



When Bad News is Good News

Customer Experience Improvement

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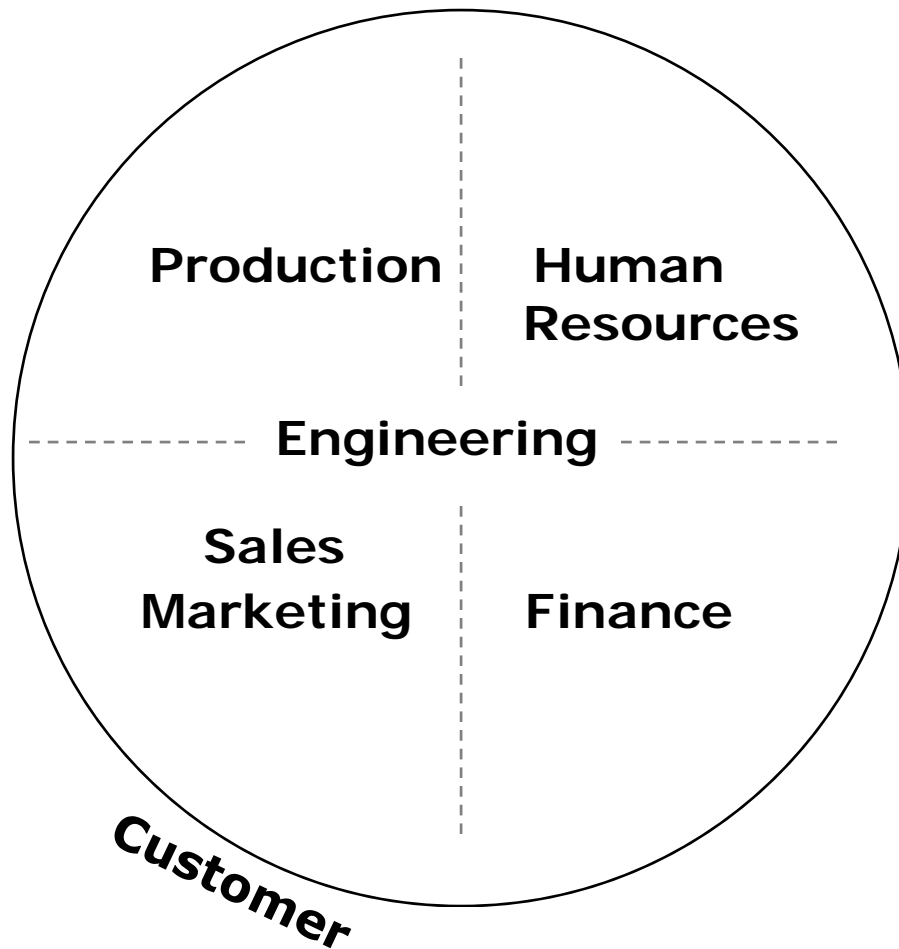
Good news is no news
No news is bad news
Bad news is good news!

