

Delivering your customer experience across multiple channels

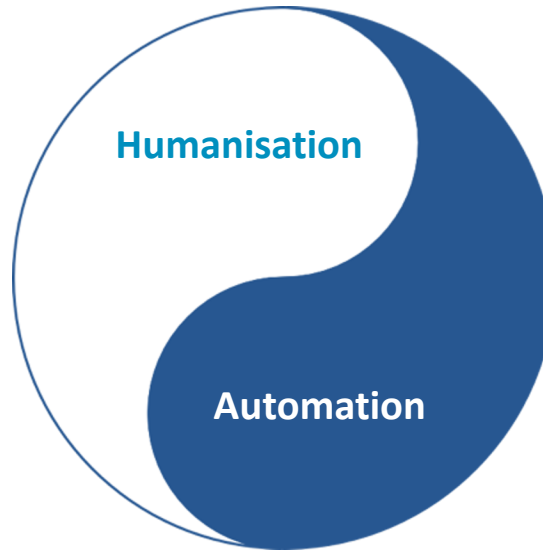


'High-Tech' AND 'High-Touch'



Consumer needs

Meaning
Belonging
Connection
Loyalty
'High touch'
Experience



Consumer needs

Simplicity
Frictionless
Convenience
Speed
'Low touch'
Ease

*"Two vastly powerful trends are reshaping the world around us.
Now, every business must ask itself: which side of the line do we fall on?"*

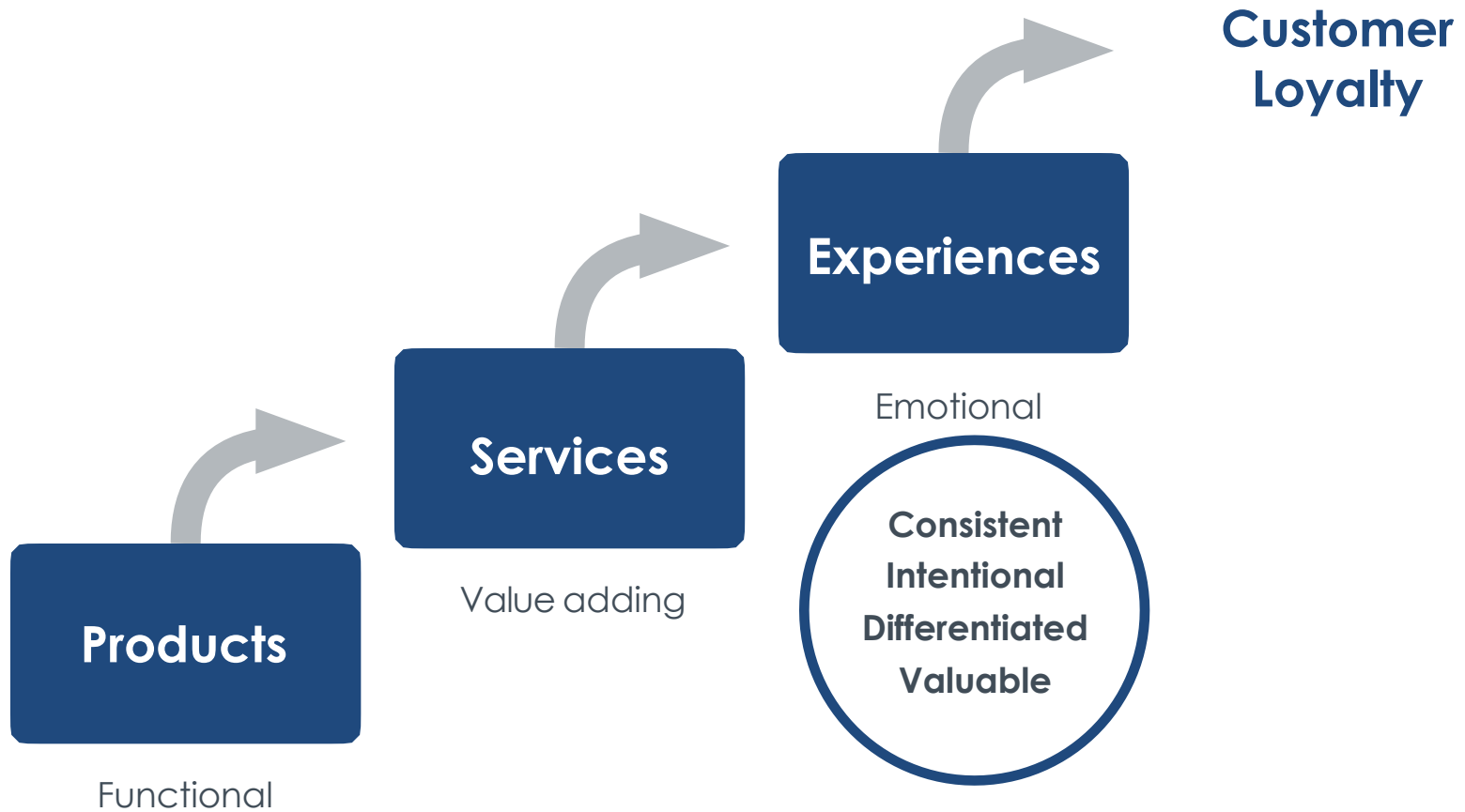
Source: David Mattin, Head of Global Trends and Insights, Trendwatching







From products to experiences...





