

August **2017**

How to lose a customer in 500 seconds

livepro Customer KM Forum

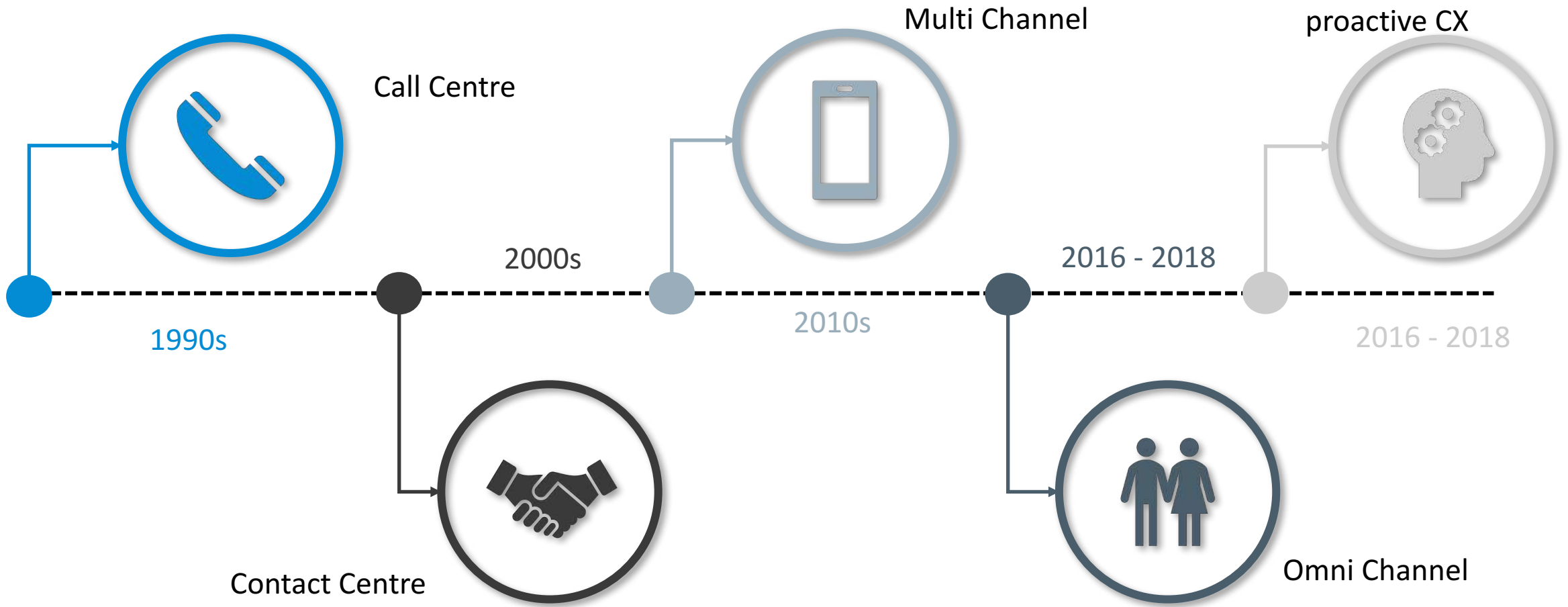
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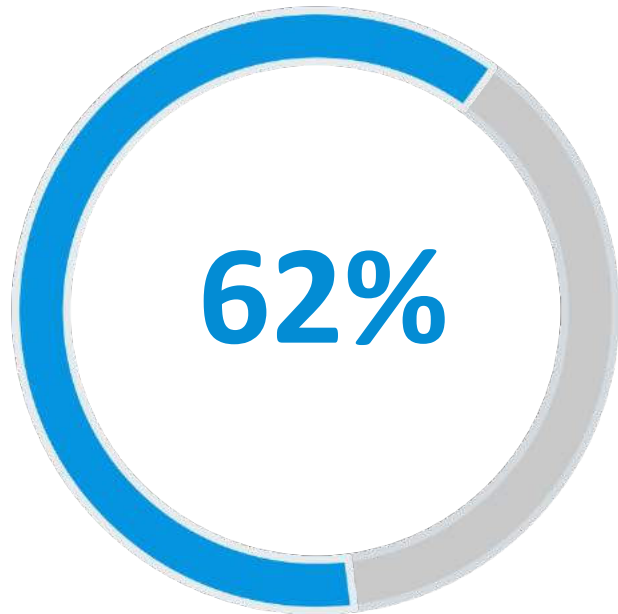


CX transformation*



* Dimension Data's 2016 Global Contact Centre Benchmarking Report, © Dimension Data 2013-2016

Rising importance of the Contact centre in CX



According to Deloitte, **62%** of companies view customer experience delivered by the contact centres as a competitive differentiator.*

- Customers will complete their transactional & informational needs online
- When Online does not meet their needs, they revert to the Contact Centre
- More complex needs & problem solving interactions will remain in the Contact Centre

Customers rely on Contact Centre Consultants to be the expert

Let's meet John new hire at ACME...



