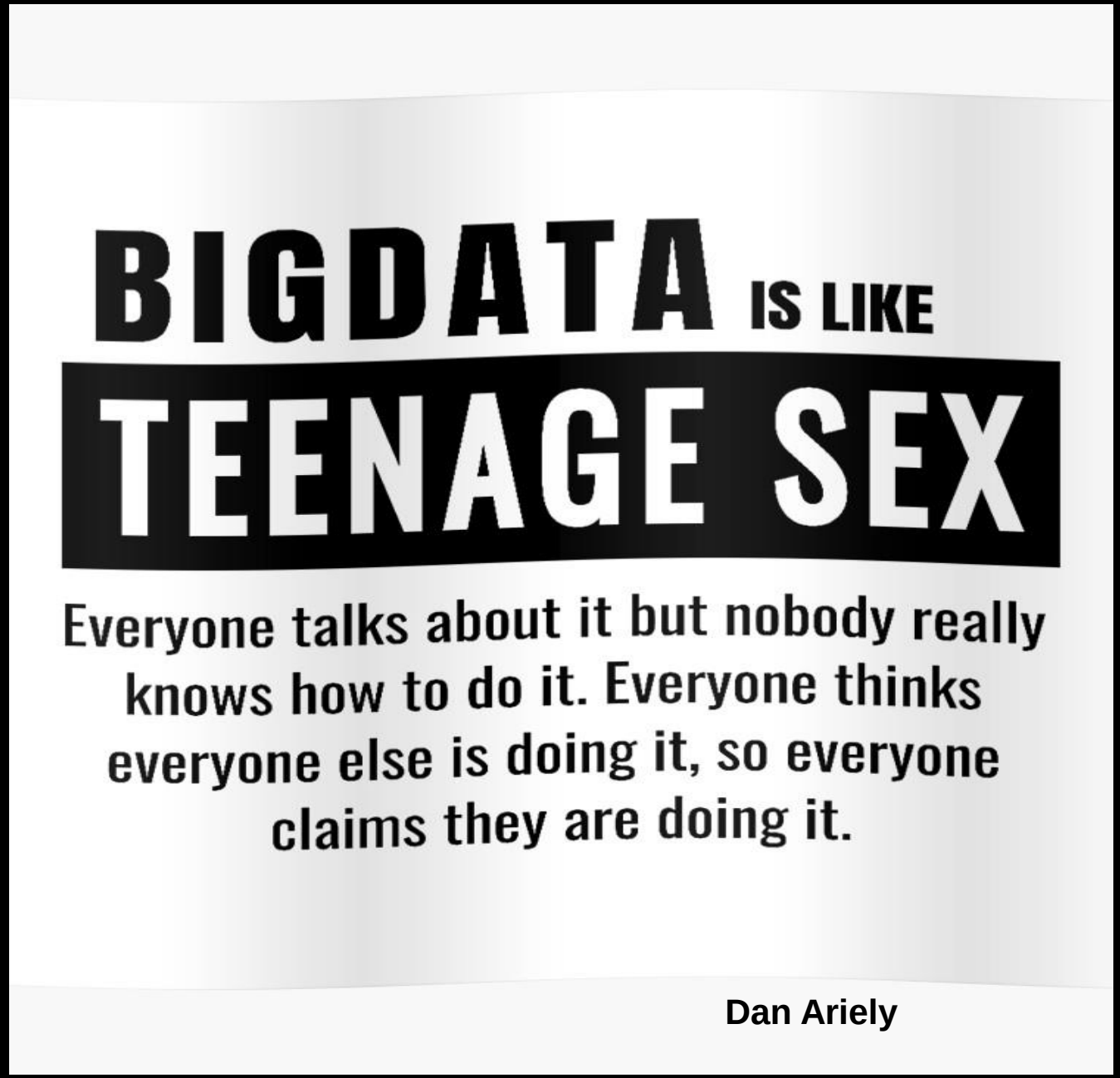

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BE A PEOPLE PLEASER!

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