



CUSTOMER EXPERIENCE: COMPETITIVE FRONTIER FOR SUSTAINABLE GROWTH AND RETENTION IN UNCERTAIN ENVIRONMENT

WINTERSCHOOL 2019

NYANGA

Reflection

→ Understanding Your Customers

→ Customer Experience Management

→ Practical Customer Experience Strategies

→ Basics of Customer Services

→ Customer Effort Management

→ Managing the Digital Experience

→ Customer Effort Management

→ Net Promoter score

→ Customer satisfaction & Loyalty

→ KPIS


→ Social Media for customer experience

HOW WE WORK WITH YOU?

Customer Experience Transformation

Customer Experience	Contact Centre Setup
<p>People</p> <ul style="list-style-type: none">• Training• Certification through Chartered Institute of Customer Management and CCAZ.• Recruiting the experienced team	<ul style="list-style-type: none">• Pre-Setup roadmap• Vendor selection or• Entire Project management• Post setup support (for a month to allow smooth transition)
<p>Processes & procedures</p> <ul style="list-style-type: none">• Drafting client service charter• Contact centre Manual• Customer experience procedure / processes	
<p>Control and monitoring</p> <ul style="list-style-type: none">• Customer service audits• Surveys, Mystery shopping• Call centre/ Customer exp auditing	
<p>Consulting</p> <ul style="list-style-type: none">• Customer experience strategy formulation and implementation	

CICM PRODUCTS





Build Your Dreams

● **Join us.** Enrollment has begun. Become a connoisseur of customer service and call centre specialist today.

Chartered Institute of Customer Management in partnership with Africa University is **NOW OFFERING** the following programmes: Diploma in Customer Management and Diploma in Call Centre Management

Join Us Today And Build Your Dreams

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1. Call Centre & Customer Service Training (In-house & Conventional Classes)



Chartered Institute Of Customer Management
SATISFACTION • TRUST • POSITIVITY

CALL CENTRE AND CUSTOMER SERVICE CERTIFICATION

ENROLMENT IN PROGRESS

Foundation Certificate in Call Centre Management
3day weekends and weekdays course
This Programme has the following module:
• Call Centre Management

Certified Call Centre Practitioner
Runs for 3 months (weekend Classes)
Modules:
• Call Centre Management
• Customer Relationship Management
• Total Quality Management

Certified Customer Service Practitioner
Runs for 3 months (weekend Classes)
Modules:
Customer Experience Management
Customer Relationship Management
Total Quality Management

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Register Now!



PRODUCTS

2. Mystery Shopping, Customer Satisfaction Researches & Surveys (@ Company level, National level –NCSI, Regional Level (ACSI))




19

**RESEARCH AND
MYSTERY SHOPPING**

We conduct a series of researches and surveys across Africa which include

- National Customer Satisfaction Index
- Customer Satisfaction Surveys For Individual Organisations
- Mystery Shopping

For more information Email:
info@cicmglobal.com | customerservice@ccaz.org.co.zw

 Chartered Institute Of Customer Management
 CCAZ
 SR

PRODUCTS



The Customer Magazine

THE INDUSTRY'S PREMIER
CUSTOMER SERVICE MAGAZINE
DISTRIBUTED ACROSS AFRICA

**ADVERTISE
TODAY!**

THE CUSTOMER MAGAZINE is Africa's Premier customer service magazine for all customer service, call centre and related professionals as well as covering various issues on customer service and contact centres in Africa. Despite having a special focus on the customer service and contact centre industry on the continent, the working scope of The Customer Magazine is also International with focus on other related topical issues. With exclusive distribution targeting the whole of Africa, The Customer is one channel for advertisers to reach out to the right audience across Africa.

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info@ccmaglobal.com, editor@ccmaglobal.com
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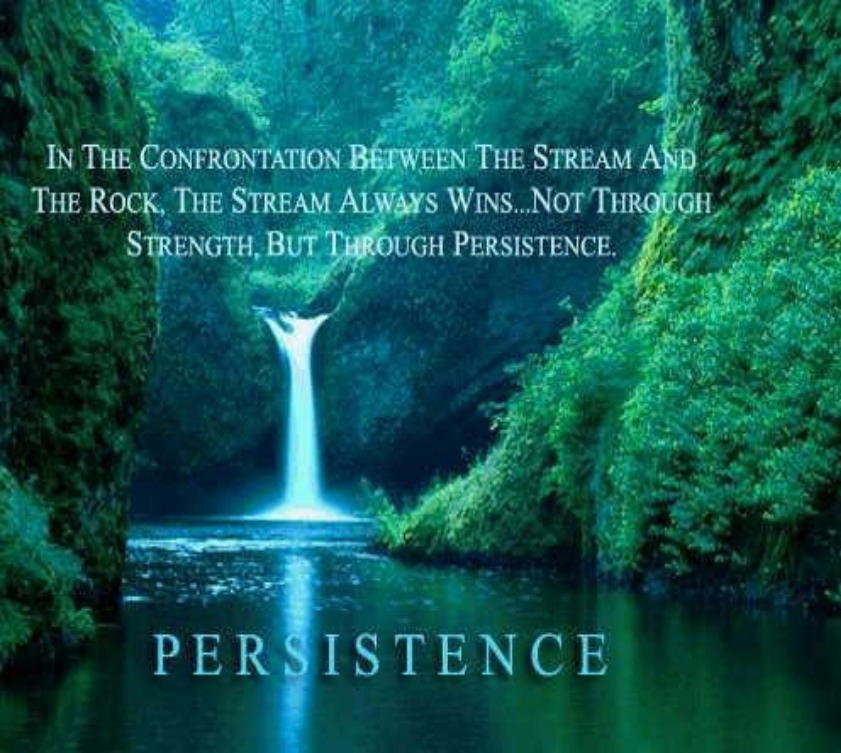
Chartered Institute
Of
Customer Management
SPECIALISING IN THE CUSTOMER SERVICE INDUSTRY

6

3. “The Customer” magazine



“Always do your best. What you plant now you will harvest later.”



IN THE CONFRONTATION BETWEEN THE STREAM AND THE ROCK, THE STREAM ALWAYS WINS...NOT THROUGH STRENGTH, BUT THROUGH PERSISTENCE.

