

WHITE PAPER – FOOD FOR THOUGHT

Future Trends in Customer Experience Management



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Having a CX programme is in itself no longer enough of a differentiator. With most companies now starting on the CX journey – or someway along the track – you'll need to run just to stand still. To get ahead of the crowd, you need to accelerate your CX programme to gain the most impact from your Customer Experience strategy.

1. Accelerate your Responsiveness

Speed up the turnaround times from learning about issues affecting CX (positively or negatively) to taking appropriate actions. This requires:

- Improved analytics capabilities to identify and prioritise actions that will have most impact on improving CX. This will help you prioritise the actions that most need rapid response.
- Be more agile with the insight that the Voice of Customer programme delivers – ensure there are open, receptive channels into the business, with people in each department who are responsible and empowered to take the necessary actions.
- Greater awareness, acceptance and participation from all parts of the organisation about the CX strategy and the benefits of Voice of Customer programme that drives much of the CX activity. See also ‘Business Culture’ below.
- Acknowledge and respond to more customers more quickly after they give feedback. Customers who give you feedback are mainly doing so to be helpful – they want to help improve the brand in all ways. Pay back that investment of customers’ time and effort and acknowledge ►



more of those people – not just the 5-10% “Hot Alerts” who qualify for error recovery actions. Use text analytics technology to enable rapid follow-up to customers across the full spread of positive-to-negative sentiment. Acknowledge them, and build strong emotional loyalty to your brand.

- Ensure the business is made aware of the positive feedback, not just negative; too often it is only the negative problems that get disseminated across the business. Make sure people know what delights your customers too!

2. Boost your Analytics and Reporting

Improve data connections within your organisation to eliminate data and knowledge silos.

This will enable more data to be used alongside your everyday customer feedback to improve the value and context of the VoC customer insight:

- “Joining up the dots” between analytics and reporting to deliver prioritised actions to the right people.
- Use external data to improve insight and prioritisation – for example, carry out “social profiling” of customers to understand their social media influence and levels of connections – this may change the priority with which you resolve some customers’ issues.
- Ensure reporting is relevant and actionable for recipients – avoid “reporting for reporting’s sake”.
- Use more “exception reporting” to show what’s changing and what needs attention.
- Use analytics to detect growing problems at an early stage – catch the earliest indication of what could turn into major problems, such as the GM ignition switch, Ford/Firestone tyre disasters, etc. ►



3. Enhance your Predictive Analytics

Surveys will only ever attract responses from a minority of customers, so only responding to issues raised by survey responders risks missing an opportunity to be proactive for the majority of your customers.

For example, if specific parts availability problems cause problems for customers and result in NPS scores hitting rock bottom for those customers, be proactive and contact all customers whose vehicles needed that part during the availability shortage and offer recompense/recovery.



4. Start Emotion Scoring

According to recent studies from Forrester and Temkin Group, customer emotion has the biggest impact on customer loyalty.

Identify and score your customers' emotions, understand what made them feel that way and know how to re-create that feeling in others.

Understand where emotions rise and fall throughout the customer lifecycle and take actions accordingly.

Emotion Scoring is a new area for VoC Analytics – Feedback Ferret is well placed to carry out this analysis on survey feedback. Make this the year to start working on emotion scoring, and understanding how to use the insight to improve customer loyalty.



5. Be easy to work with

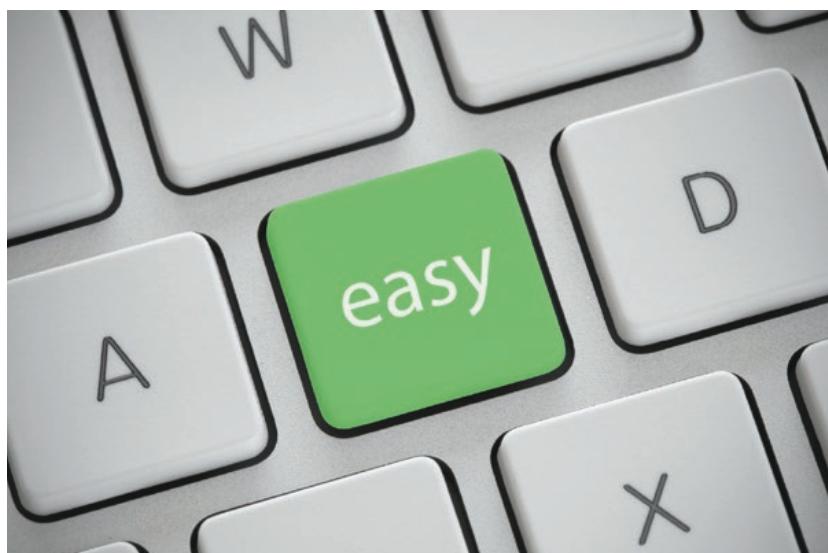
Customers of premium brands are often stressed and time-poor. They will buy from (and remain loyal to) brands that make it easy to do business with them.

Throughout the Customer Journey, identify where customers think they have to make extra effort, or where it is difficult to work with your Head Office or its dealers. Understand where customers think it is easy to work with you.

Constantly address the difficult areas. Focus on the customer to overcome restrictive 'company policy' at Head Office and at the dealers.