-Jim Morgan, Chairman, Applied Materials

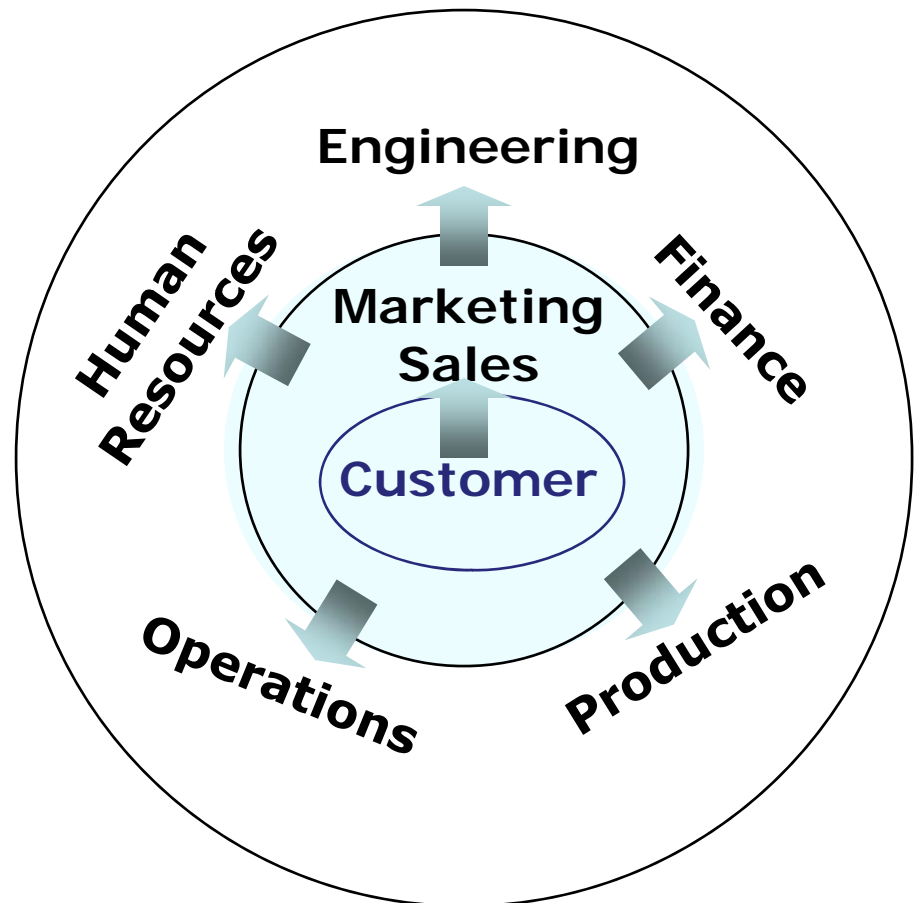


Key #1: Plan Full Use of Customer Feedback

Traditional View



Customer-Centric View



Key #2: Listen to Right Customers in Right Way

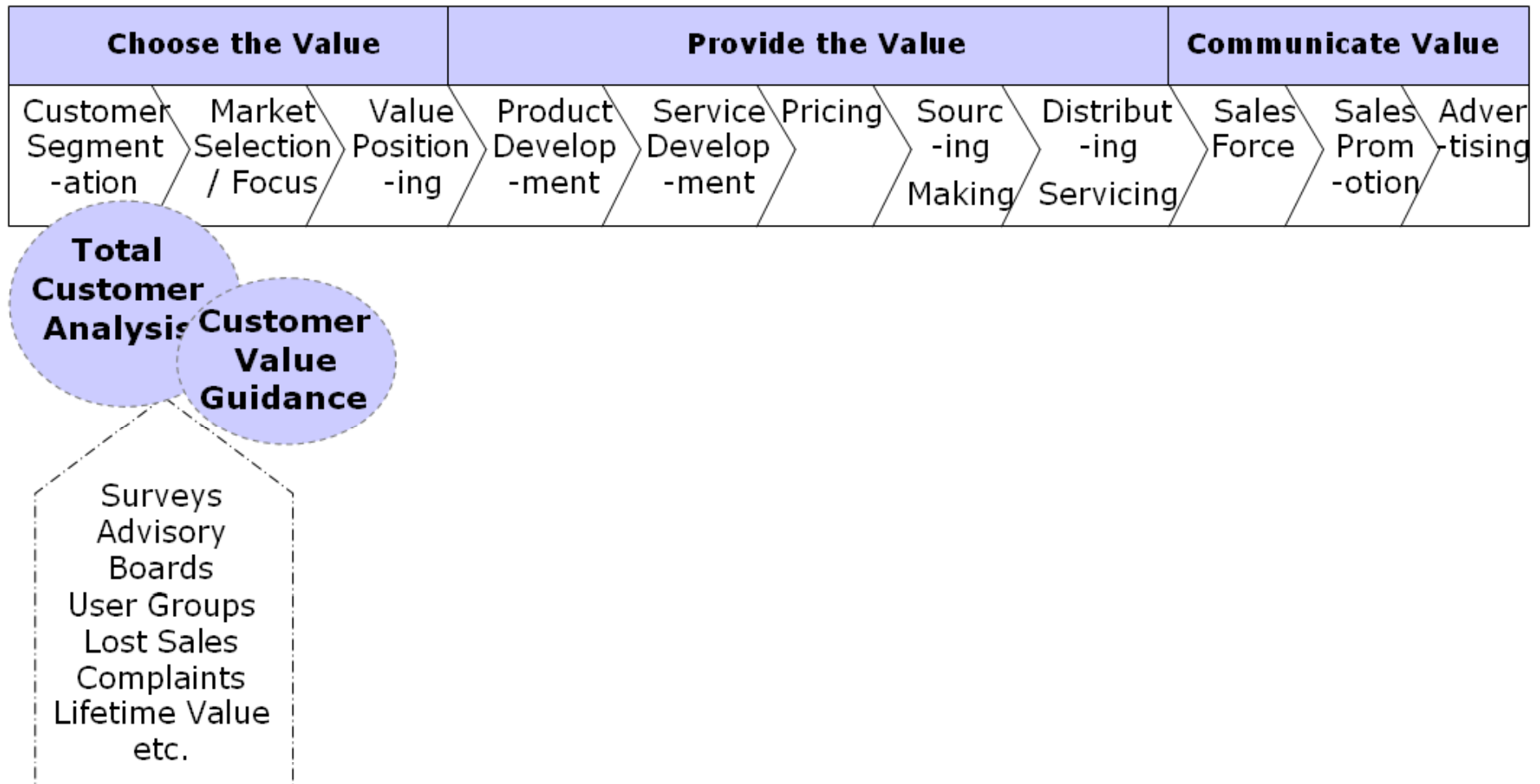
	Customer A	Customer B	Customer C	
Product A	+	+	+	High Profit Product
Product B	+			Profitable Product
Product C		-	-	Losing Product
Product D	+		-	Mixed-Bag Product
	High-Profit Customer	Mixed-Bag Customer	Losing Customer	

SOURCE: Thomas N. Petro – “Profitability: The Fifth ‘P’ of Marketing”, [Bank Marketing](#)

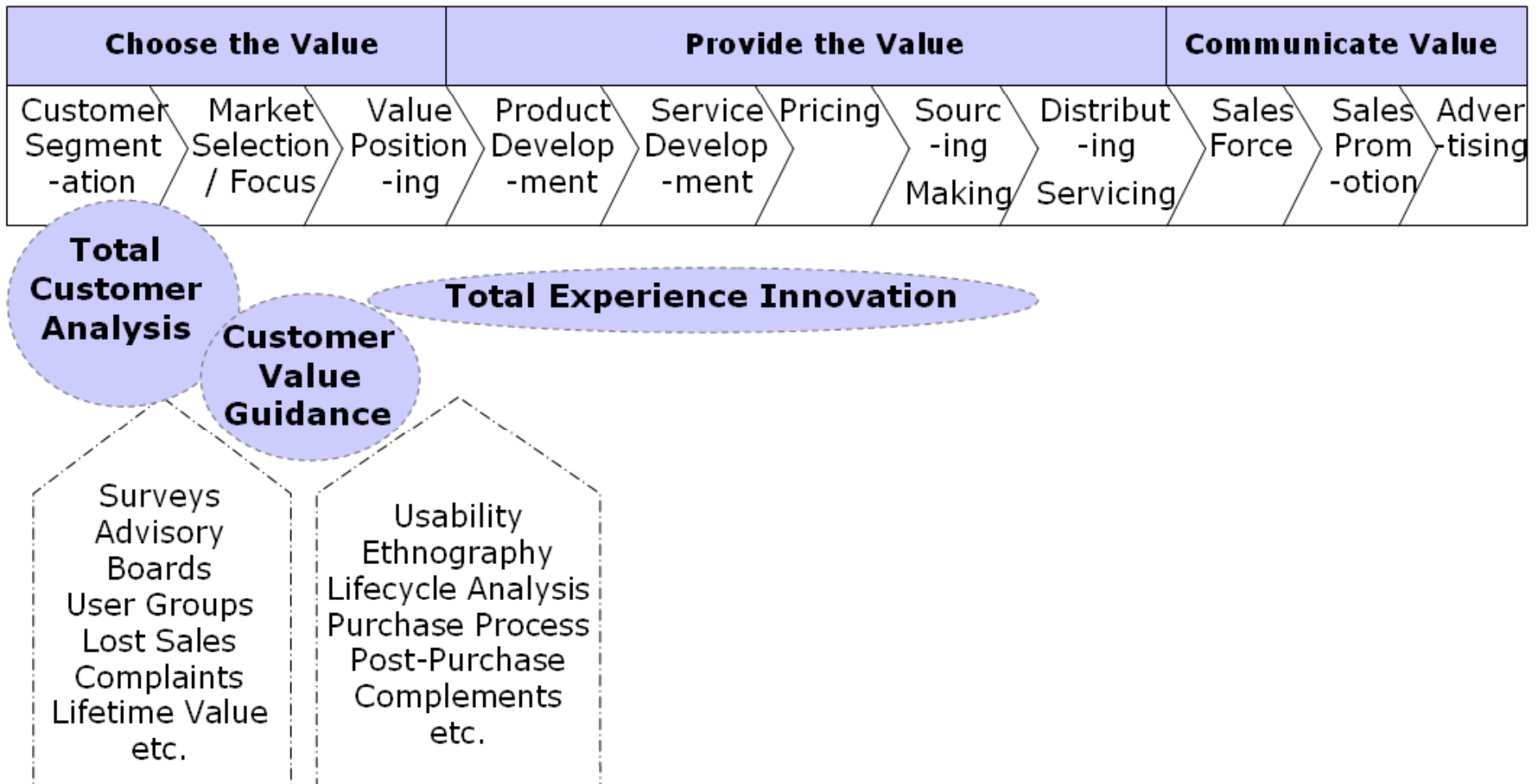
Customers	High Margin	Medium Margin	Low Margin
Many	Accountable	Reactive	Basic or Reactive
Medium #	Proactive	Accountable	Reactive
Few	Partnership	Proactive	Accountable