Companies...successful in
creating both functional and
emotional bonding had
higher retention ratios of **84%**
versus 30%

Source: IBM 'Study' /Ogilvy Loyalty Index/BrandZ survey

Customer Experience drives growth

Brand Experience / Brand Value

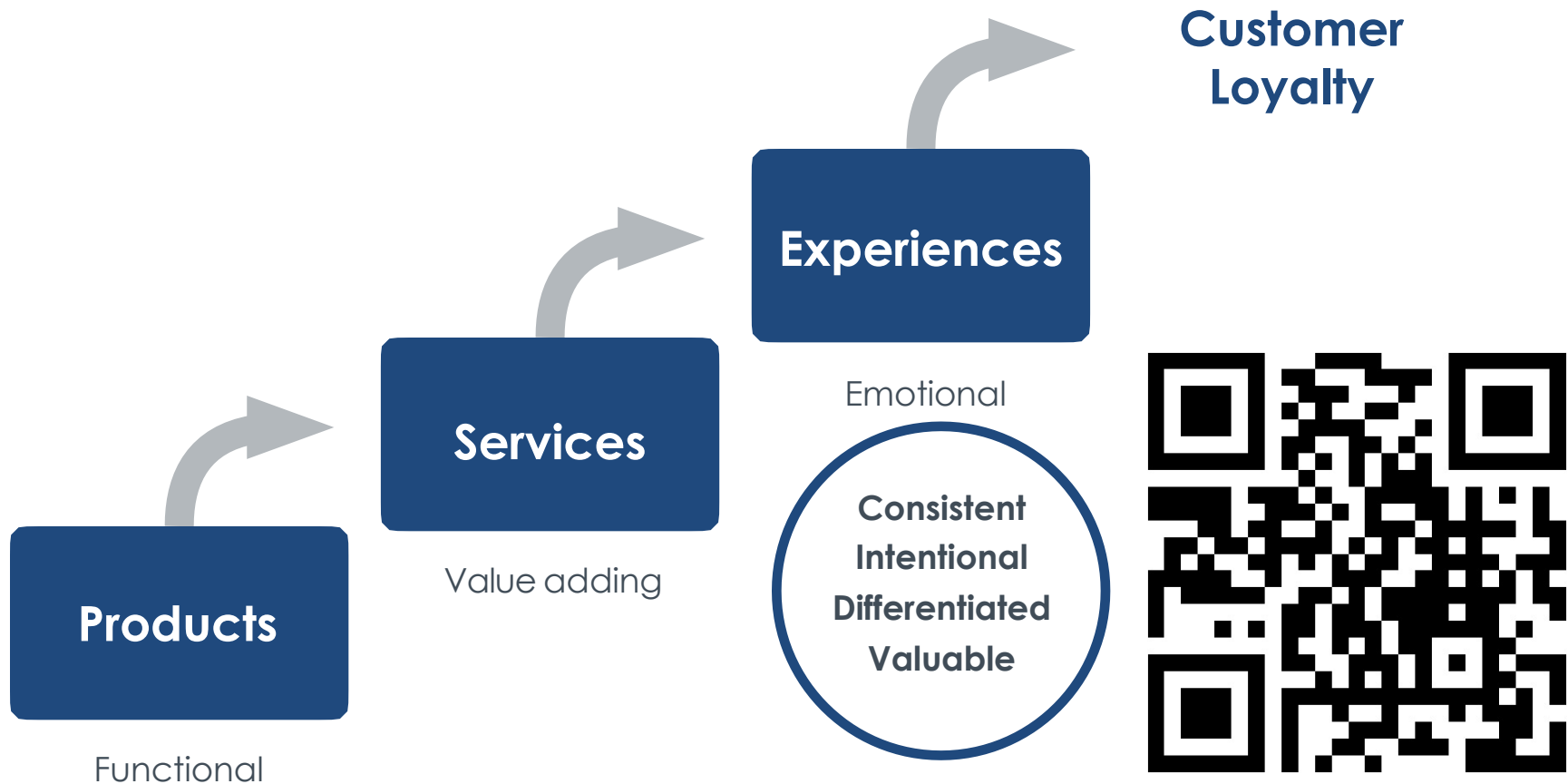


Source: BrandZ/Kantar

Positive brand experience drives value growth...

Brands that scored high in the BrandZ™ Brand Experience Index grew 257 percent in value over a 12-year period, more than five times faster than brands that scored low in the Experience Index.

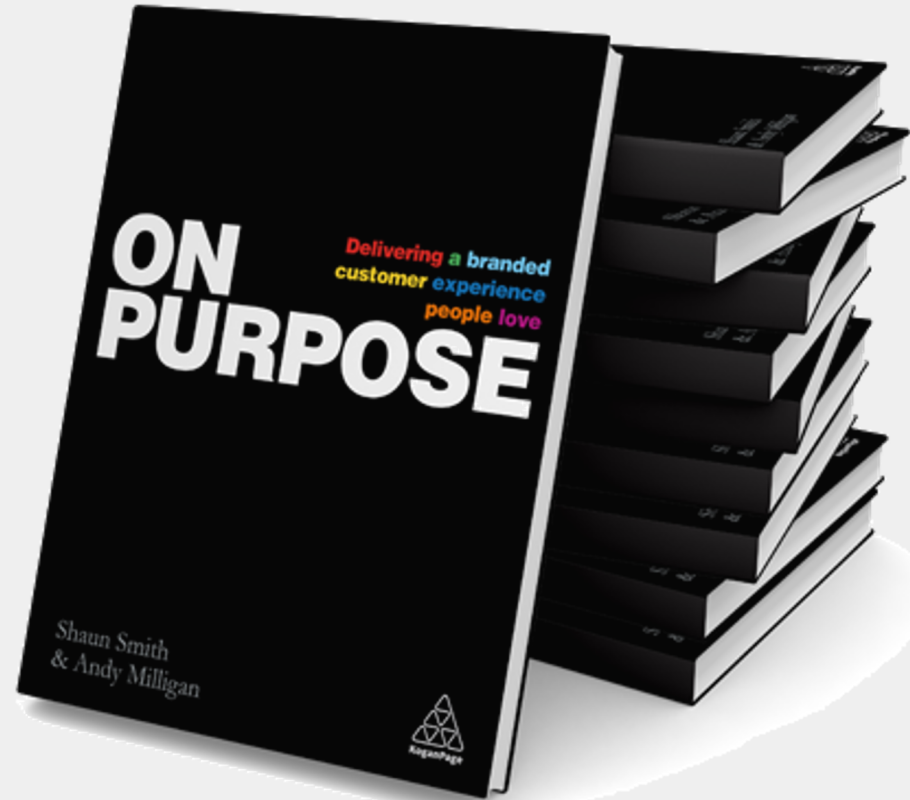
How does your organisation compete?



