

# Sharing customer experience successes

How can you share your achievements, whether small or large, across your organisation and so secure management and customer engagement and improve the bigger picture ?

Presented by:

**Colin Bates**

**Customer Champions**

[www.customerchampions.co.uk](http://www.customerchampions.co.uk)



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# Securing management and customer engagement are connected

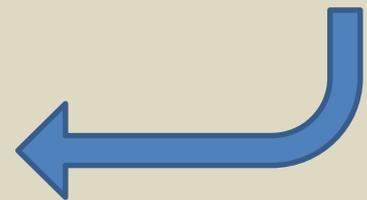
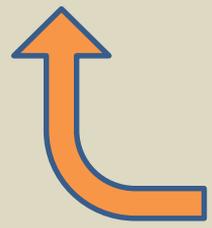
Driven by communication

Management engagement

Customer achievements

Customer engagement

Customer interactions



# Management engagement – why?

(including wider employee engagement)

- Reinforces management decision to focus on the customer experience
  - If they haven't this is a strategy not comms issue?
- Raises awareness of the customer issues
  - Generically and specifically
- Profiles you and your team
- Helps maintain and develop available resources
- Supports the case for additional resources
- Helps others learn from your successes

# Customer engagement – why?

- Shows to customers you are listening and acting upon their feedback
- Encourages additional feedback
- Rewards loyalty
- Illustrates to stakeholders that your customer strategy is working
- Can act as a differentiator

# Communications impact on customer engagement through management engagement

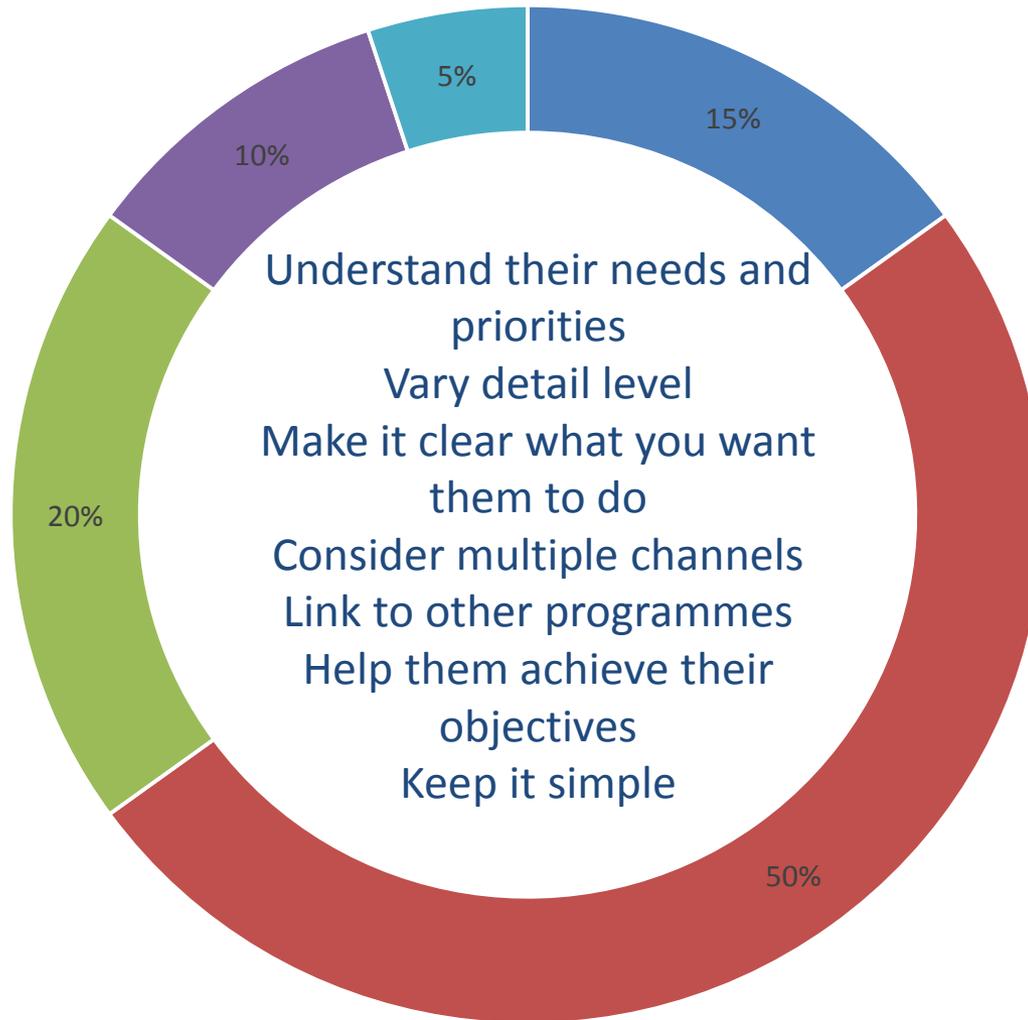


**Source:** Customer Champions survey of 100 European companies

# **Focusing on communicating customer successes**

**THROUGH EXAMPLES**

# Segment your audiences



# Decide if you want to talk about specific customers or generically

## Generic tools

- Customer Service Week
- Employees celebrate success
- Link to employee R&R
  - Generates success story material
- Longer term seek 3<sup>rd</sup> party endorsement e.g. awards
- Use of customer journey mapping