PERSISTENCE



REFLECTION: INSURANCE SECTOR

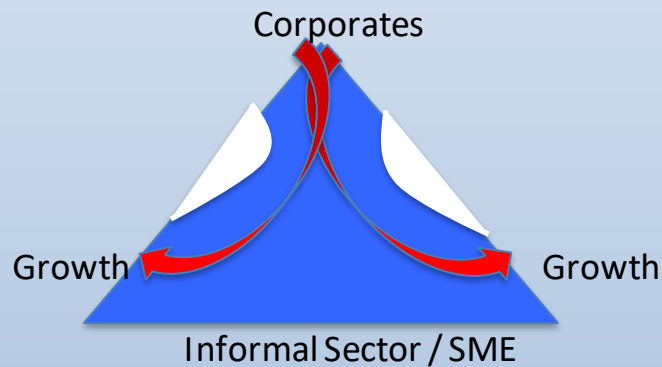


Social-Economic Trends in Zimbabwe

Title

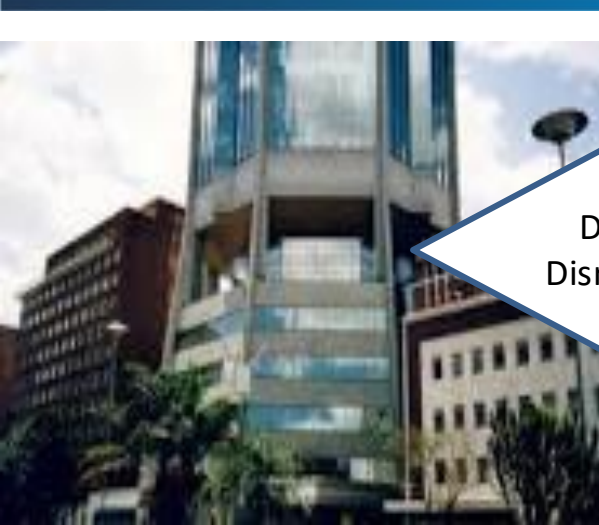
① Social-Economic Pyramid Transformation

- Innovation is a Business Survival Kit Critical Item
- Changes are Fast, large Scale and Long Lasting



- SME - 5,7 Million People
- 60% of GDP
- US\$7,4 Billion Turnover (2012 FinScope Survey)

Business Model Disruption – Zimbabwe



Digital
Disruption



87.9% of payments in Zimbabwe handled through mobile money – RBZ

Posted 4 Feb 2016 by Nigel Gambanga (@nigeltg)

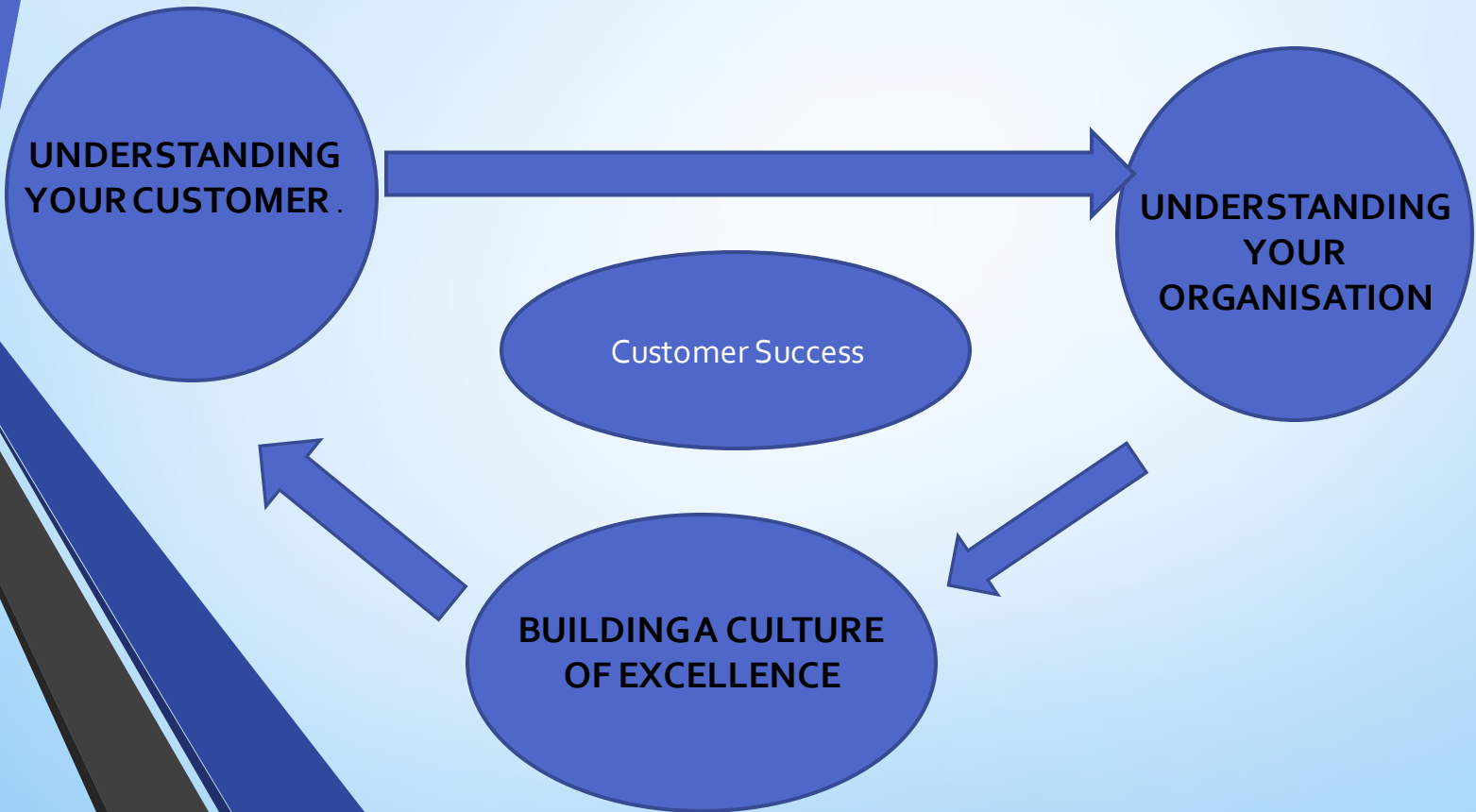
[Read 5 Comments](#)