[menti.com](https://www.menti.com) and type in the participation code: 3652 7748

How do you become
an experience brand?

STAND UP
STAND OUT
STAND FIRM



STAND UP
STAND OUT
STAND FIRM

first direct

Here for you

We're still available 24 hours a day, 7 days a week. **first direct** hasn't closed once since we opened and we don't intend for coronavirus to change that. You will still also always get through to a real human first on our main line, without having to press 1 for this and 2 for that.



The bank designed to fit around you...

first direct

Bunnykins

Thinks that "the staff on the end of the phone are just amazing".
Couldn't have said it better ourselves Bunny.
We hold the fort 24 7 365.
firstdirect.com/talkingpoint 24 Sept 09

banking's better in black & white

Tell us what you're thinking... ▶

▶ Live from **first direct** Talking Point

Question

What do you really want from your bank?

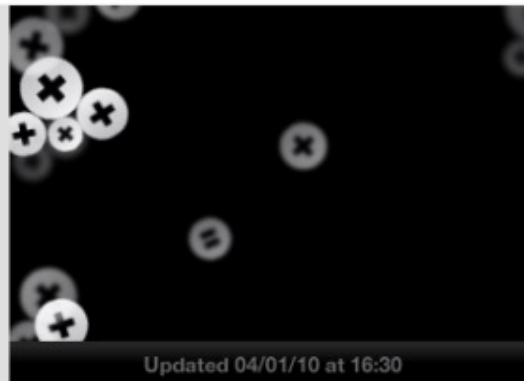
“ It would be really nice for internet banking to be working for once. Evertime i use it some aspect is unavailable. What is the point in offering a service that does not work? ”