SOURCE: Kotler & Keller – [Marketing Management](#), 12th Edition

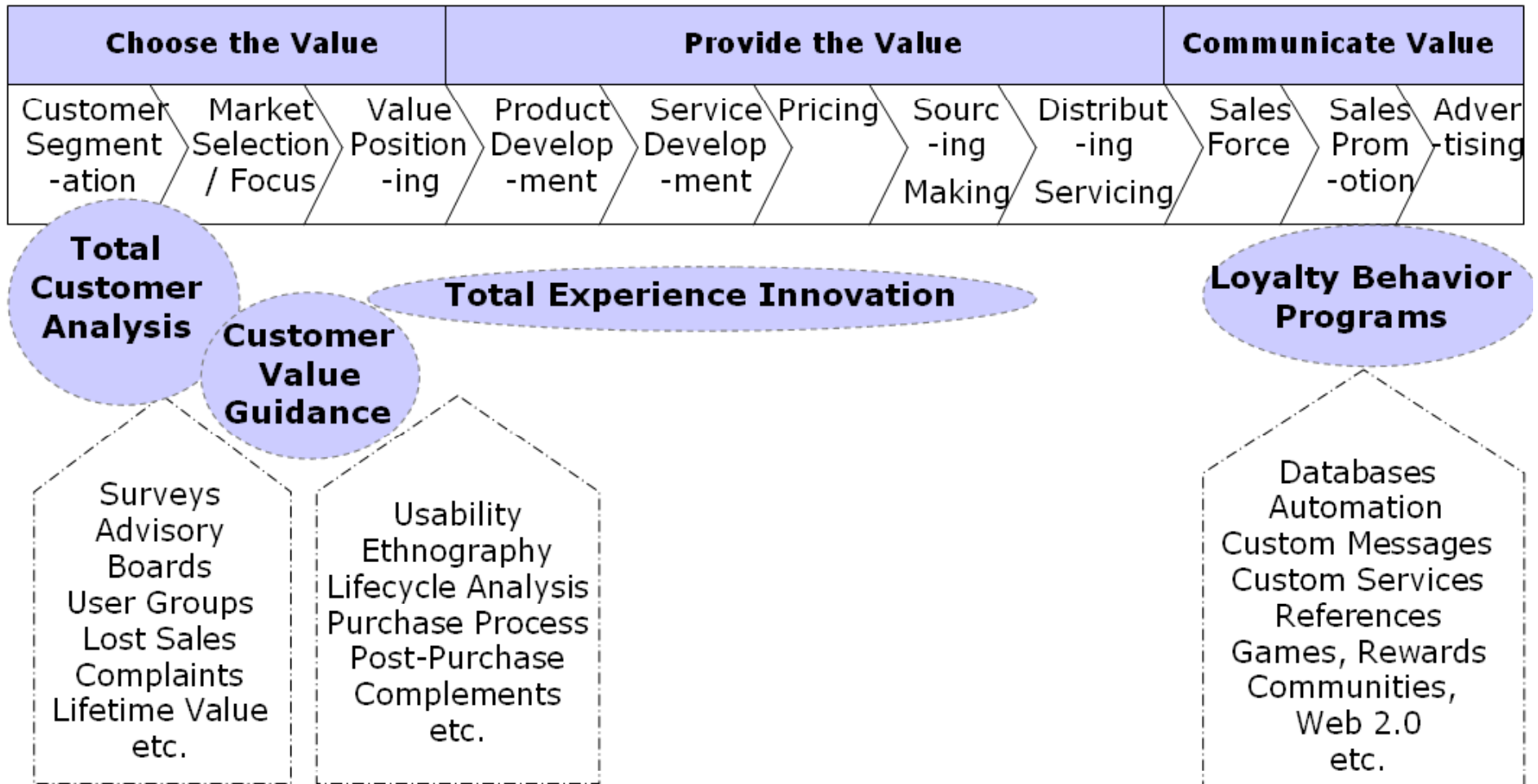
Key #3: Integrate Intelligence Sources & Actions



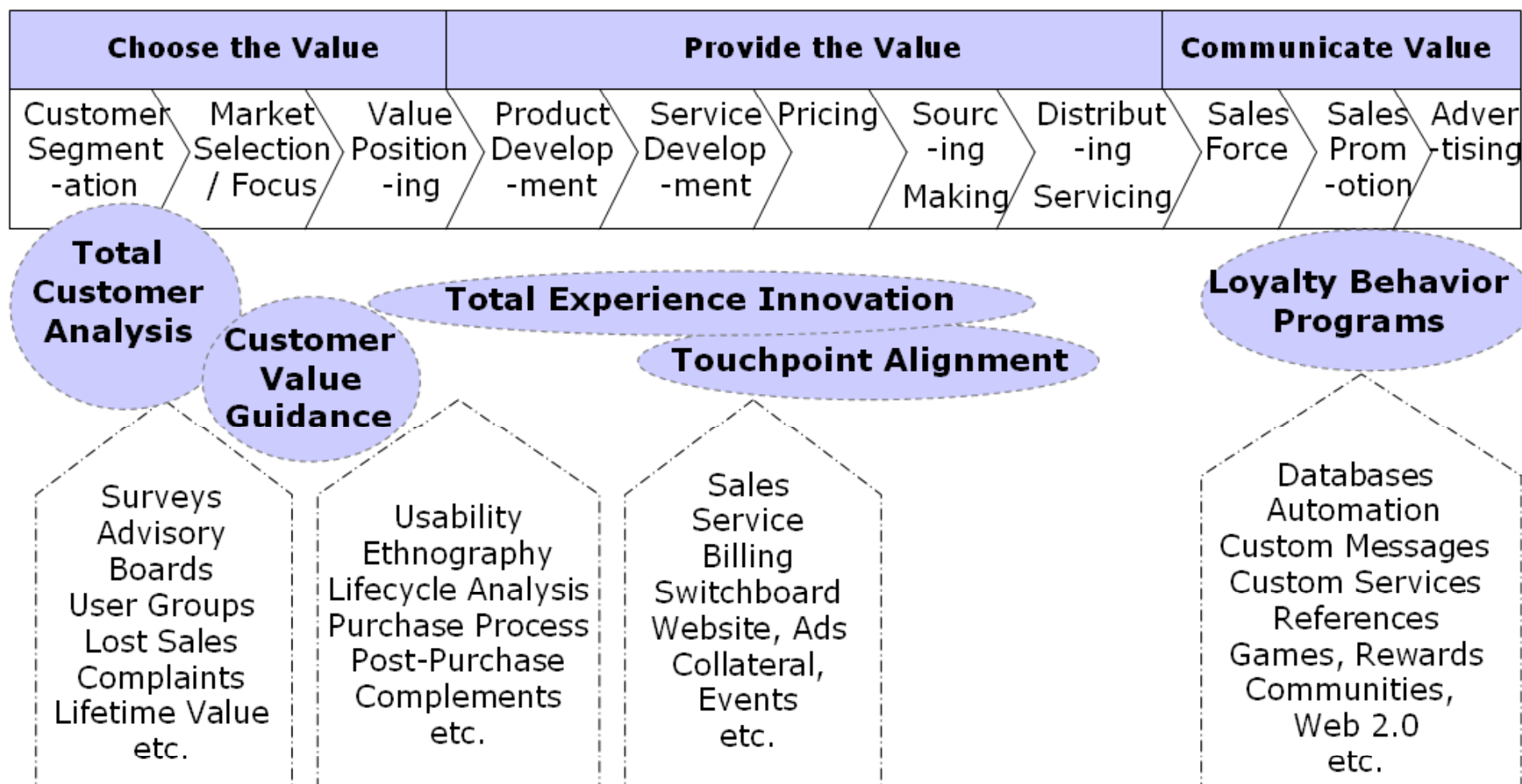
Key #3: Integrate Intelligence Sources & Actions



