

Developing a profitable customer experience

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John Sculley: Apple sold experiences



“Everything that Apple does is always about experience...In fact, in many ways Apple is not a high tech company, as much as it is an experience marketing company...”

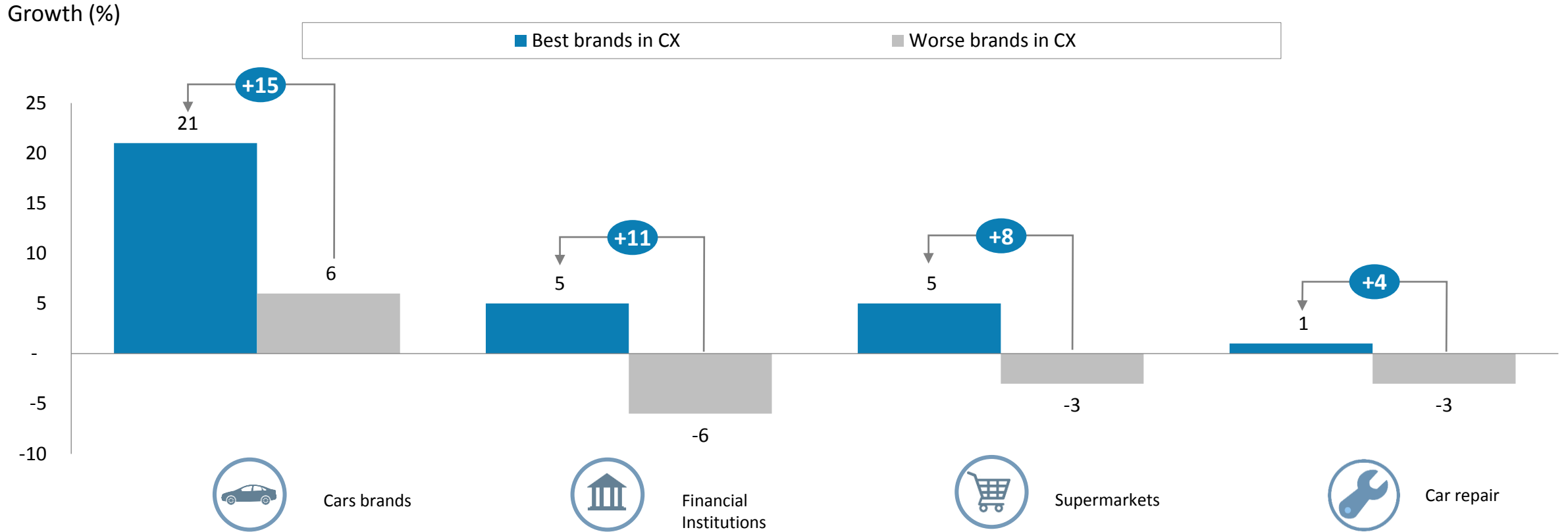
E **John Sculley**
Former CEO | Pepsi / Apple | @johnsculley | www..sculleyspeaks.com