Customer Driven



30% of knowledge is retained during classroom training.



- ✓ Great trainer who really cares
- ✓ 6 weeks classroom training
- ✓ Company invest **\$30,000** per attendee for recruitment, training & consolidation.

- ✓ Access to all the latest systems
 - ✓ CRM
 - ✓ Customer Online Portal
 - ✓ Sales tool
 - ✓ SharePoint
 - ✓ Email
 - ✓ Yammer

- ✓ Fantastic Participant guide
- ✓ Pricing cheat sheets
- ✓ Product QRG
- ✓ Scripting
- ✓ One on One forms
- ✓ System guides

Let's meet Jane...



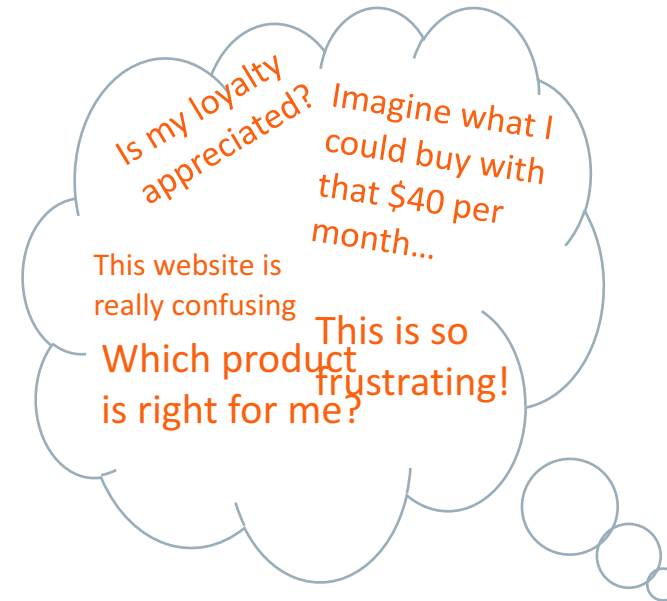
- ✓ Loyal customer for over 5 years
- ✓ Always pays her bills on time
- ✓ Has never had the need to call the contact centre



- ✓ Her friends think her bill seems high
- ✓ Sees an ad on TV about a new product available
- ✓ She could save **\$40** per month & get a gift



- ✓ Goes to the website
- ✓ Logs into her Online account & tries to change her product
- ✓ Receives an error after trying multiple times
- ✓ Decides to call



The opening...



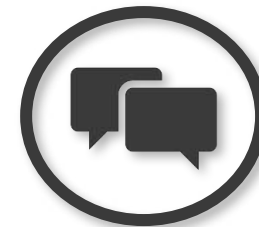
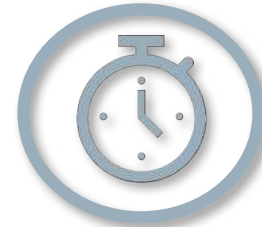
Welcome to ACME...



30 seconds



90 seconds



Jane tells her story...



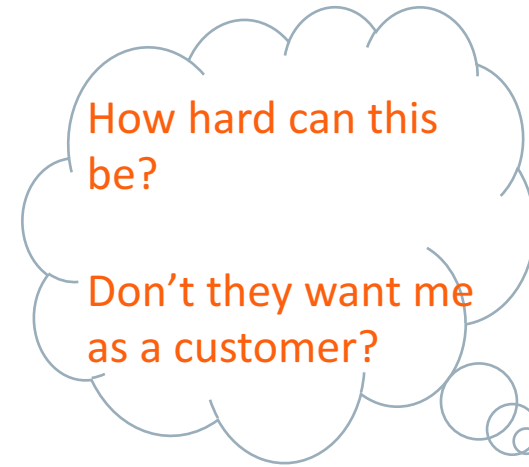
The survival attempts...