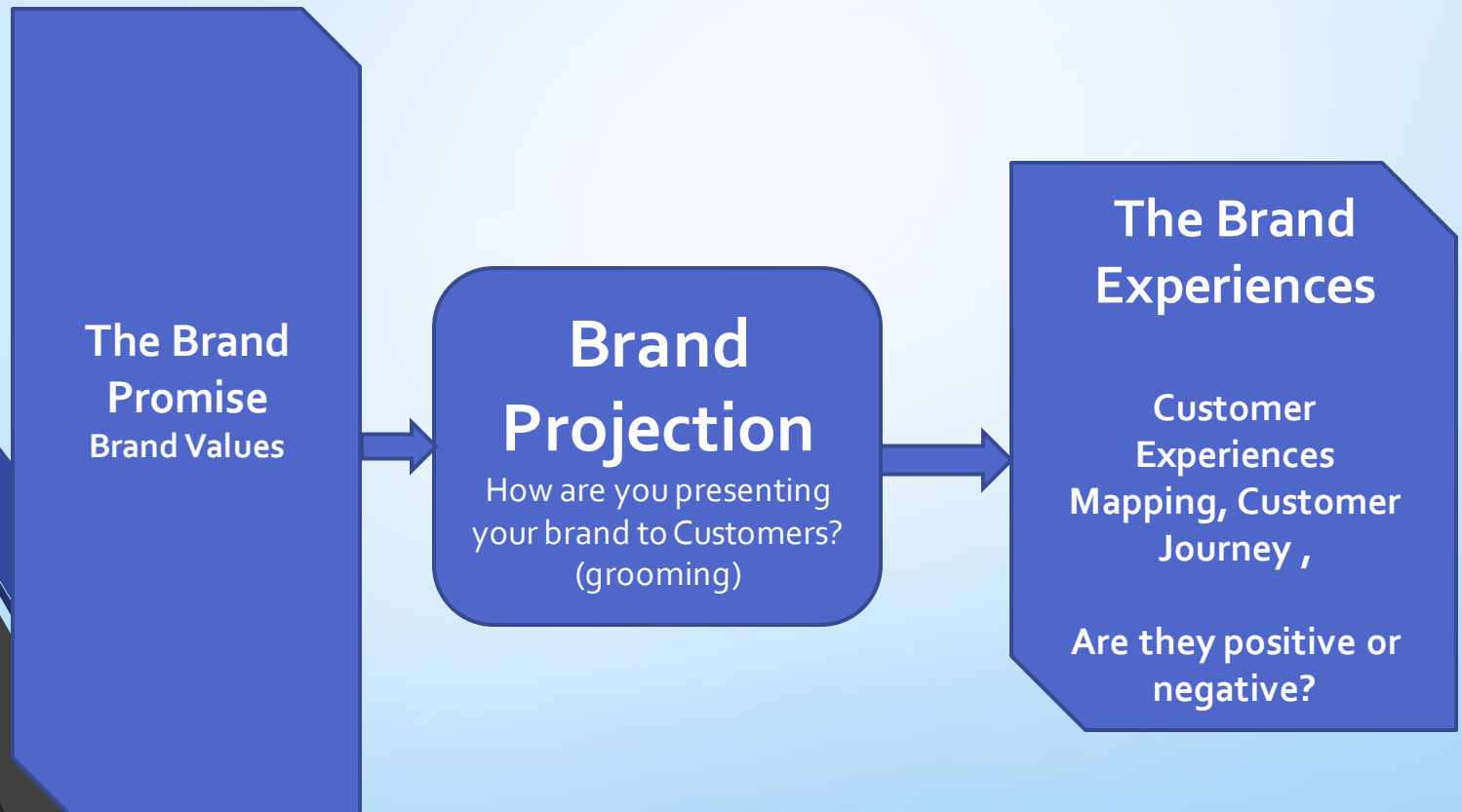
Digital
Disruption



1) : CREATING CUSTOMER EXPERIENCE OWNERS



2) The Brand Experience = Customer Experience



3) Managing clients at touch Points

Communication

Customer Engagement

Experience Owners

TYPE OF DIFFERENT CUSTOMERS

The Meek/ Silent Customer: Generally, will not complaint.

The aggressive Customer: Opposite of the Meek customer. Readily complaints, often loudly and at length

The high roller customer: Expects the absolute best and is willing to pay for it. Likely to complaint in a reasonable manner

The chronic complainer customer: Is never satisfied , there is always something wrong

The Abusive Customer : A caller who goes beyond expressing anger about a problem and begins attacking the person handling the call



WHAT CUSTOMER WANT TO US

Customer Expectations

- To be **recognized** and **remembered**
- To feel **valued**
- To feel **appreciated**
- To feel **respected**
- To feel **understood**
- To feel **comfortable** about a want or need

Remember

The typical customer tells
20 people about
negative experience and
tells only 5 people a
positive experience

KEY PAIN AREAS

Having to serve multiple
customers at the same time

1

*Customer exp only a lip service by
Executives*

2

Customer data

Changing technology

3

4

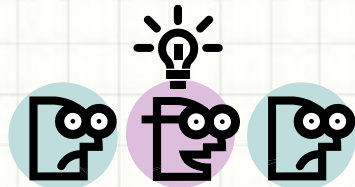
More demanding consumers

Long term planning difficult

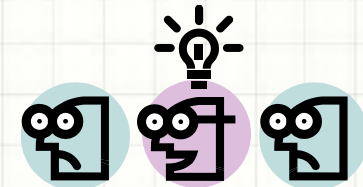
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Discussion



<< A Group Activity >>





CUSTOMER EXPERIENCE MANAGEMENT



Five Key Challenges



**Fulfilling The Key Elements
of Most Organisations' Strategic Plans**

Doing a whole lot more – with whole lot less

Without Compromising Quality



THE FALCRUM

LIVING YOUR BRAND

- DISCUSS- WHO LIVE THE BRAND

VISION

DISCUSS

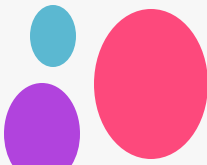
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PURPOSE

DISCUSS

01

03





CUSTOMER EXPERIENCE : WALKING THE TALK

CUSTOMER EXP OWNERS

CUSTOMER EXP CHANGE AGENT

CUSTOMER SUCCESS

So that our customers have the determination, conviction and financial means to become their exceptional best