## Customer specific tools

- Case studies
- Testimonial
- Customer visit to you
- Joint papers
- Red flag reports

# What makes a good success story?

- Clear original customer issue
- Its impact upon their organisation
- How you captured / measured the experience
- How you identified the root cause
- What changes you implemented (and why)
  - Previous improvements and impact
- Evidence that it has been successful
- What you plan to do next
- Customer reinforcement of success

# Examples of communicating success

**PLANNED OR DELIVERED**

# Think different approaches for different audiences

Shareholders, generic update - Lloyds

Our success in recent years has been based on a focus on and commitment to doing the right thing for customers

50%

increase in customer service scores since 2011



>12 million digital banking customers

47.8%

market-leading cost:income ratio



£4.2bn

robust underlying profit

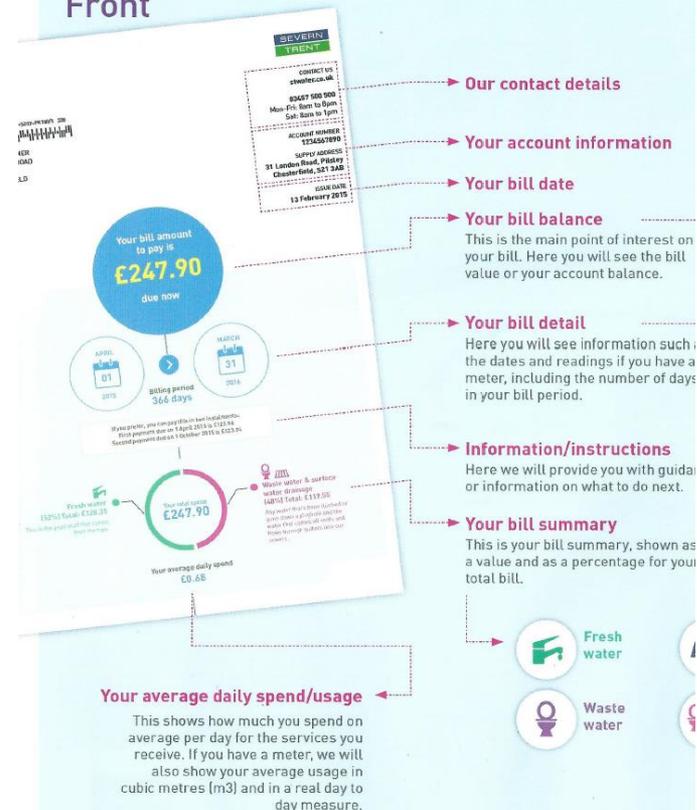
£1.2bn

lending to small and medium-sized enterprises

Customers, billing specific – Severn Trent

Let's break down your new bill:

Front



Please note: your new bill may differ slightly from the one



# Consider more than one communication channel to each customer group – also pre and post – Chiltern Railways

Chiltern Railways [Tickets & Times](#) [Your journey](#) [Special Offers](#) [About Us](#) [Register](#) [Login](#)

If you think our way, travel our way

**Latest News :** Nine day closure on our line announced as part of £76 million railway... [|| <>](#)

All UK Trains **Chiltern Mainline**

Leaving From  Going To  23-Aug-2016 - 12:30  Return  Passengers (1)  [Find Trains](#)

## Banbury upgrade

[Home](#) > Banbury upgrade

Network Rail is upgrading the rail infrastructure around Banbury.

### July 2016

#### Weekend line closures

Sat **30** Sun **31**

### August 2016

#### Weekday and weekend line closures

Mon **1** Tue **2** Wed **3** Thur **4** Fri **5** Sat **6** Sun **7**



**Before You Travel**

Buy a ticket  
How's my train running  
Changes to train times  
and more

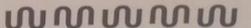
[Click here](#)

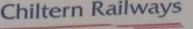
## Banbury upgrade Thank you

**Improvement work in the Banbury area is now complete.**

The £76 million investment from Network Rail means that we now have a fully modernised signalling system, and a brand new platform has been constructed at the station.

Thank you for your understanding while this essential work was carried out, particularly during the recent weekday closures when many of you had to change your travel patterns.

-  NETWORK RAIL INVESTED **£76 MILLION TO REMODEL AND UPGRADE BANBURY INFRASTRUCTURE**
-  **14,000** METRES OF NEW RAIL INSTALLED
-  **11,200** NEW CONCRETE SLEEPERS INSERTED
-  **50,000** TONNES OF BALLAST LAID
-  **44,800** NEW RAIL FASTENINGS INSERTED
-  **NEW POINTS INSTALLED**
-  **WE HAVE OPENED A BRAND NEW PLATFORM AT BANBURY**

If you think our way, travel our way.