Posted 04/01/10 at 17:23

Share

View Talking Point

▶ Live feelings about **first direct**



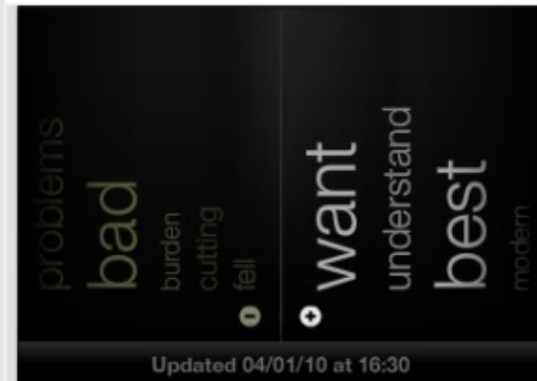
Live summary



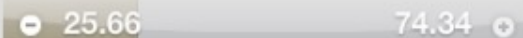
Share

Expand and play

▶ Live words about **first direct**



Live summary



Share

Expand and play

STAND UP
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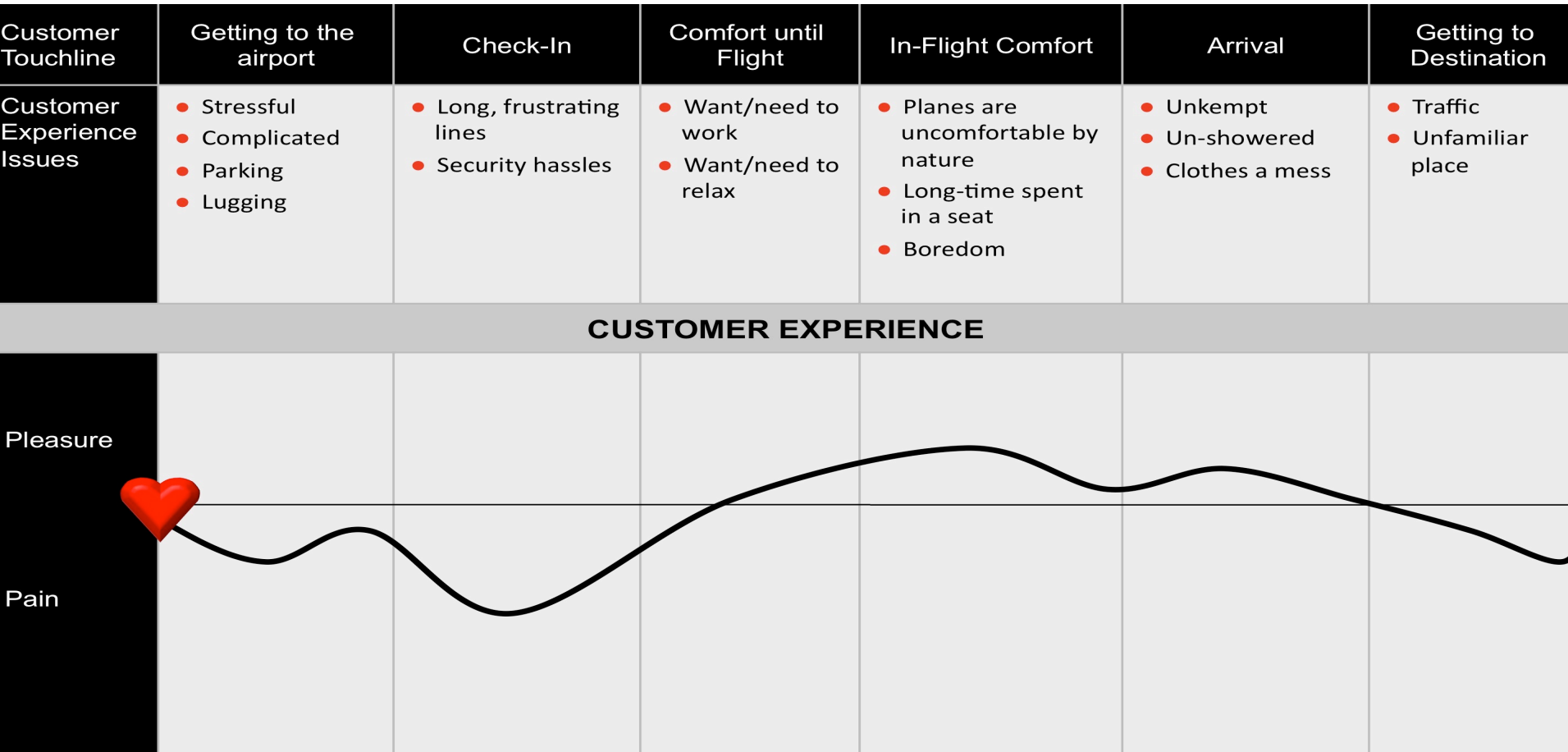
The Peak/End rule

The memory we have of our past experiences is almost entirely determined by two things:

- The intensity of experience we felt at its peak (best or worst)
- How we felt when the experience ended

Source Thinking, Fast and Slow Daniel Kahneman:

The customer journey



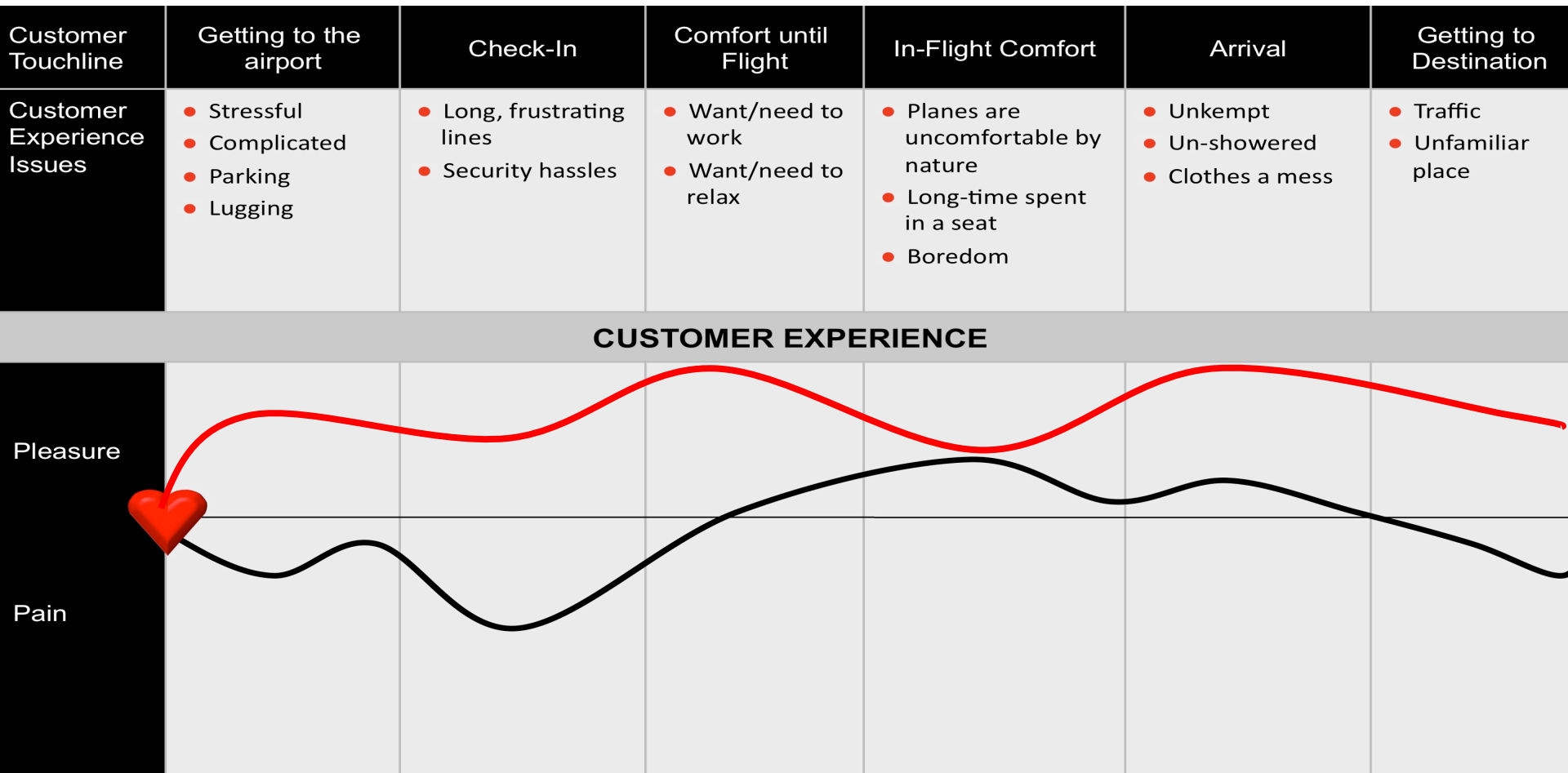


VALUES:

