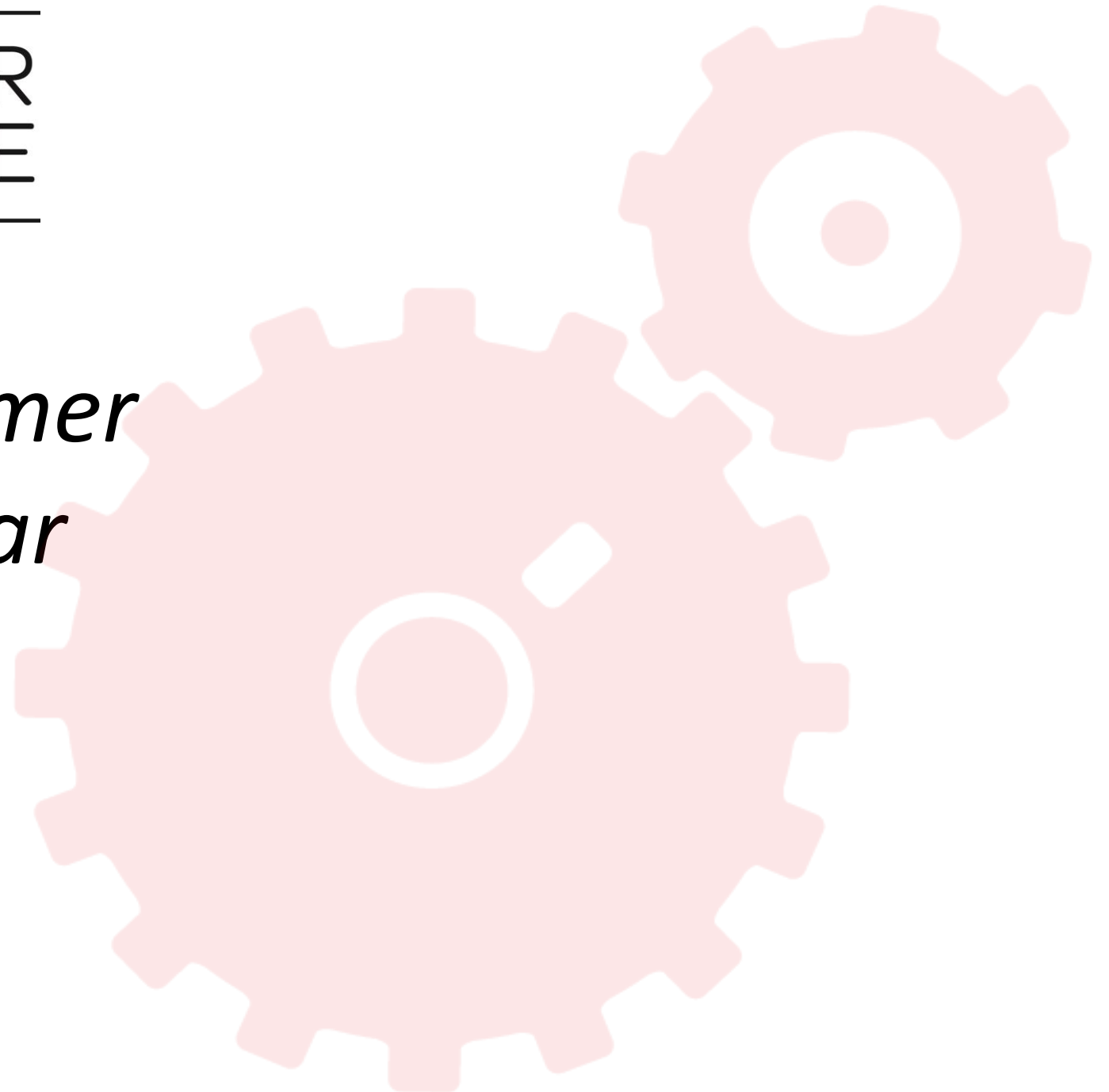




— THE —
CUSTOMER
EXPERIENCE
— COACH —

*Moving your customer
experience up a gear*

Richard Kimber



“Poor service costs the UK economy £45 billion per year”