Source: <https://www.entrepreneur.com/video/237531>

“Invest” in customer experience is very profitable

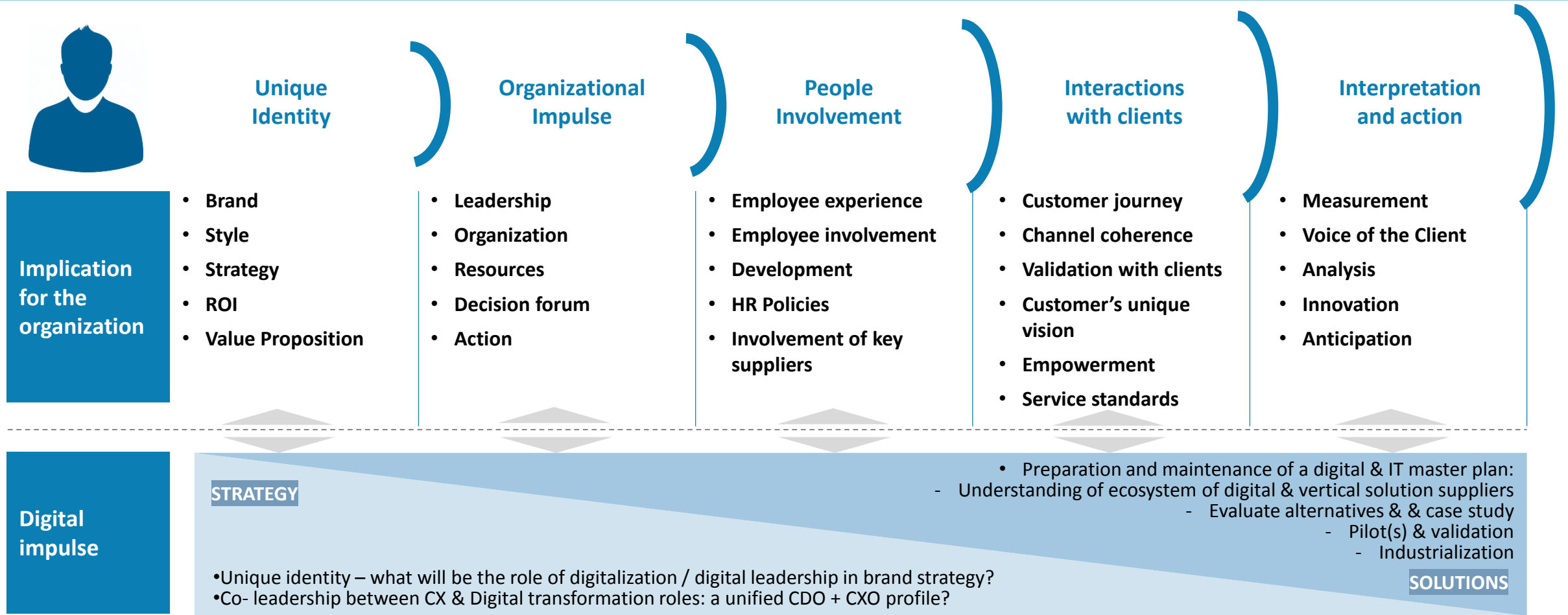
Relationship between BAI[®] and growth ⁽¹⁾



⁽¹⁾ Source: DEC/BCG analysis on customer experience on Spain companies, 2016. BAI is BCGs proprietary methodology to measure customer satisfaction

Companies who excel in customer experience enjoy higher growth and worse performers

How to act? DEC's Customer wave framework



Source: DEC

- The NPS roll out process would be managed based on the “Customer Wave”, a DEC proprietary Customer Experience transformation framework:
 - It has been adopted by leading consulting firms like BCG, Deloitte or Bain among others. In addition, many Spanish companies are using it to manage their CX improvement process
 - It offers a comprehensive checklist with many benchmarks from different industries that have been developed during the years

3 key elements to align & to include in all the initiatives

Top management



- Convey a clear vision & commitment
- CX direction with direct dependency from top management
- Profile of the CX director
- Dedicated resources

Employees



- NPS excellence requires fully committed employees - specially those in the front end – this is a must
- Transformation methodology includes an employee panel to monitor their commitment with the company & the participation of a representative sample in the design of the transformation programs
- Incentives alignment with NPS