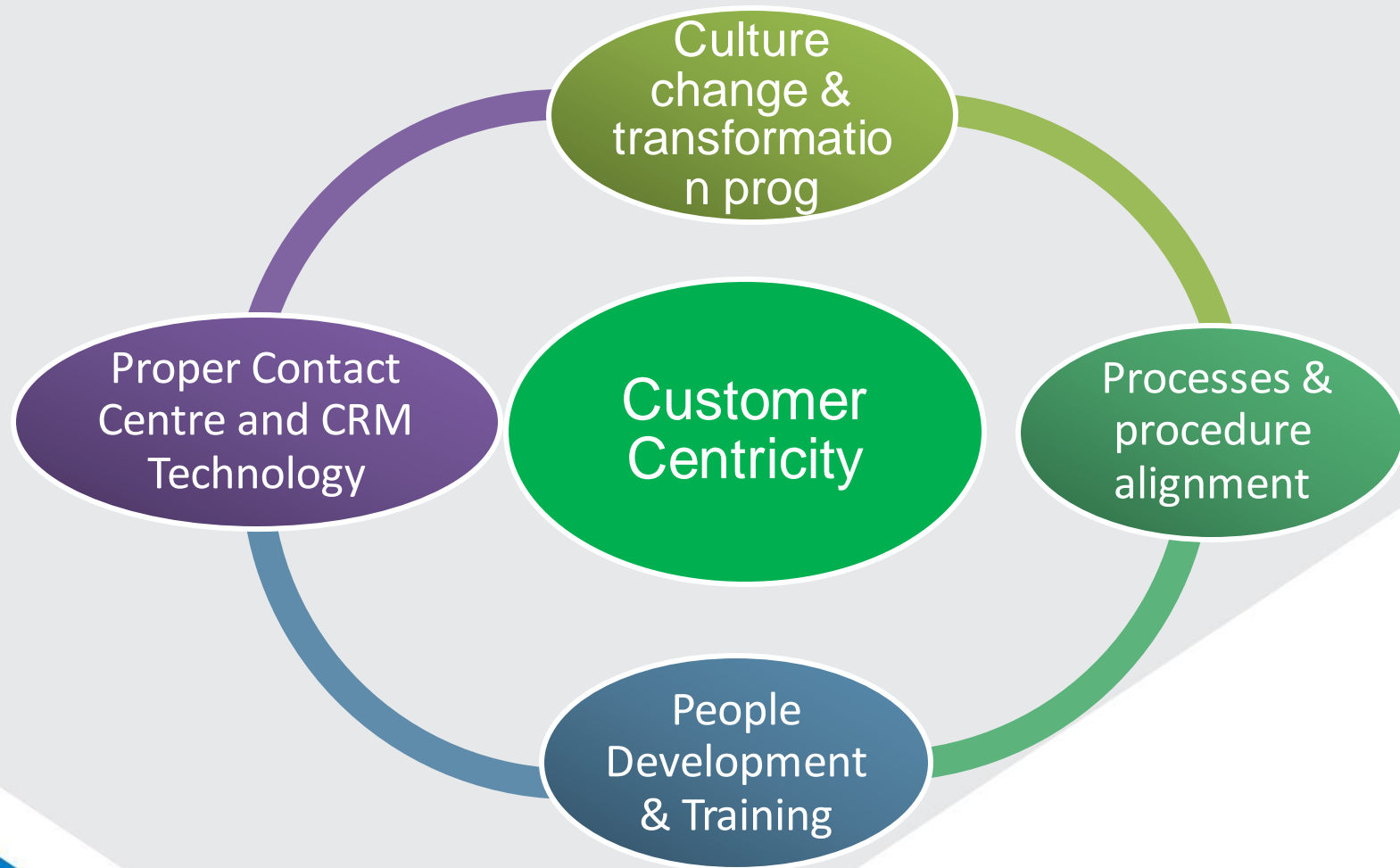
CUSTOMER EXP AS A CULTURE

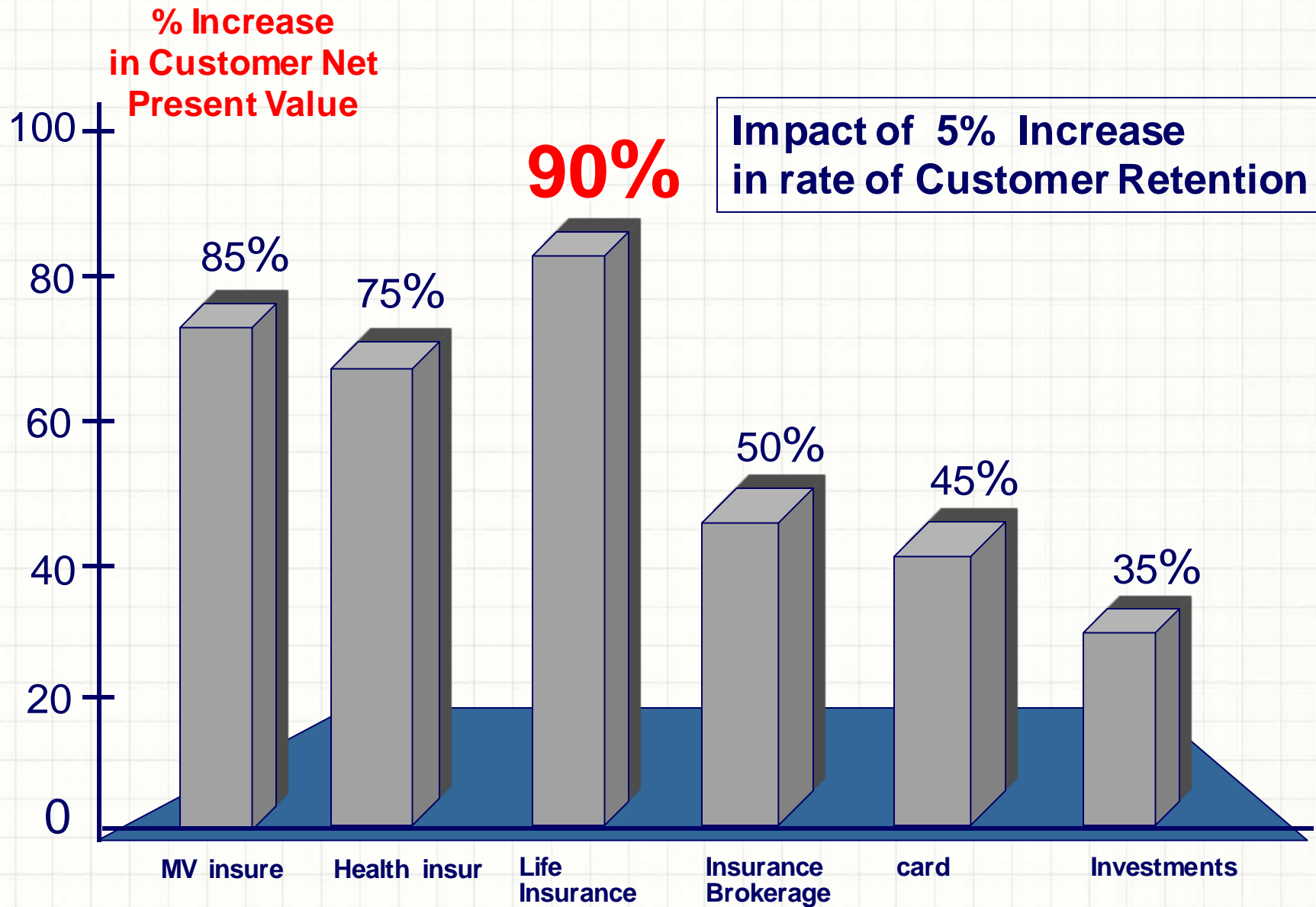
Become an Advocate for the Customer

Facilitate Interdepartmental Conversation on CX issues

Build Relationships with Your Customers

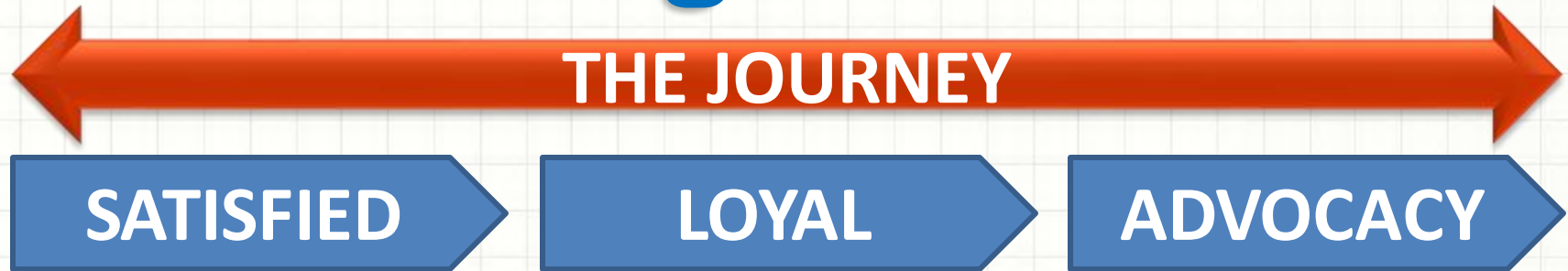
ELEMENTS TOWARDS SERVICE EXCELLENCE





[Source: Customer Retention: A New Star to Steer By. Frederick Reicheld and W. A. Sasse

Customer Experience Management



To achieve 4 key strategic objectives ...

- **Market Share**
 - **Customer Satisfaction**
 - **Loyalty / retention**
 - **Profitability**



Customer Journey

It's what we do to

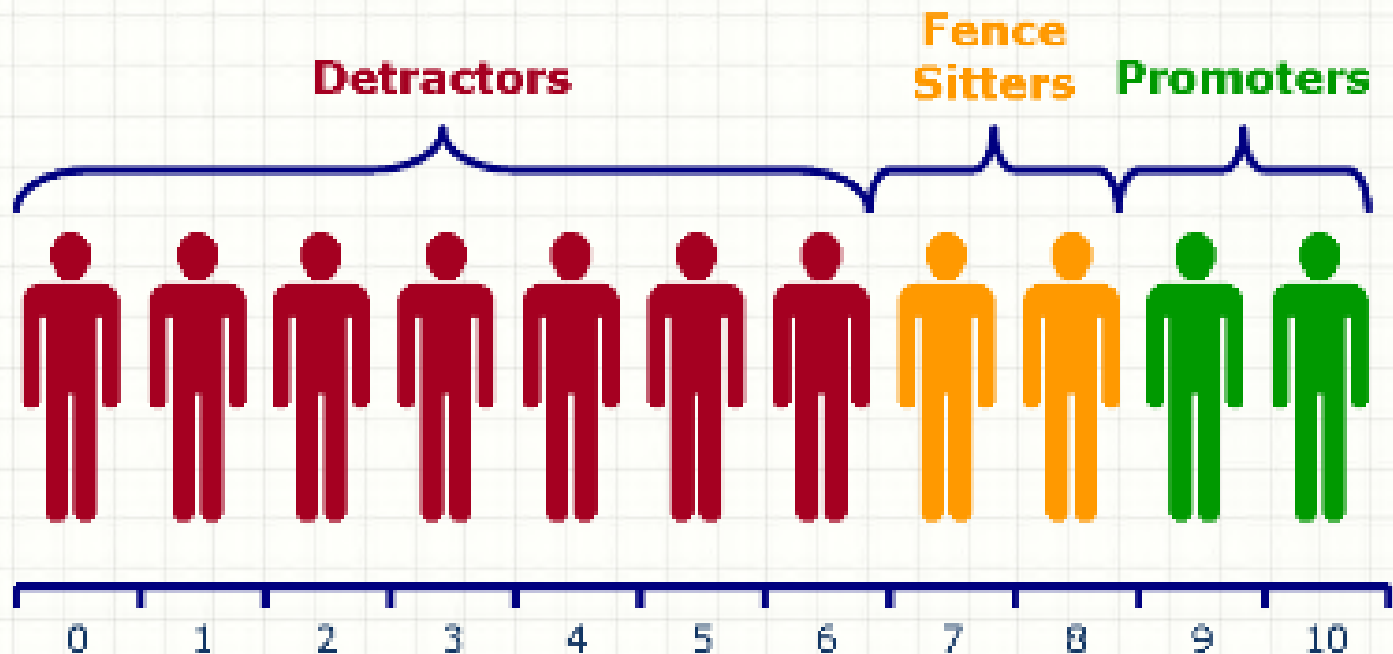
- ❖ Make the customer **feel happy**
- ❖ Assist the customer to **justify their purchase**
- ❖ **Satisfy** the customer's **needs**
- ❖ Give the customer has a **sense of being respected**
- ❖ Give the customer the feeling of **being served and cared for**

WHAT GAPS ARE THERE IN YOUR CUSTOMER'S JOURNEY

The Net Promoter

Asks ONE simple question ...

“How likely is it that you would recommend our product, service or company to a friend or colleague”?



Net promoter score = % promoters - % detractors*

PROMOTORS (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.



PASSIVES (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.



DETRACTORS (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.



**Net
Promotor
Score**

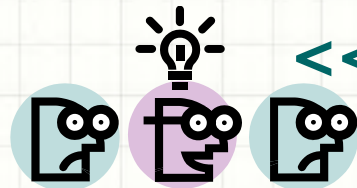
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**% of
Promoters**

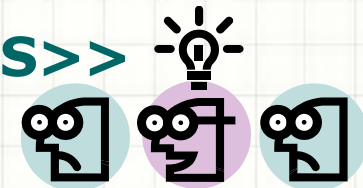