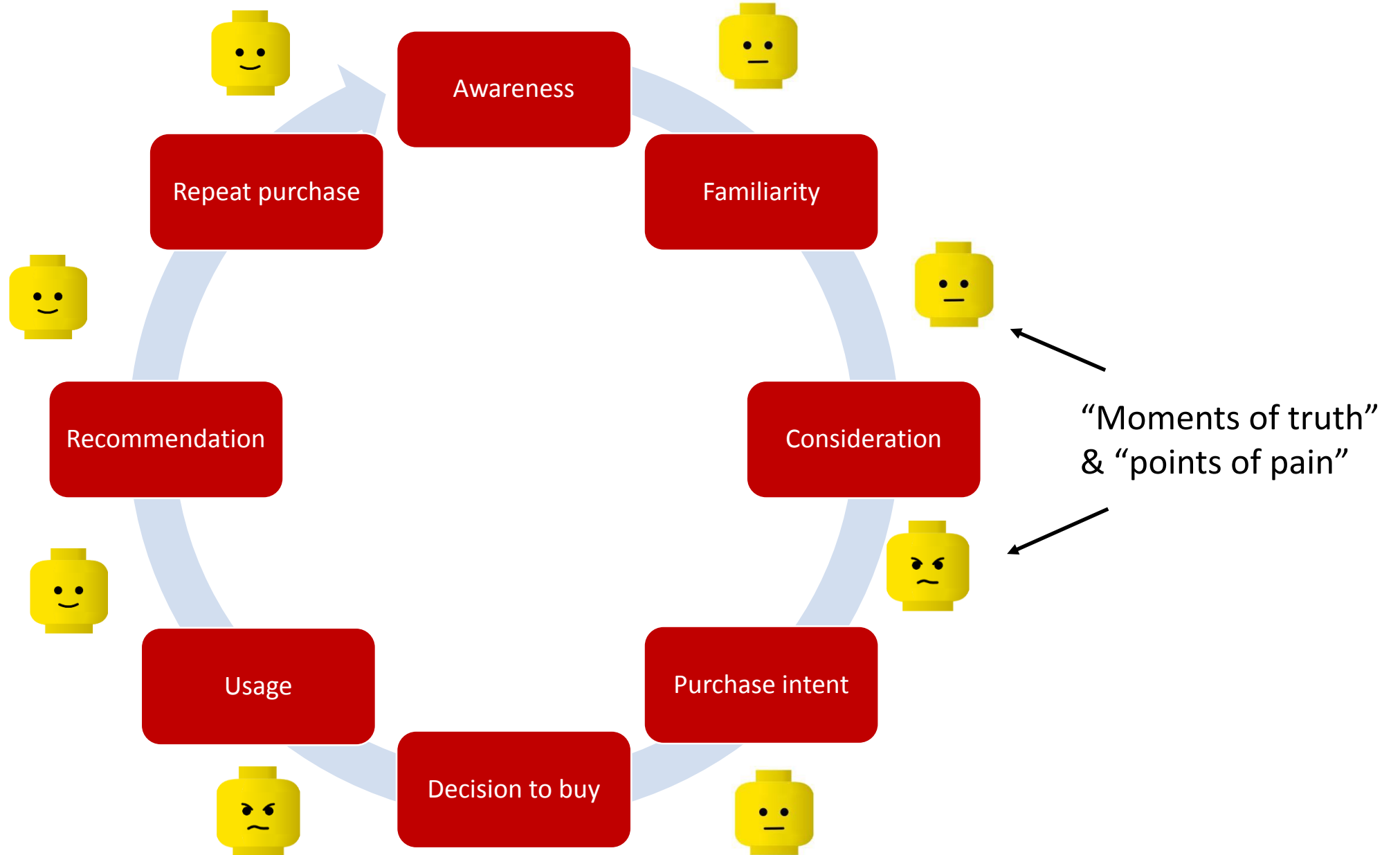
Retail Gazette 2012

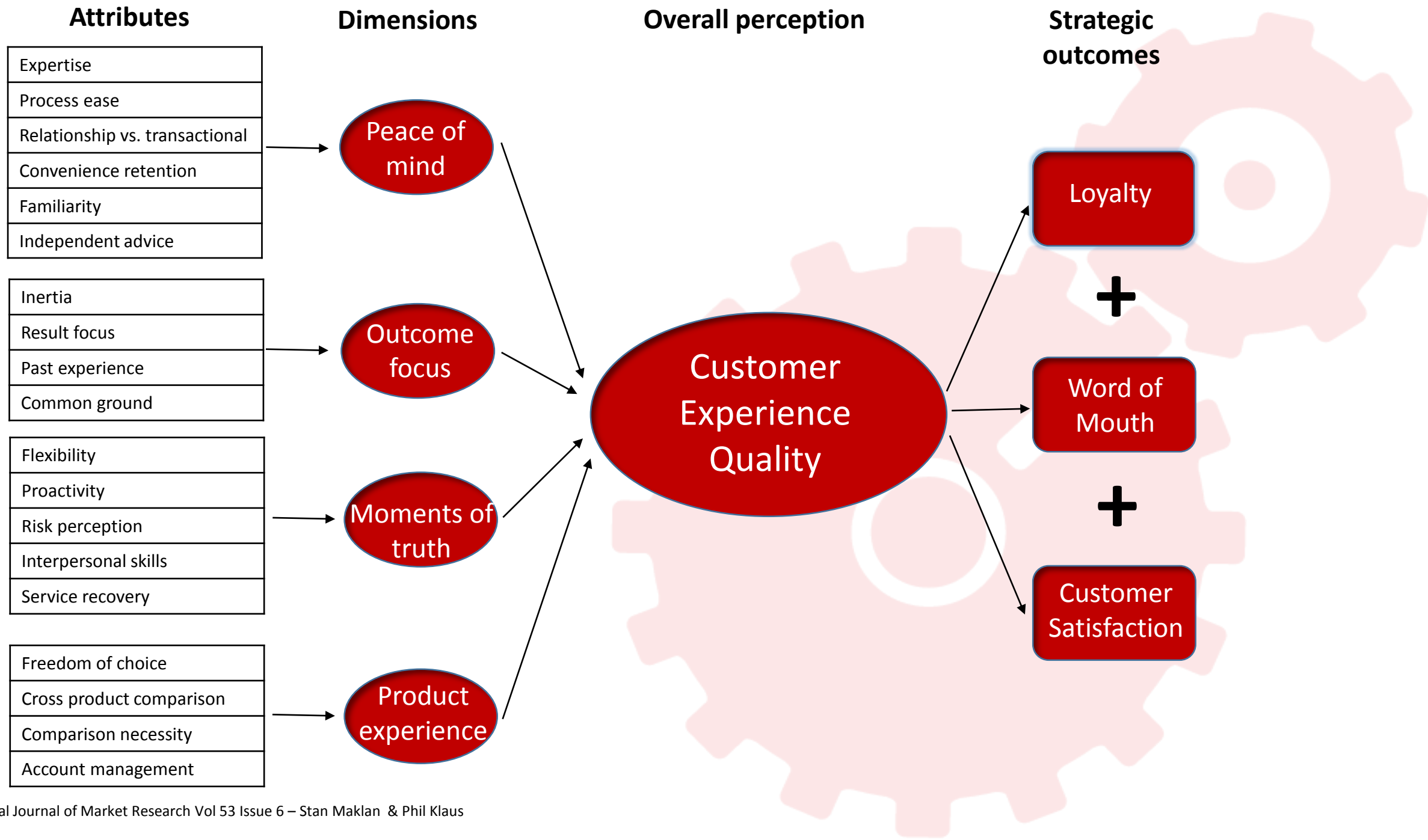
*70% of customers
have stopped buying
goods or services from
a company after
experiencing poor
customer service*

Oracle Business Solutions

*It costs between 5
and 15 times more to
acquire a new
customer than keep
an existing one*

Understand the customer experience journey





10 tangible benefits of a great customer experience

- ✓ Increased sales volume
- ✓ Increased spend per customer
- ✓ Increased customer lifetime value
- ✓ Increased revenue growth
- ✓ Lower cost of sales
- ✓ Shorter sales cycle
- ✓ Lower cost of service
- ✓ Increased recommendations and referrals
- ✓ Higher brand advocacy
- ✓ Market differentiation



Realising the benefits

Questioning, challenging and taking tangible action – The A.D.ATM process

1. Becoming **A**ware

Q: What's our customer experience *really* like?



- Objective, data driven and factual
- Listening, learning, observing

2. Making **D**ecisions

Q: What do we need to change and achieve?



- Creating and reviewing
- Strategy and planning

3. Taking **A**ction

Q: Specifically, what action will we take and by when?