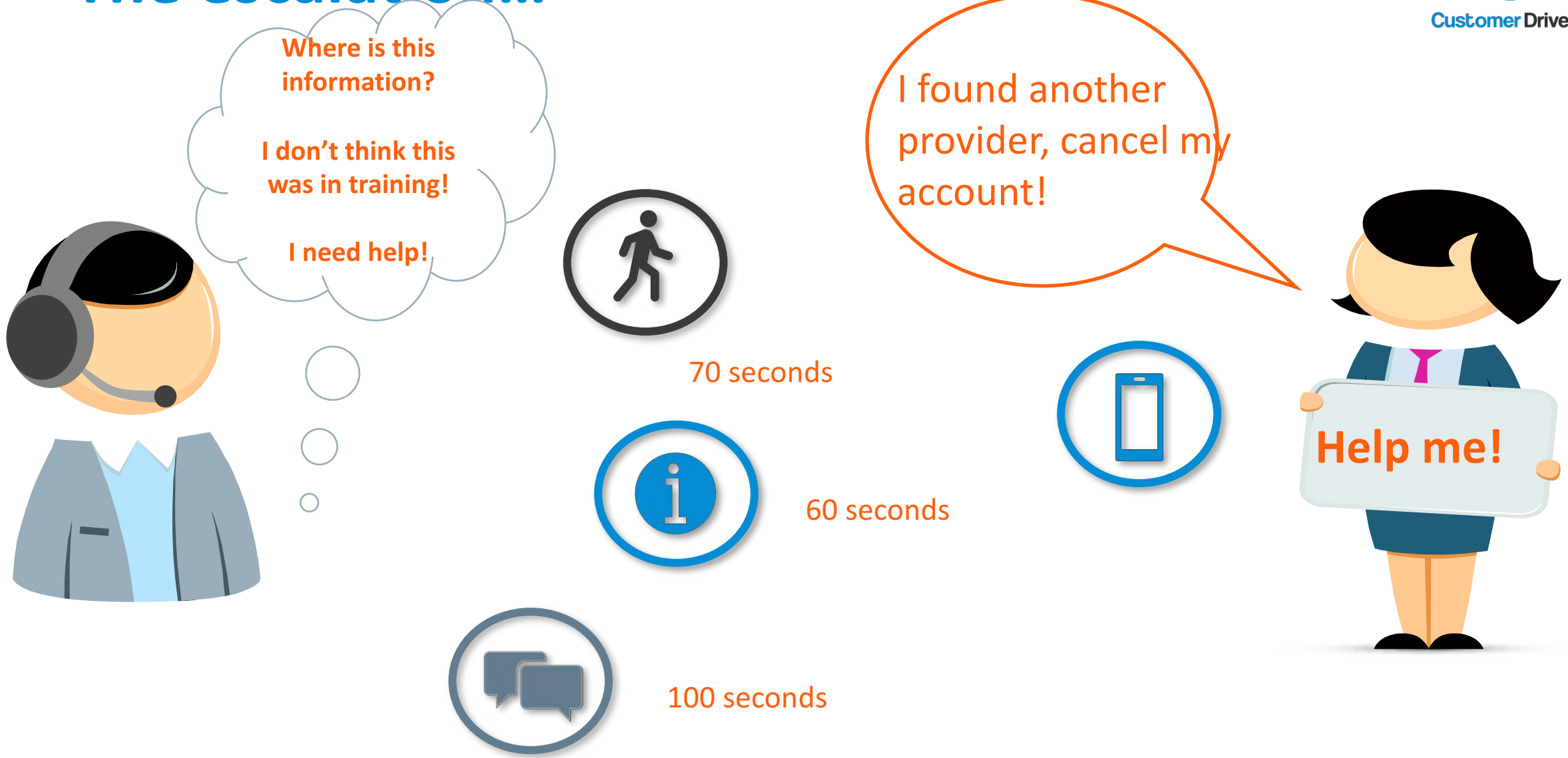
120 seconds



30 seconds



The escalation...



What failed in this interaction?



Building an effective Knowledge Management Eco-system

Content



- Targeted
- Simple
- Quick to find
- Easy to update

Governance



- Defined roles & responsibilities
- Clear processes
- Analytics

User Engagement



- Change champions
- Feedback management
- Shared content contribution

Enables continuous improvement for your business - resulting in consistent & exceptional customer experience.