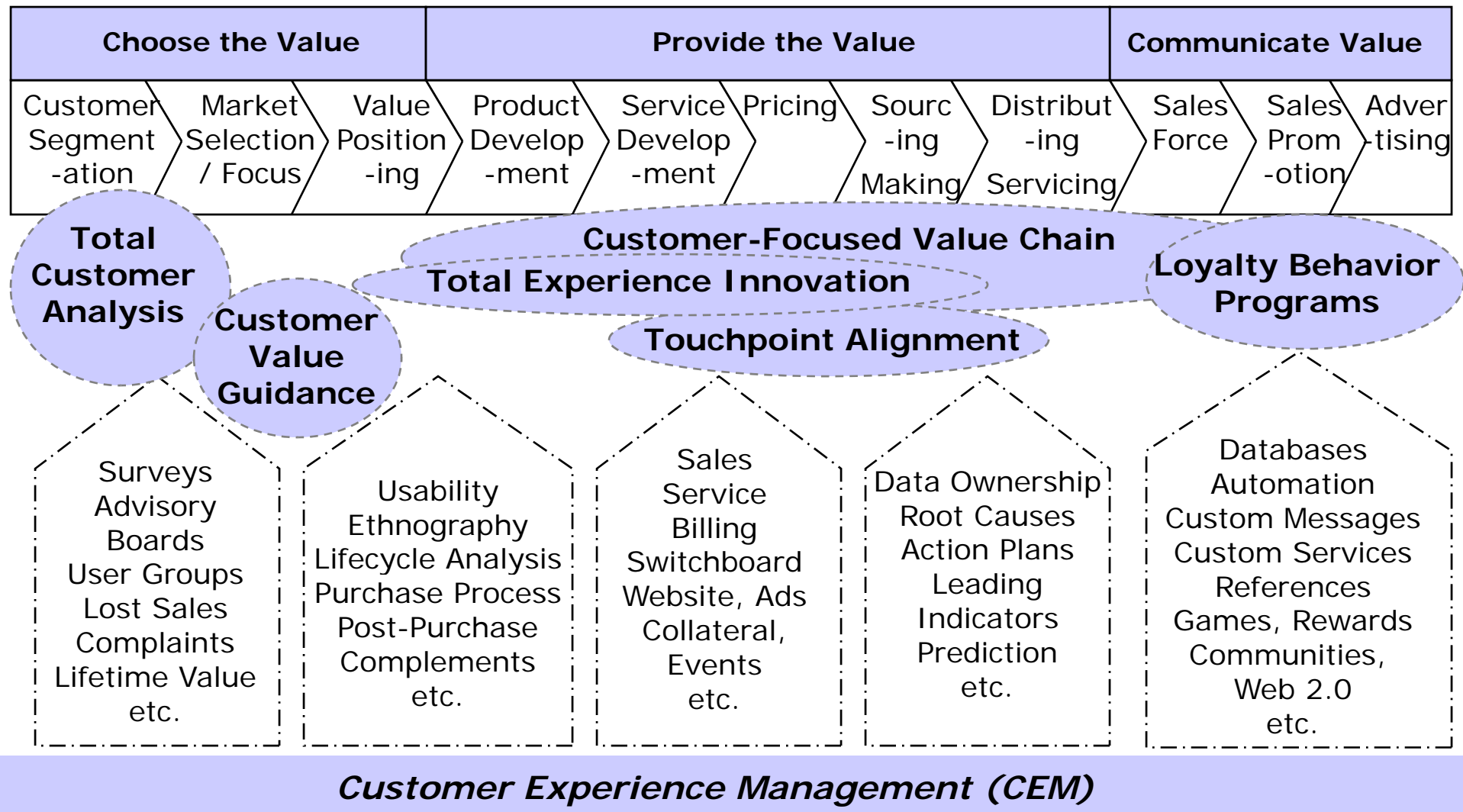
Key #3: Integrate Intelligence Sources & Actions



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Key #3: Integrate Intelligence Sources & Actions



Key #4: Internal Branding

Interview Clients



- Multiple Functions

Survey Reports



- Graphs, Comments

Presentations



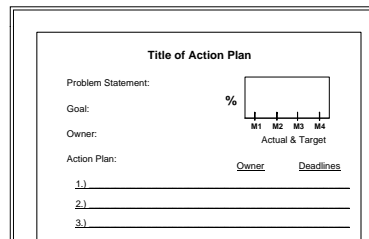
- Interpretation

Metric Dashboards



- Leading & Lagging

Tashiro Charts



- Actions + Metrics

Conduct Workshop

CUSTOMER FOCUS MEASURES WORKSHOP

Customer Focus Measures (Internal - Leading Indicators)

1. _____

2. _____

3. _____

Customer Feedback (Voice of the Customer)

1. _____

2. _____

3. _____

Action Plan (Include Program Name, Owner, Completion Date)

1. _____

2. _____

3. _____

Customer Satisfaction Measures (External - Lagging Indicators)

1. _____ (Satisfaction Index)

2. _____ (% Deterioration)