# Careful not to make it too generic- Southern Railways

The screenshot shows the Southern Railways website interface. At the top, there is a dark green header with the Southern Railways logo on the left, an "Accessibility Statement | Speak" link in the center, and a search bar on the right. Below the header is a navigation menu with buttons for "Home", "Tickets & fares", "Your journey", "Destinations", "Southern", "Offers", and "Log in / Register".

On the left side, there is a sidebar menu titled "In this section" with a list of links: "Plan your journey", "Revised timetable", "RMT Union strike", "Southern On Track app", "Improving your railway" (highlighted in yellow), "Station information", "Customer services", "Cycle policy", "Accessibility", "Easyread", "Public transport", "Passenger's Charter", "Performance results", and "National Rail Conditions of Carriage".

The main content area features a light green announcement box with a yellow warning icon and the text: "This is an important announcement" and "Travel Update: Revised timetable". Below this, there is a breadcrumb trail: "You are here: Home > Your journey > Improving your railway".

The main heading is "Improving your railway". Below it is a sub-heading "Improving the customer experience" followed by a paragraph: "Over our seven year franchise we are committed to deliver changes at our stations, onboard our trains and behind the scenes to improve the customer experience. This includes changes to how we sell tickets, our station environments, some of our frontline roles and how we look after our customers."

Another paragraph follows: "We're also introducing brand new trains on the network to improve the reliability and capacity of our service."

Next is another paragraph: "We're making these changes in order to modernise the railway, and bring us up-to-date with new technology and customer service standards whilst at the same time ensuring our frontline colleagues have the right skills to deliver the customer experience our passengers have come to expect."

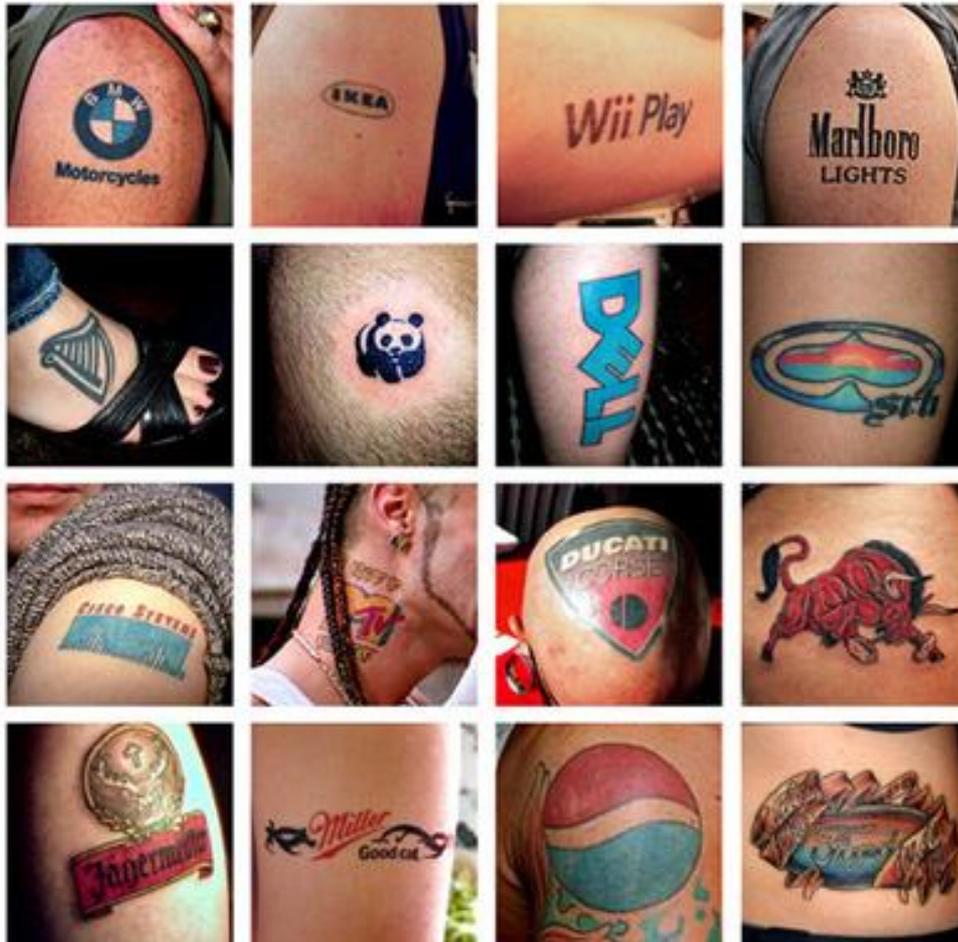
Below this is a section titled "Our commitments to our customers" with a list of five bullet points:

- We will modernise the railway to make it easier and better for our customers
- We will improve the reliability and capacity of our train service
- We will ensure our knowledgeable staff are more accessible and available on trains and in stations
- We will use new technology to make it easier for our passengers to get information and buy tickets
- We will improve the at-station and on-train environment

**Communication around customer  
success experiences can be led by  
customers**

**BOTH GOOD AND BAD**

# Ultimately you want the customer to communicate for you



But remember if you don't communicate, customers will communicate for you ...



# Thank you

Any questions?

Supporting articles available on  
[www.customerchampions.co.uk](http://www.customerchampions.co.uk)