Fun, entertainment, irreverence, innovation



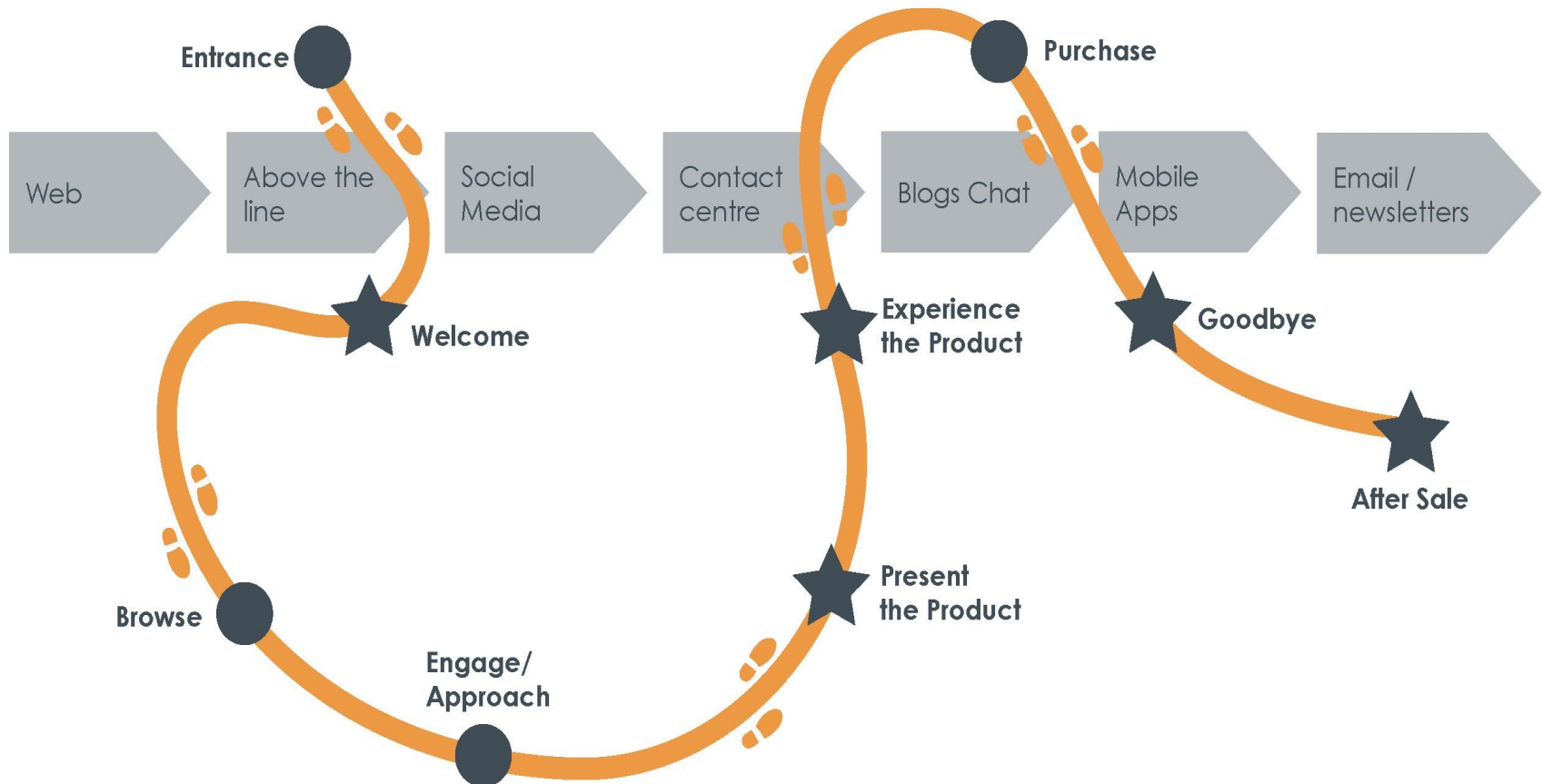
The Virgin customer journey







The customer experience is now multi channel



Transforming the Contact Centre



A blue-tinted background image showing two hands, palms facing each other, with fingers slightly curled to form a heart shape. The hands are positioned symmetrically, with the thumbs and index fingers touching at the top and bottom points of the heart.