- Prioritization

Incentives



- Recognition & Bonuses

Operations Reviews



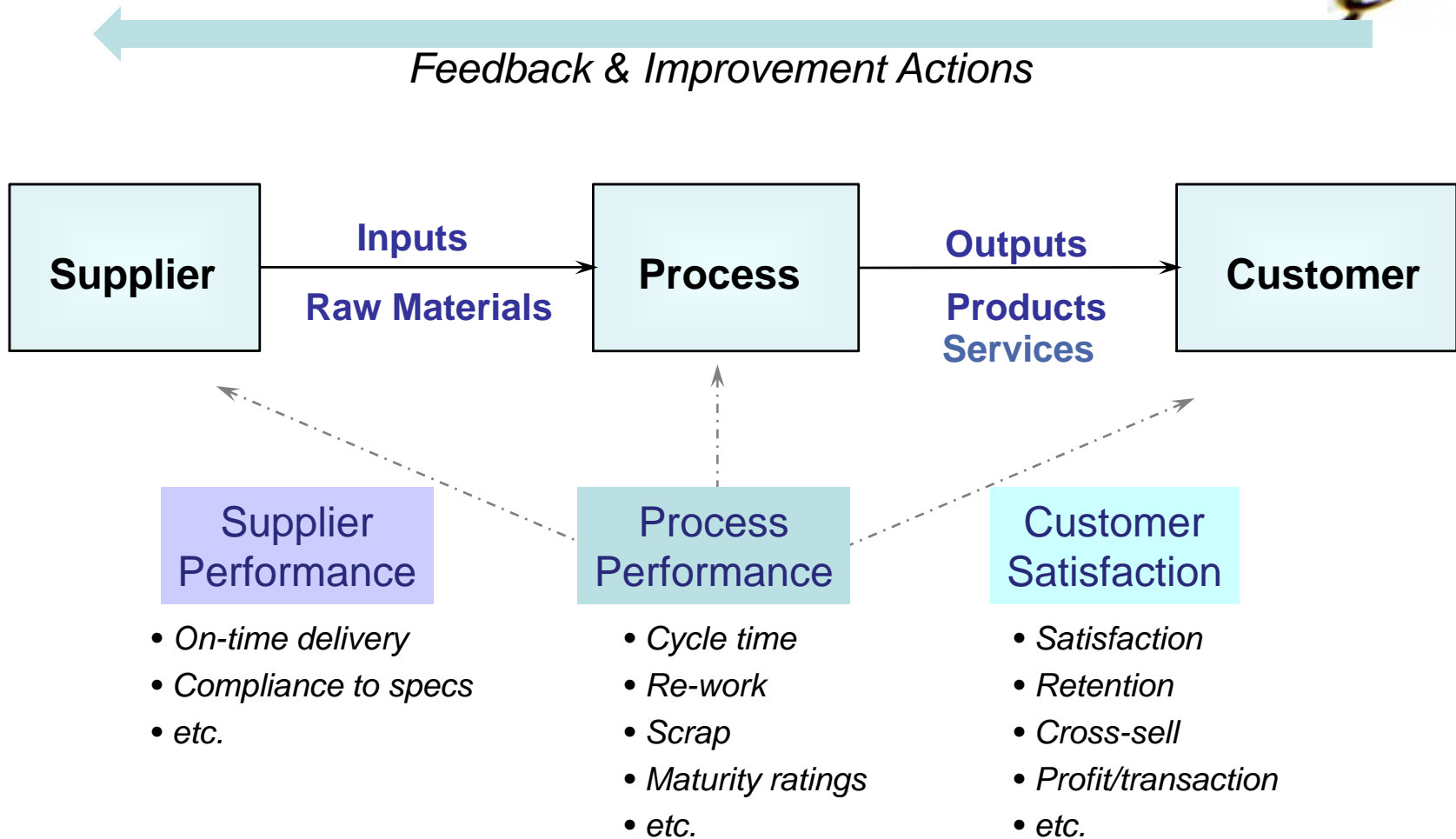
- Recognition & Bonuses

Confirm w/Clients



- Progress Reports

Key #5: Process Improvement



Key #6: Early Warning Signals

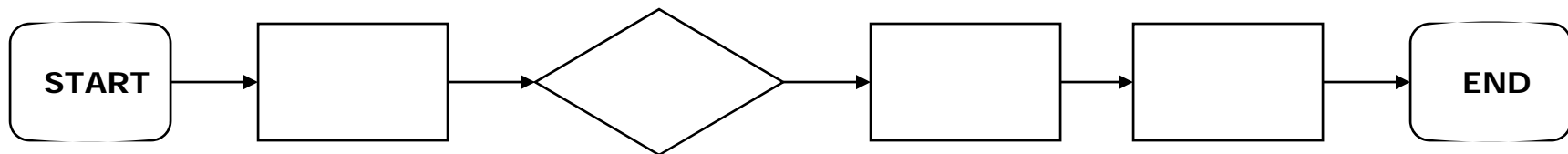
Control Points = early warning signals
of performance v. specs
by monitoring KPIs within the process



Example: Developing Collateral

Check
Point

Check
Point



Control

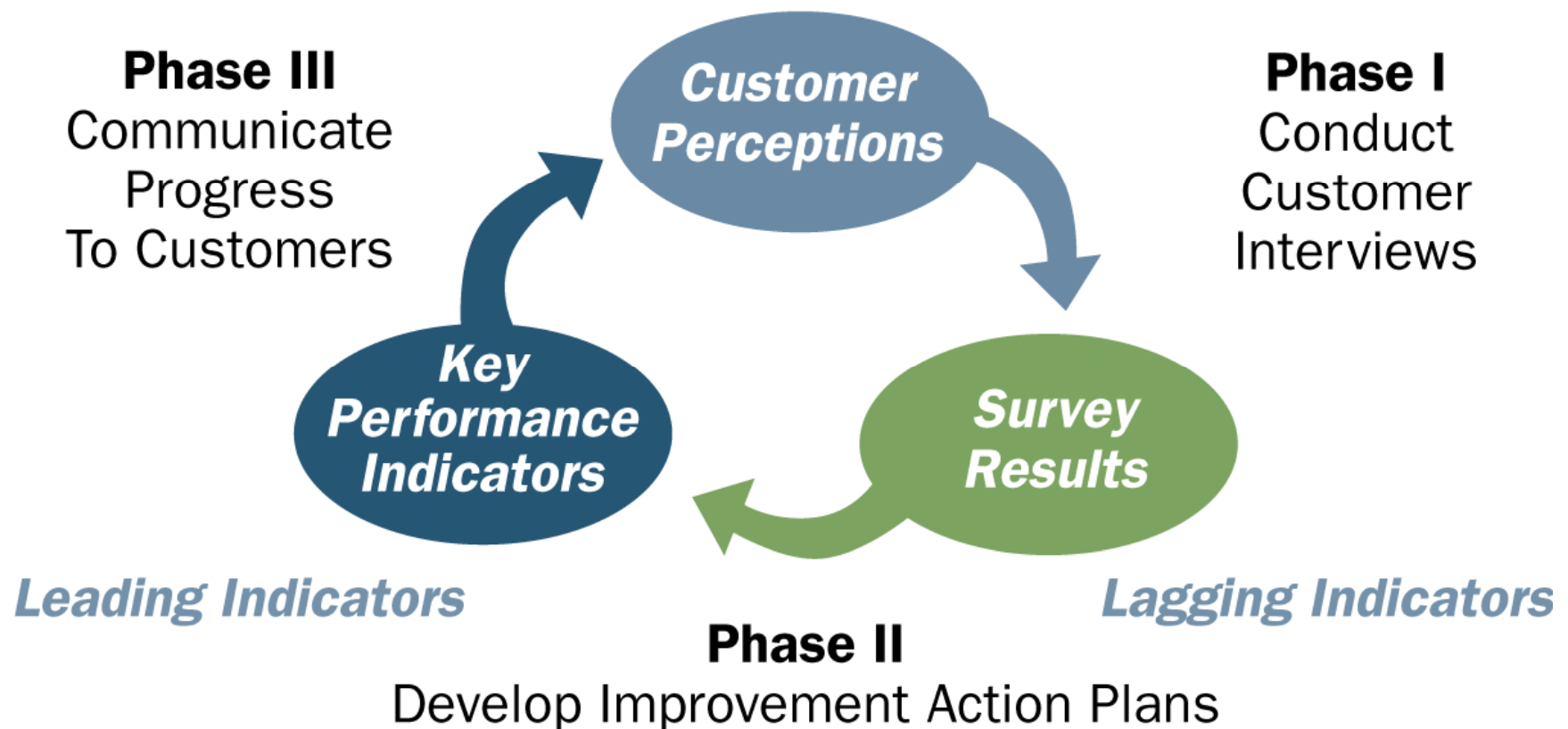
Point? _____

For each business process:

What can be checked at each step to be sure the output will match client expectations?