An example of making life easier for customers is "Anticipatory Experiences". If a customer asks about one item, can you anticipate other needs that may follow? Here are some automotive CX ideas:

- Is customer changing address?
 - What about Head Office Finance updates, dealer database, new dealer?
- Postponing recommended service?
 - Offer mail/email reminder, educate about additional services
- In a hurry?
 - Want receipt emailed? Car brought around? Can we call someone for you?
- Have children?
 - Schedule car seat safety check, explain latch system
- Negotiating for a new car in the dealer at noon?
 - Offer lunch menus and order lunch ►



6. Corporate Culture

To deliver these initiatives requires a corporate culture that understands and values customers; understands that the business needs to be responsive to customers; and understands that competitive advantage is increasingly gained by focusing on responding to and meeting customer needs.

This quote from Jack Welch, ex-CEO of General Electric sums it up nicely:

“We only have two sources of competitive advantage; the ability to learn more about our customers faster than the competition and the ability to turn that learning into action faster than the competition”

In the automotive business – especially at global Head Office locations near to manufacturing plants – there is a natural tendency to focus on the product: design, engineering, manufacturing and distribution. Whilst this product focus is undoubtedly vital to the continued success of every automotive business, it is also imperative that companies are responsive to the customer building its own Customer Experience around the existing corporate strategy and brand DNA.

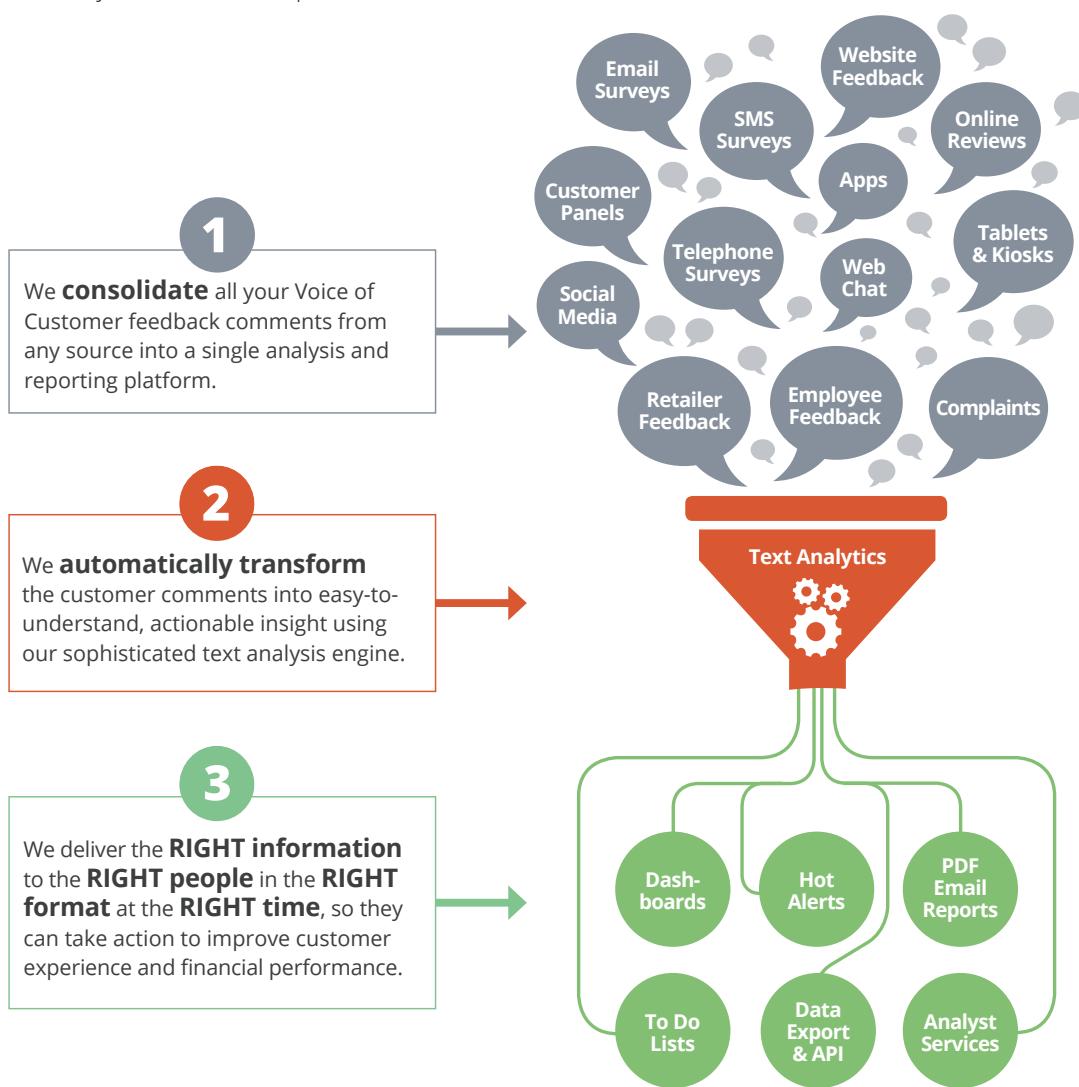
This culture will ensure company-wide participation in the Customer Experience strategy, and enable agile responses to actions designed to improve the Customer Experience. ■



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Feedback Ferret – Experts in Customer Feedback

Using text analytics, Feedback Ferret transforms customer feedback comments into actionable insight. We make it easy for you to improve your customer experience.



All our technology and services have been developed by, and are operated by, Feedback Ferret Ltd. The technology is our own intellectual property, designed specifically to address the needs of extracting insight from customer feedback.

For more information visit:
www.feedbackferret.com