- Delivering tangible outcomes
- Measuring improvements and success



How we can engage



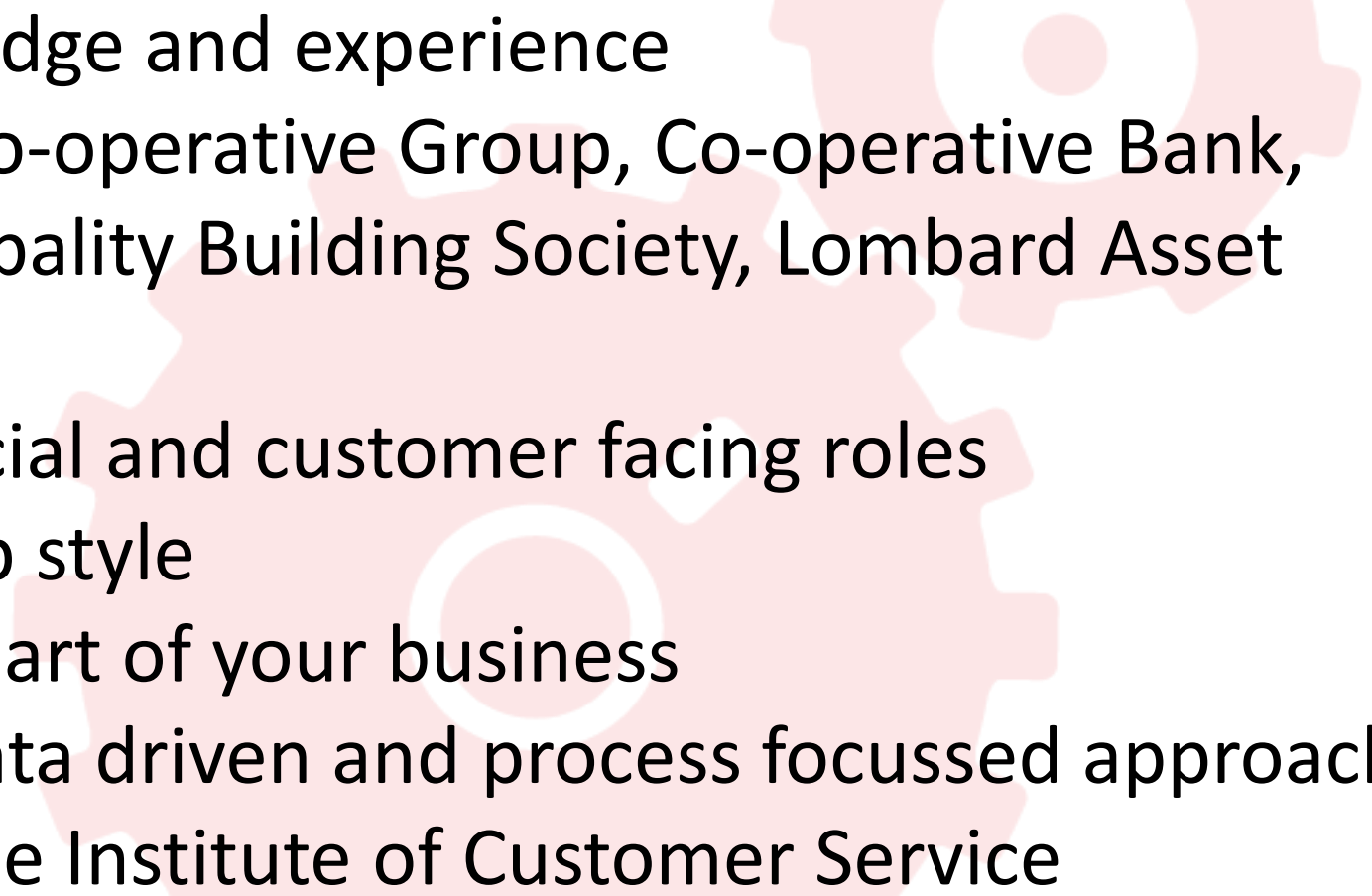
Ad-hoc work
and advice

Customer
experience audit

Standard coaching
packages

Bespoke coaching
packages

Why The Customer Experience Coach:

- ✓ Industry specialist knowledge and experience
 - ✓ Previous clients include Co-operative Group, Co-operative Bank, Volkswagen Group, Principality Building Society, Lombard Asset Management
 - ✓ Over 17 years in commercial and customer facing roles
 - ✓ 1-2-1 working relationship style
 - ✓ Integrates as a seamless part of your business
 - ✓ Unique combination of data driven and process focussed approach
- Companion member of the Institute of Customer Service
- 



THE
CUSTOMER
EXPERIENCE
COACH

“In time, customers won’t remember what you did or what you said, but they WILL remember how you made them feel”.