Establish tally and 'early fix' for non-conformances to prevent scrap, re-work, delays

Key #7: Closed-Loop Communication



CEM: Take Advocacy To The Next Step



Traditional Advocacy

Expedite issues for big customers

Rewards, Communities, Experiential marketing, CRM

Advisory boards, Reference programs, Surveys

Product user groups, Usability testing

Customer service

Advantage

Retain large accounts

Increase revenue

Become customer-centric

Improve product performance

Maintain use of product

Go To The Next Level

Prevent issues systematically & Align effort with lifetime value

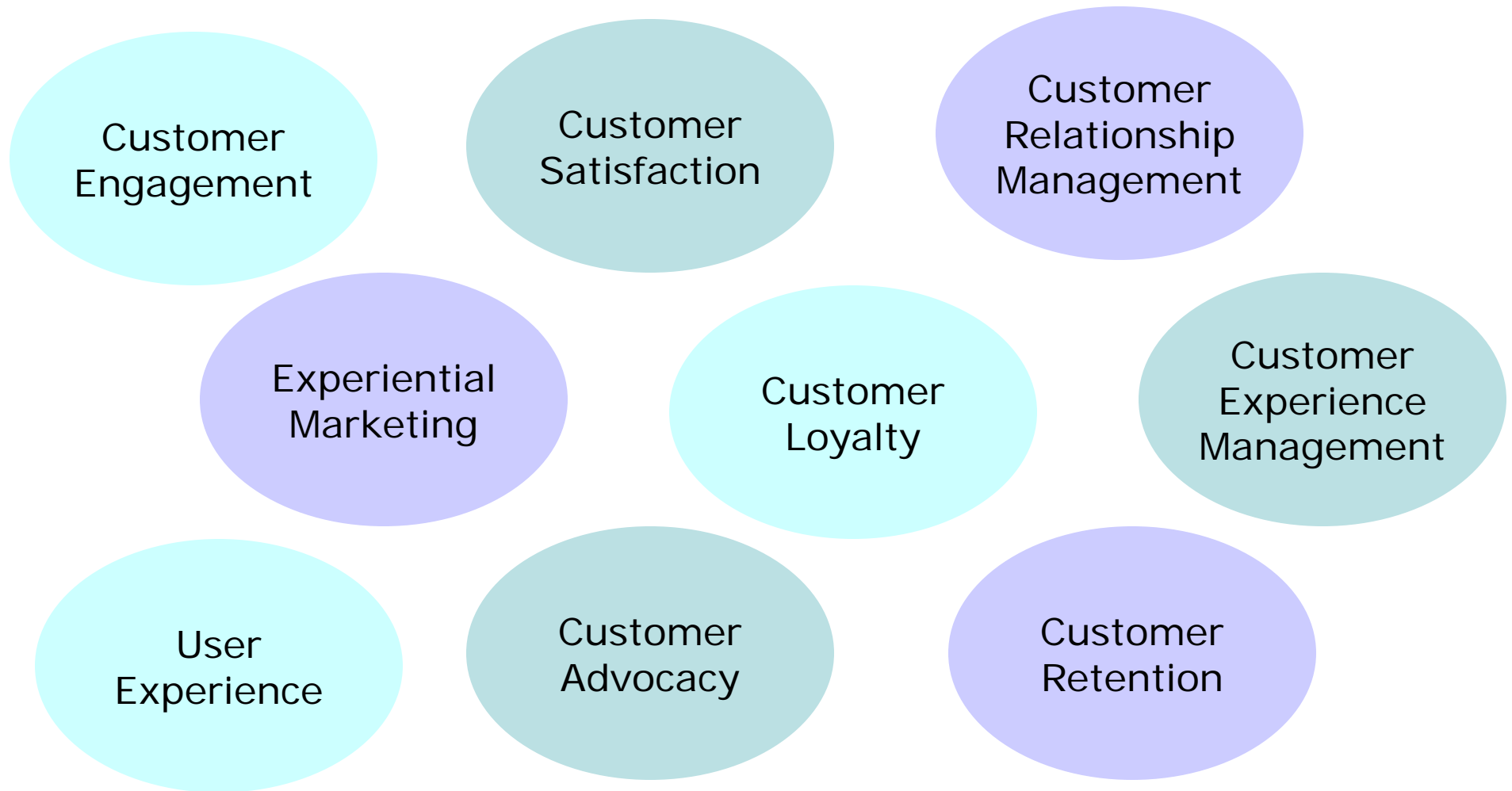
Ensure seamless touch-points & Prevent hassles