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**% of
Detractors**

Discussion



<< INDIVIDUAL ACTIVITIES >>



<< DRAFT A LOVE LETTER >>

GIVE AWAY: STRATEGY AND EXECUTION FRAMEWORK

STRATEGIC INITIATIVE	ANCHORS	ENABLERS	TIMELINE
Customer and Staff Education	<ul style="list-style-type: none"> ❖ Service and product knowledge training and testing for customer facing staff ❖ Education DiY client educational videos ❖ Internal Quiz Competition 		
Customer Experience Mapping	<ul style="list-style-type: none"> ❖ Project Pause ❖ Contact Centre ❖ Touch points review and alignment of our outlets. ❖ In store Digital feedback gadget ❖ Customer experience desk ❖ Close the known gaps (low hanging opportunities) 		
Know Your Customer Initiatives	<ul style="list-style-type: none"> ❖ Consolidation of Customer Info – CRM solution ❖ Welcome calls from the call centre ❖ Social media birthday posts esp for top participating fans ❖ Birthday messages for all our clients. ❖ Branch level to at least calls 5 past week complaining customers. ❖ Random appreciation Calls by senior management and all staff members ❖ Pre-termination Interviews 		

STRATEGY AND EXECUTION FRAMEWORK

STRATEGIC INITIATIVE	ANCHORS	ENABLERS	TIMELINE
Enriched Outbound Initiatives	<ul style="list-style-type: none"> ❖ Welcome calls ❖ Follow up calls ❖ Debt collections ❖ Sales Lead generation ❖ Tele-Surveys ❖ National Suggestion box tabulation (sample digital feedback tablet linked to our server. ❖ Dormant account campaigns 		
Segmentation	<ul style="list-style-type: none"> ❖ HVC cards ❖ Loyalty programme. 		