Millennials still like the human touch

88% phone for customer service

Source: NICE Systems Global Customer Experience Survey

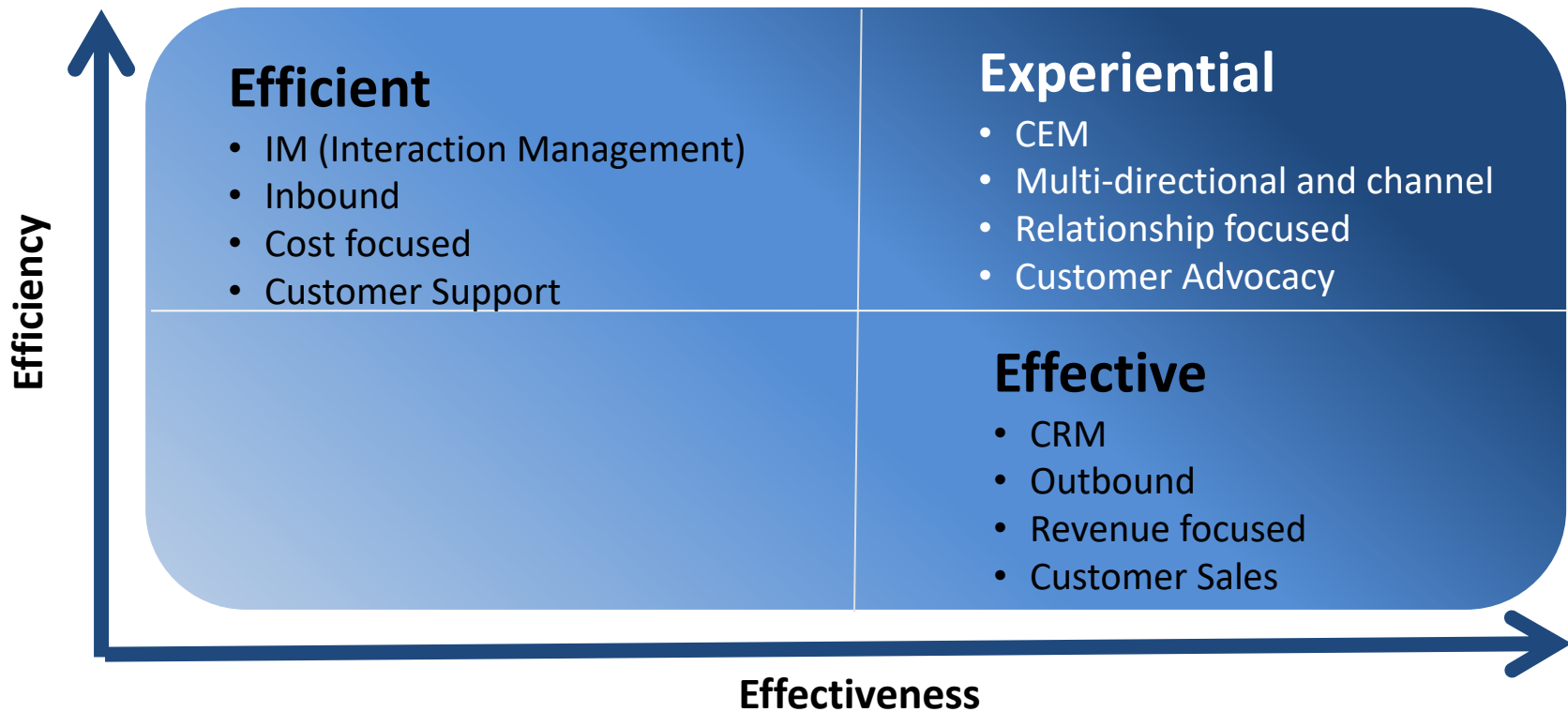


smith+co
defining customer experience

The Experience Centre



the web's most popular shoe store!®



Evolutionary Stage	Efficiency	Effectiveness	Experiences
Sponsor	CTO	CMO	CEO
Value orientation	Product /sales support	Customer value to enterprise	Enterprise value to customer
Enabling factors	Operations and telephony	Systems and processes	People and interactions
Directional Focus	Inbound	Inbound / Outbound	Multi-directional and multi-channel
Purpose	Customer support	Customer loyalty and sales	Customer advocacy
Pay off for customer	Functional	Transactional	Emotional
Metrics	Average Call Handling Time	Sales / Resolution / CES / CSat	Net Promoter Score / CLV

Where are you?

A: Efficient

- IM (Interaction Management)
- Inbound
- Focused on functional-cost
- Customer support