Embrace negative feedback via value-chain involvement

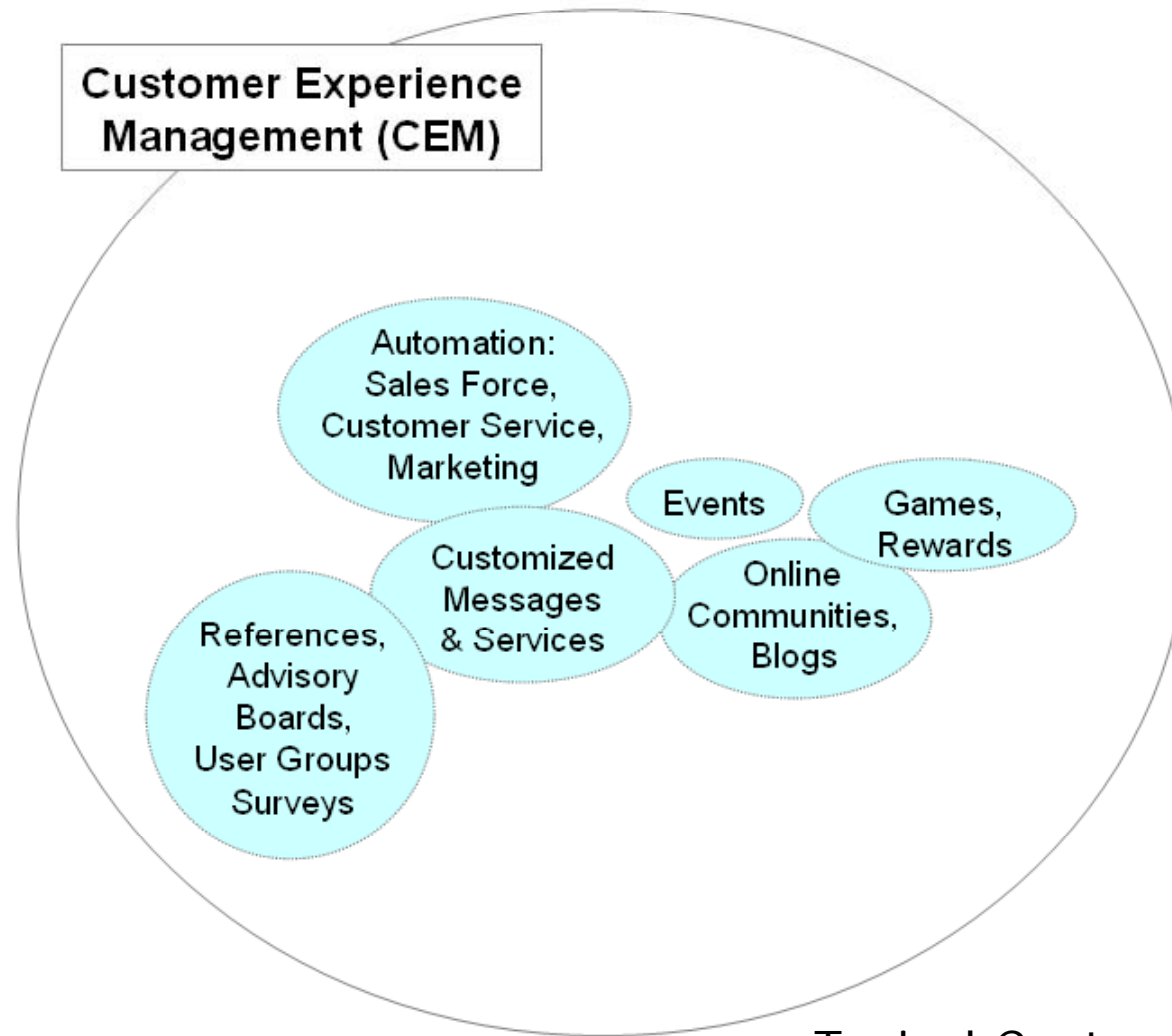
Expand inputs to include the customer's full experience with brand

Add customer-focus to value chain behind service functions

What Is The Difference?