Group discussion:

Is your company a customer centric organization? Why?

How can we improve starting at your level?

Customer Effort Management . . .

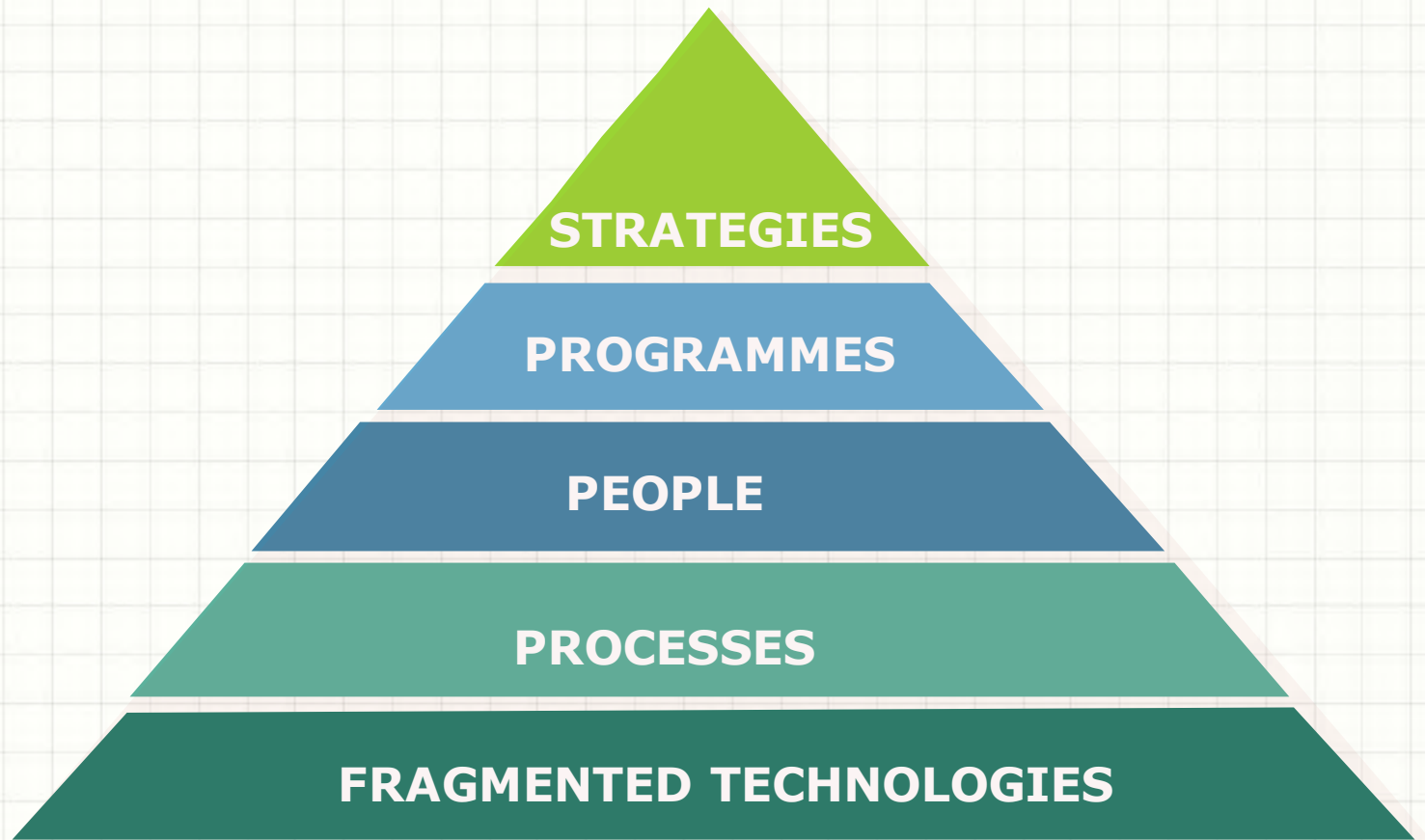
**Mega
Trend**

***“How much effort did you personally
have to put forth
to get your request addressed?”***

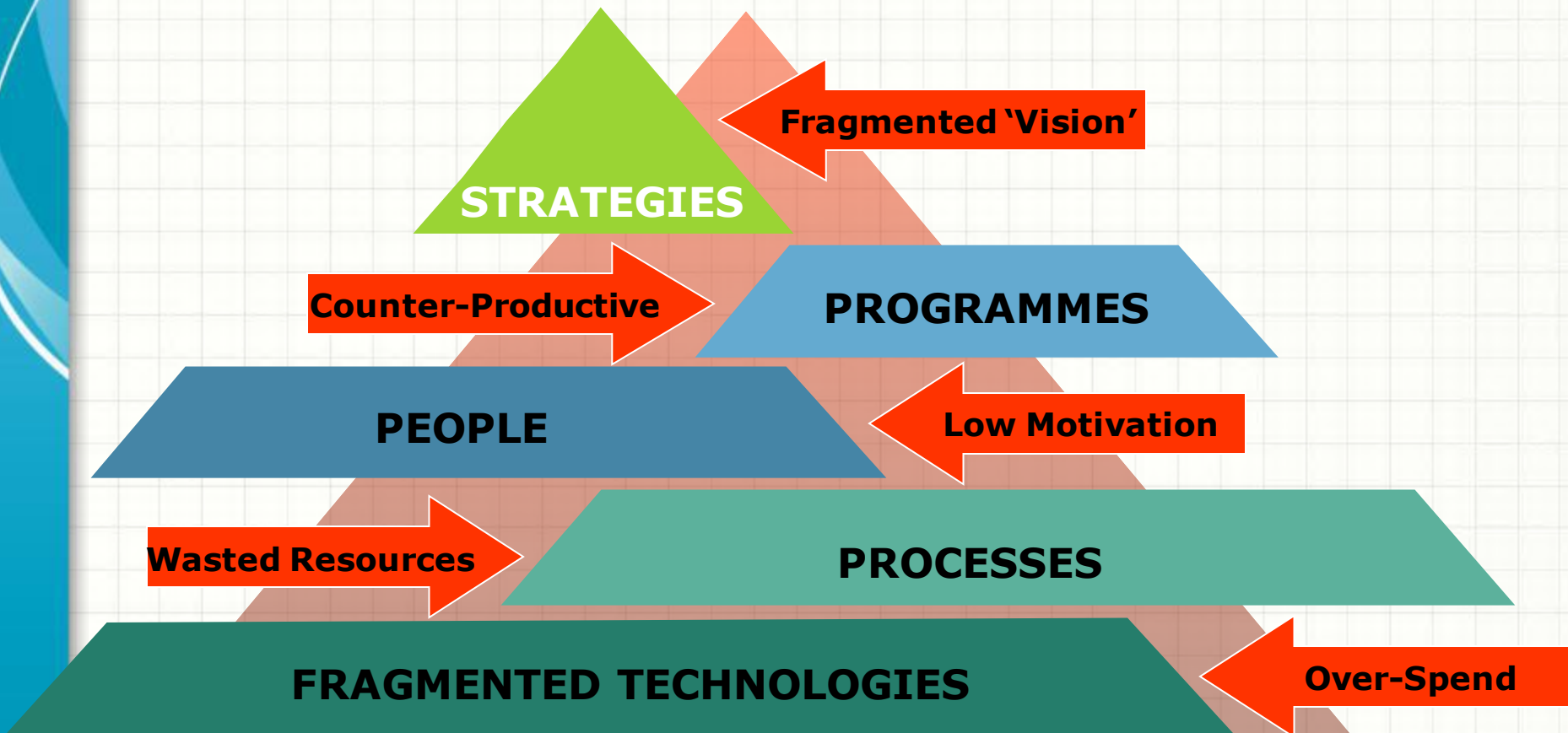