C: Experiential

- CEM
- Multi-directional and channel
- Customer focused
- Customer advocacy/CLV

D: Inefficient/Ineffective

B: Effective

ound
ocused
er loyalty



Effectiveness

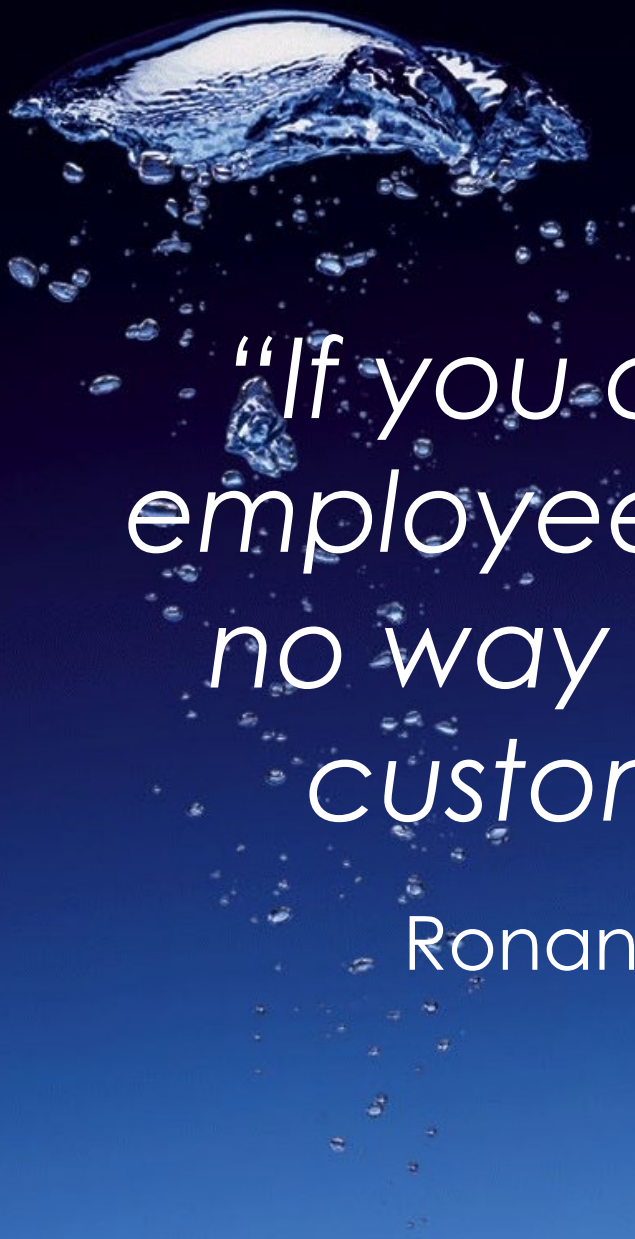
Efficiency

[menti.com](https://www.menti.com) and type in the participation code: 3652 7748

STAND UP
STAND OUT
STAND FIRM

Delivering Happiness



A dynamic splash of water with many bubbles, set against a dark blue background. The splash is located in the upper left quadrant of the slide.

*“If you cannot turn your
employees into fans there’s
no way that you will turn
customers into fans.”*

Ronan Dunne, CEO of O2

O₂



THE ESTÉE LAUDER
HIGH TOUCH
EXPERIENCE

smith+co
defining customer experience

ESTÉE
LAUDER
COMPANIES

THE BRAND SWEETSPOT

Estée Lauder challenged us to define the 'Prestige Beauty' experience which is the consistent retail experience that lies at the heart of all of the group's differently positioned brands.



INSPIRING TOUCH

We inspire you to be the best version of you – our approachable 'brand ambassadors', innovative products and highly distinctive advertising inspire you about the ways in which we can help you look and feel amazing.

We help you to achieve your aspirations - we have the expertise, passion and time to understand your aspirations so that we recommend the perfect solution for you and we give you the confidence, skills and tools to make it easy for you.

We stay in touch – we share stories and information about our products and their benefits tailored to you so you feel excited to try them and inspired by what's possible. We keep you up-to-date with the latest trends and ideas and ideas, we offer you invitations to inspiring events and offer complimentary services just right for you.

WELCOMING TOUCH

We make you feel welcomed – we will always make you feel welcomed and valued at every stage of your experience – wherever you choose to visit us

We make browsing fun – we know you like to explore and browse on your own terms. We make sure you know we're there when you need us but we're never pushy – and we never ignore you! We encourage you to explore, learn and have fun

We make it easy to purchase – we know, sometimes, you just want to buy a favourite product quickly. We make it simple and make it easy for you to buy hassle free.