Voice of the client

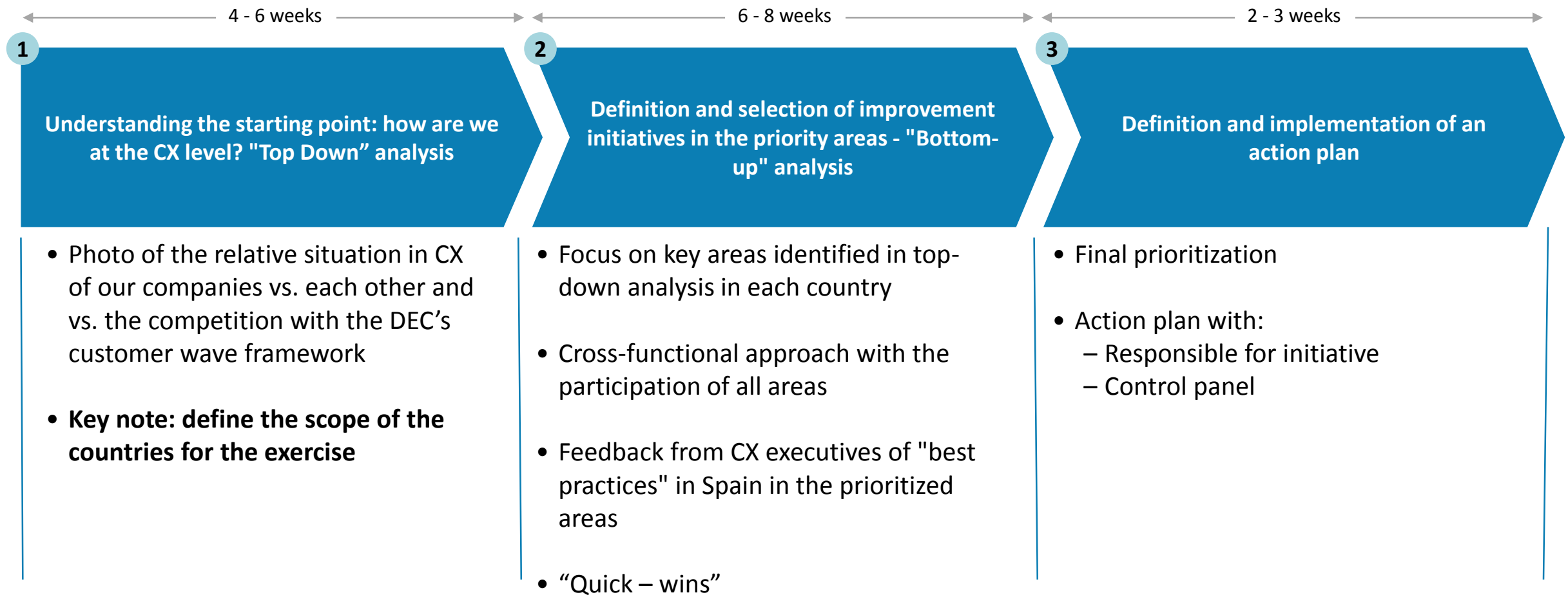


- NPS - Measured internally & externally (over a panel of clients that had recent interactions (<60 days)) – key to compare us with the competition & other industries
- 3 key elements to measure in each interaction:⁽¹⁾
 - Success: did you accomplish what you wanted to do?
 - Effort: how easy was the interaction?
 - Emotion: how did you feel?

⁽¹⁾ Methodology based on Temkin Experience Ratings. Temkin is an American consultancy specializing in Customer Experience Transformation. They keep a report under this methodology that has become a standard in the USA

- The methodology applied guarantees top management, employees and clients participation in the design of CX – NPS transformation through workshops, interviews and the participation of a representative sample
- In addition to the NPS internal measurement, a panel with competitors companies and a panel of employees would be designed during the project

What do we suggest? A modular exercise



We suggest to approach the transformation in a modular way, using the "Customer Wave" framework to assess each country's position, and setting up an specific transformation plan suited to their needs and ambitions

More information

For more information on ways your organisation can develop a profitable customer experience please contact:

Manuel Yarzabal

Partner

Tel. +34 670 096 813

m.yarzabal@insight-solutions.es

José Antonio Hernández

Director

Tel. +34 608 925 677

j.hernandez@insight-solutions.es

***“Luck is what happens when preparation
meets opportunity”***

Seneca, c4 B.C. – A.D. 65

Let's build luck together

Insight, 2018