1= Very low effort 5=Very high effort



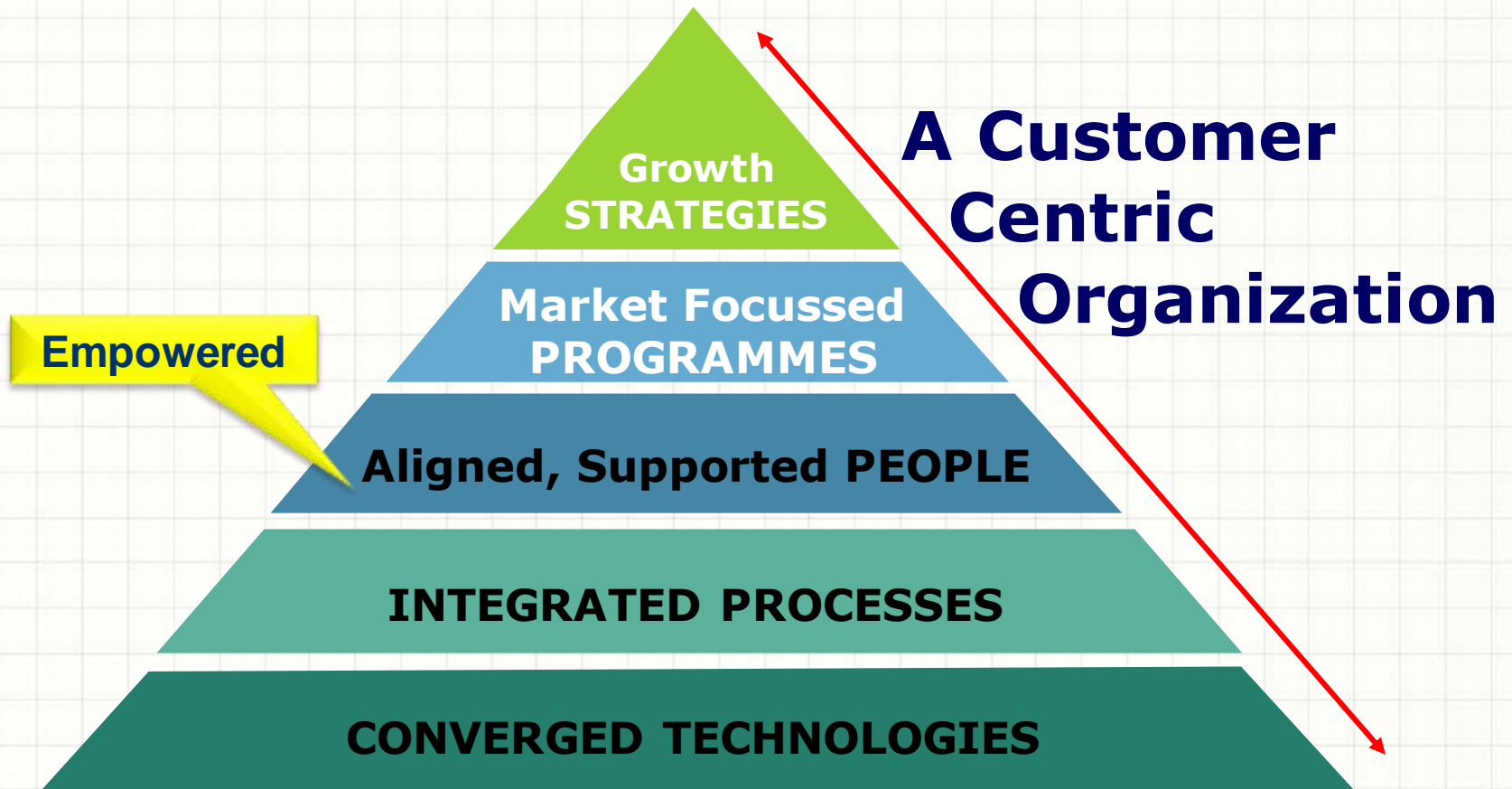
THE FAILED ORGANISATION IS MISALIGNED



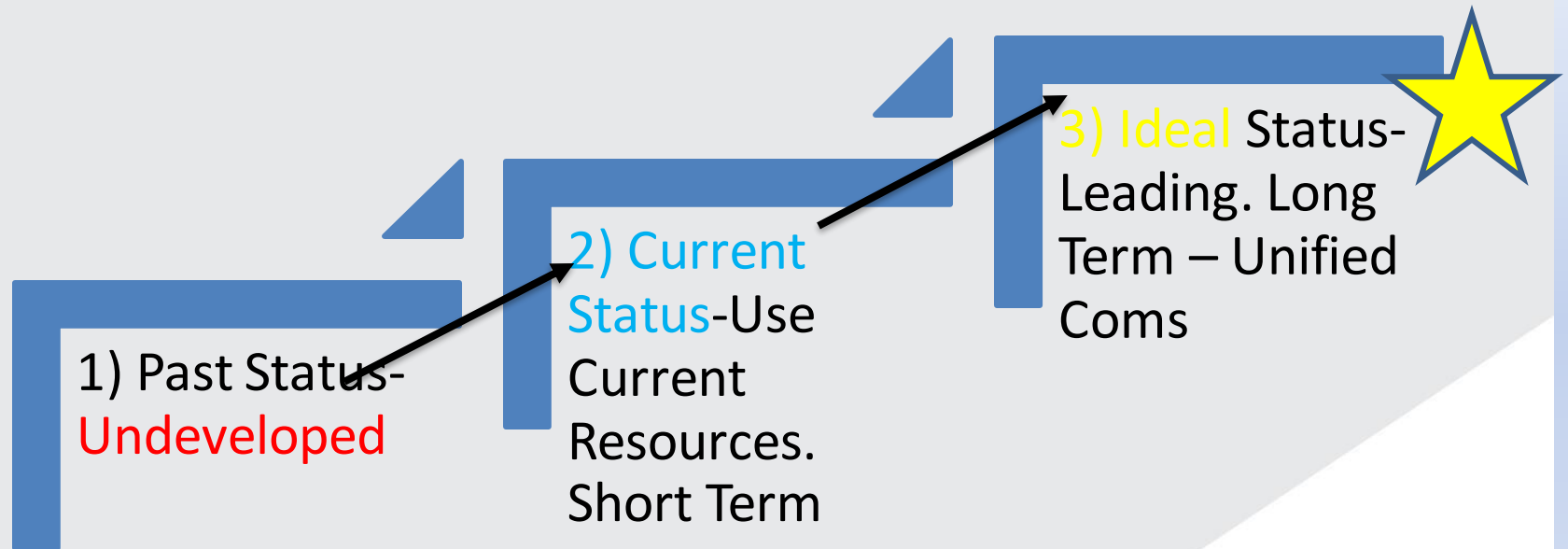
LOSS DRIVERS



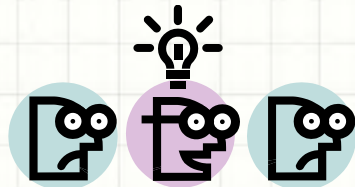
THE SUCCESSFUL ORGANISATION



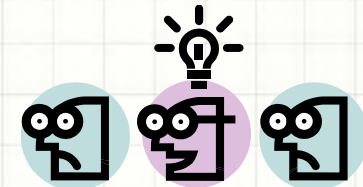
CONTACT CENTRE SETUP: PATHWAY TO LEADING STATUS



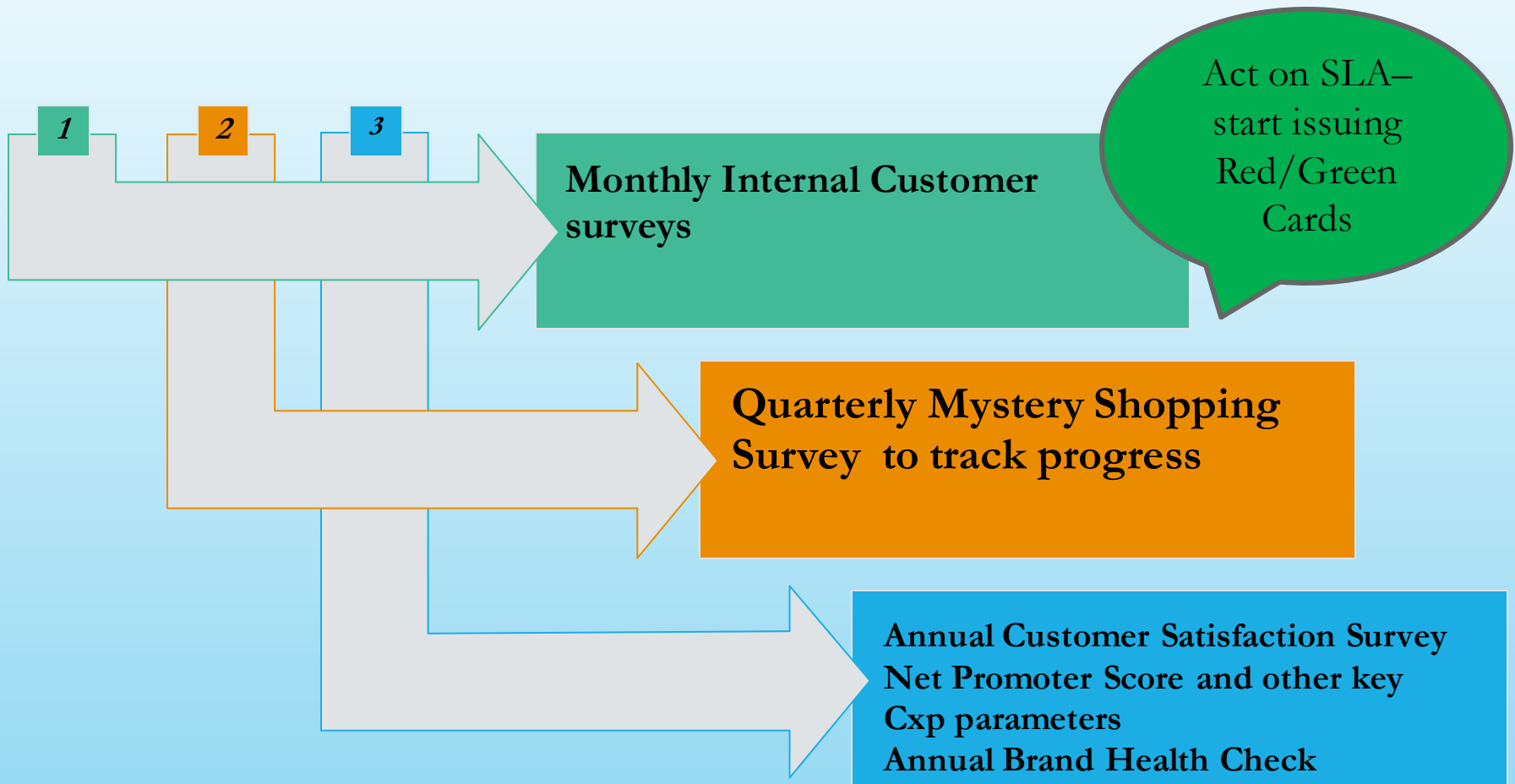
Discussion



<< A Group Activity >>



PERFORMANCE TRACKING



The key metrics should be publicized and all the gaps should be tracked for corrective action. Close monitoring and support mechanisms should be initiated to act on all the research outcome. Provide proactive warnings and information to management and staff

KEY METRICS DASHBOARD



THANK YOU