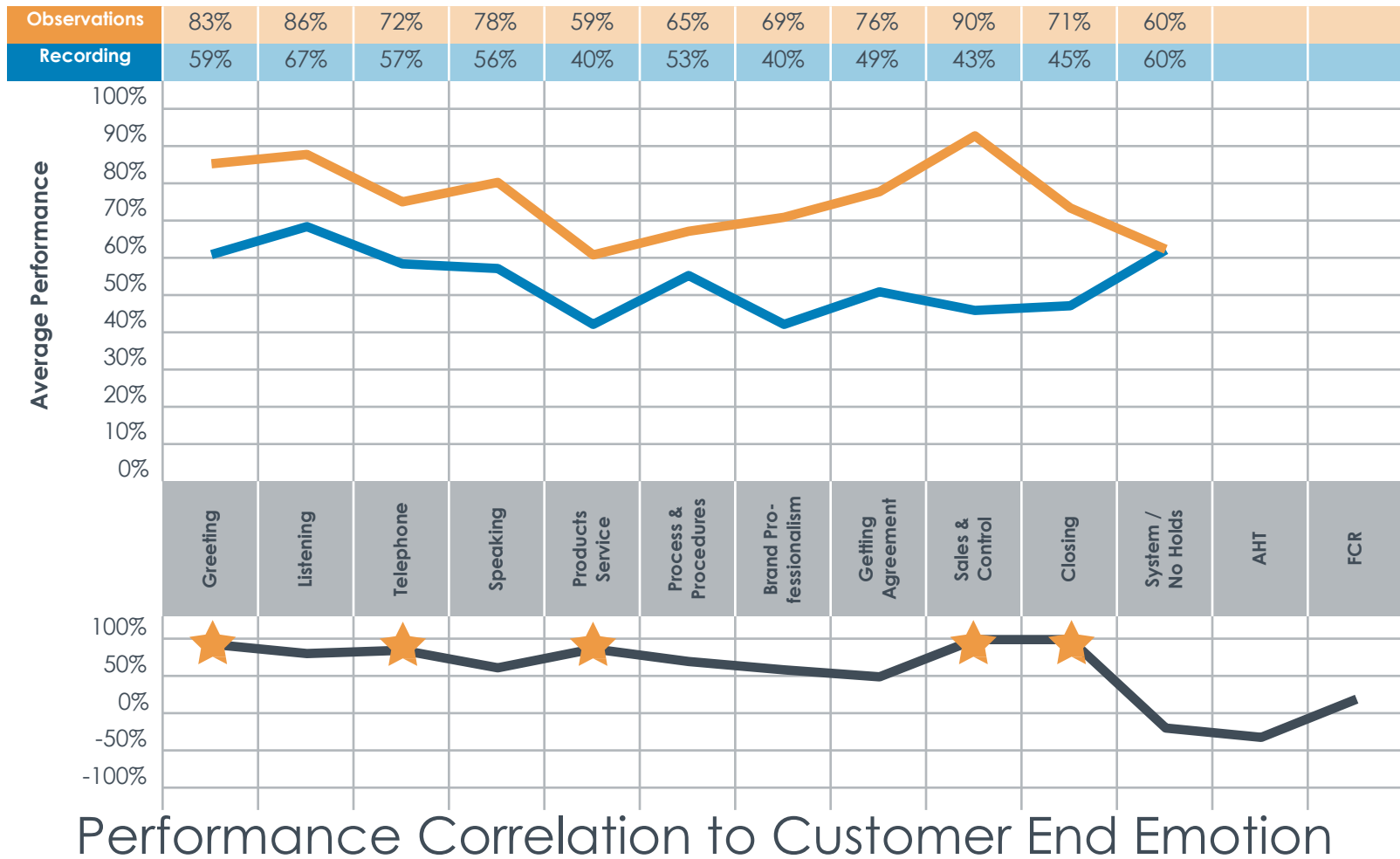
PERSONAL TOUCH

We get to know you – we take the time to really understand what's important to you, the little details that matter. We will find ways to surprise and delight you

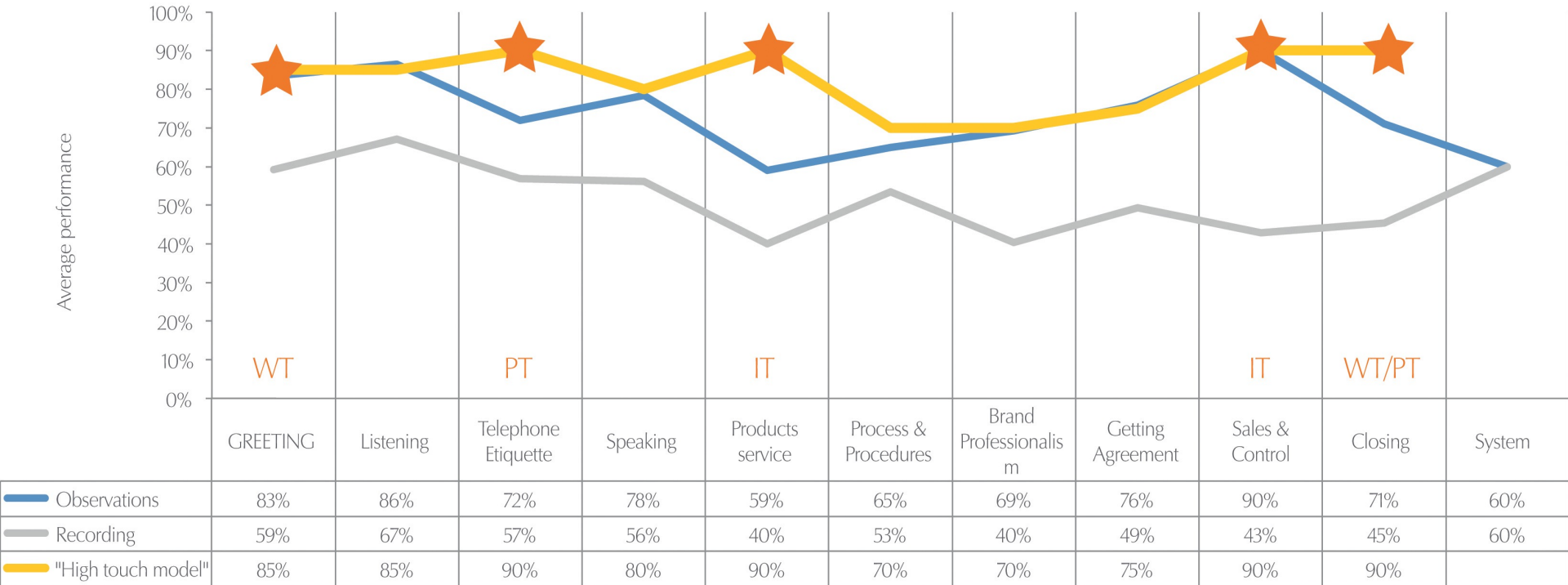
We give you honest simple advice – we want the best for you. We will listen, and offer honest, jargon-free advice to help you select only those products that are right for you.

We value you - we appreciate your loyalty and value our relationship with you. We show that by providing you personal advice, treats, and complimentary services just for you, giving you a compelling reason to visit us again.

Overall Interaction Quality Performance



CCC High-Touch Model Curve



HIGH Touch model

- **PERSONAL** Touch (PT)
- **INSPIRING** Touch (IT)
- **WELCOMING** Touch (WT)

ESTEE LAUDER CC REDISCOVERS ITS 'HIGH TOUCH' HERITAGE

- Extended the 'High Touch' experience that the consumer gets in store to the Contact Centre
- NPS grew by 30 points
- Complaints fell by 50%
- Employee NPS increased by 32 points
- Unsolicited compliments shot up: over 300% increase
- *"I'm honestly blown away by your email. I never knew a company could be so amazing in their customer service. It's like buying cosmetics from a close friend."*



*“The **experience** you deliver to your customers every day, through every transaction direct and indirect, either builds value for your brand or destroys it.*”

Thank you!

www.smithcoconsultancy.com