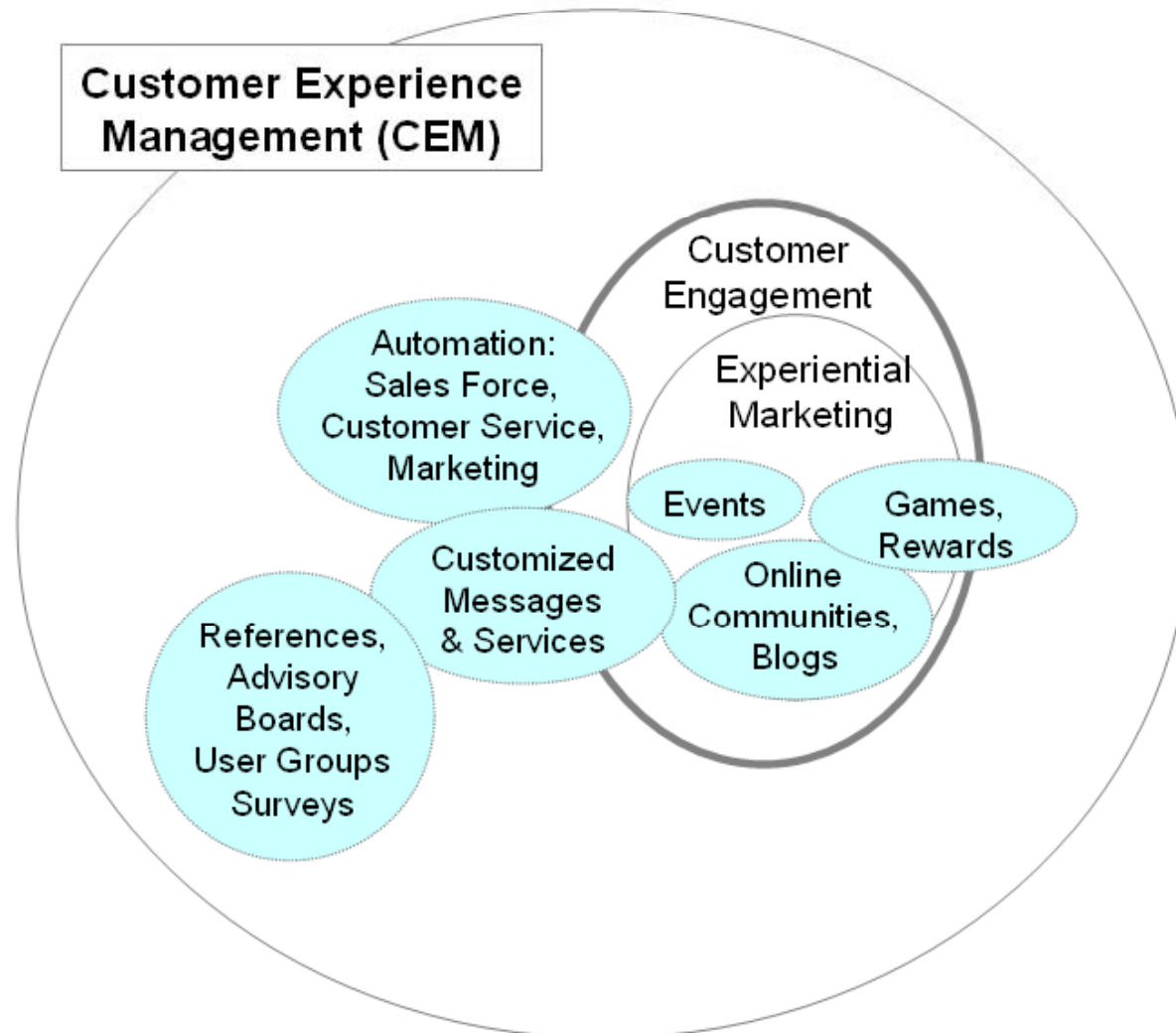


CEM: Do The Whole Job



Typical Customer Programs

CEM: Do The Whole Job



Subset: Experiential Marketing



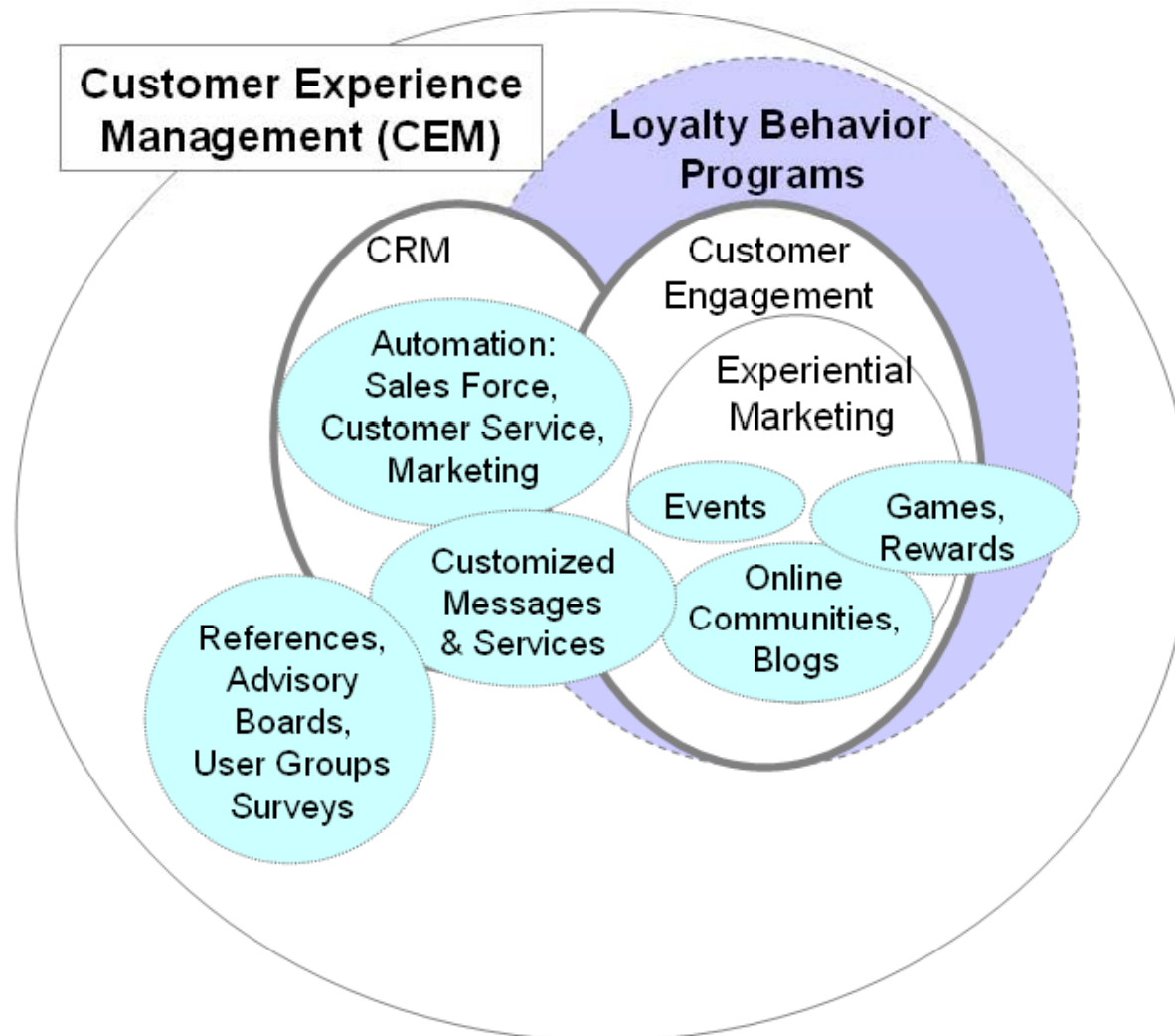
CEM: Do The Whole Job



Subset: Loyalty Behavior Programs



CEM: Do The Whole Job



Subset: CRM



CEM: Do The Whole Job



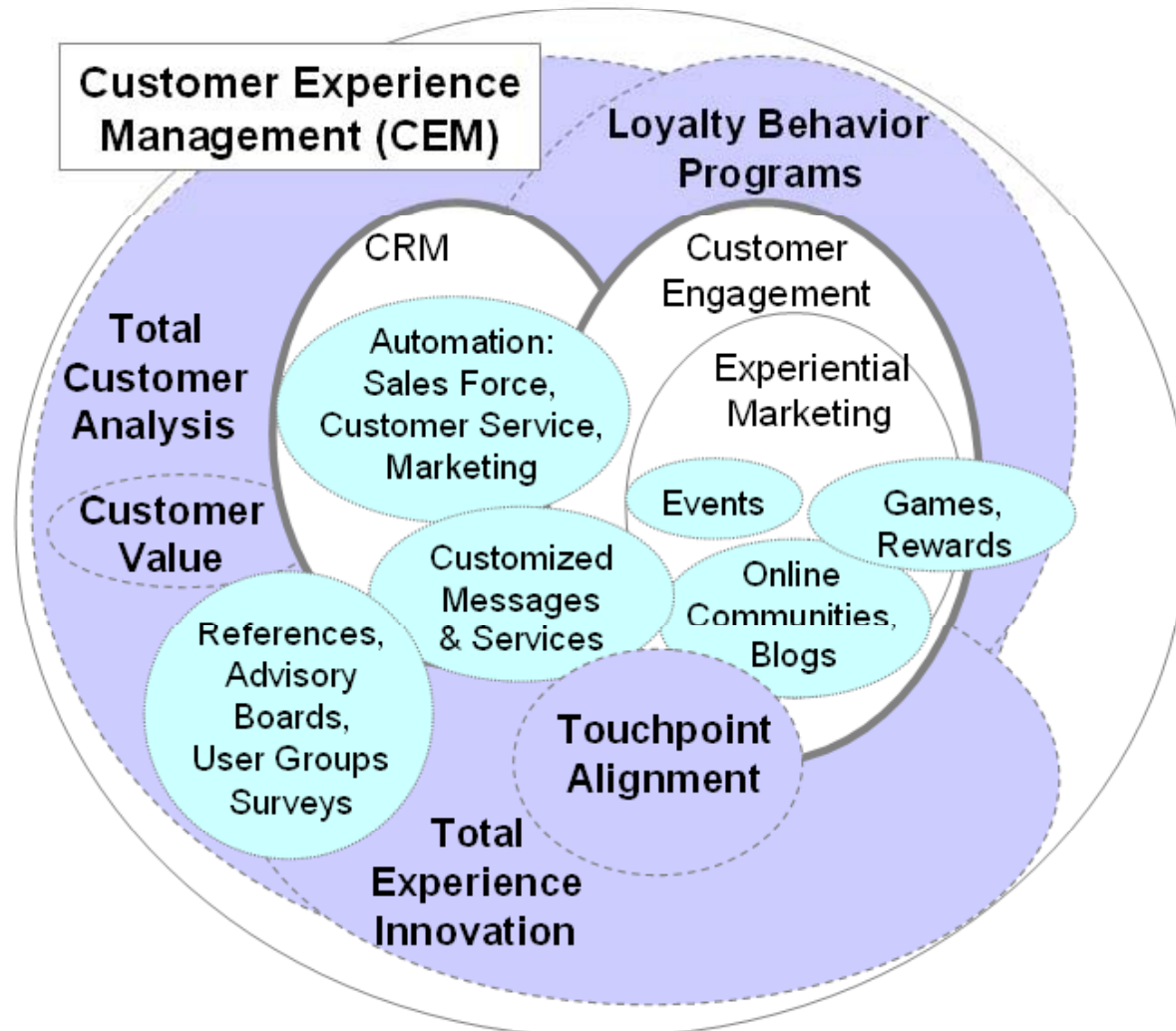
Subset: Customer Profiles
CLV, Customer Analysis

CEM: Do The Whole Job



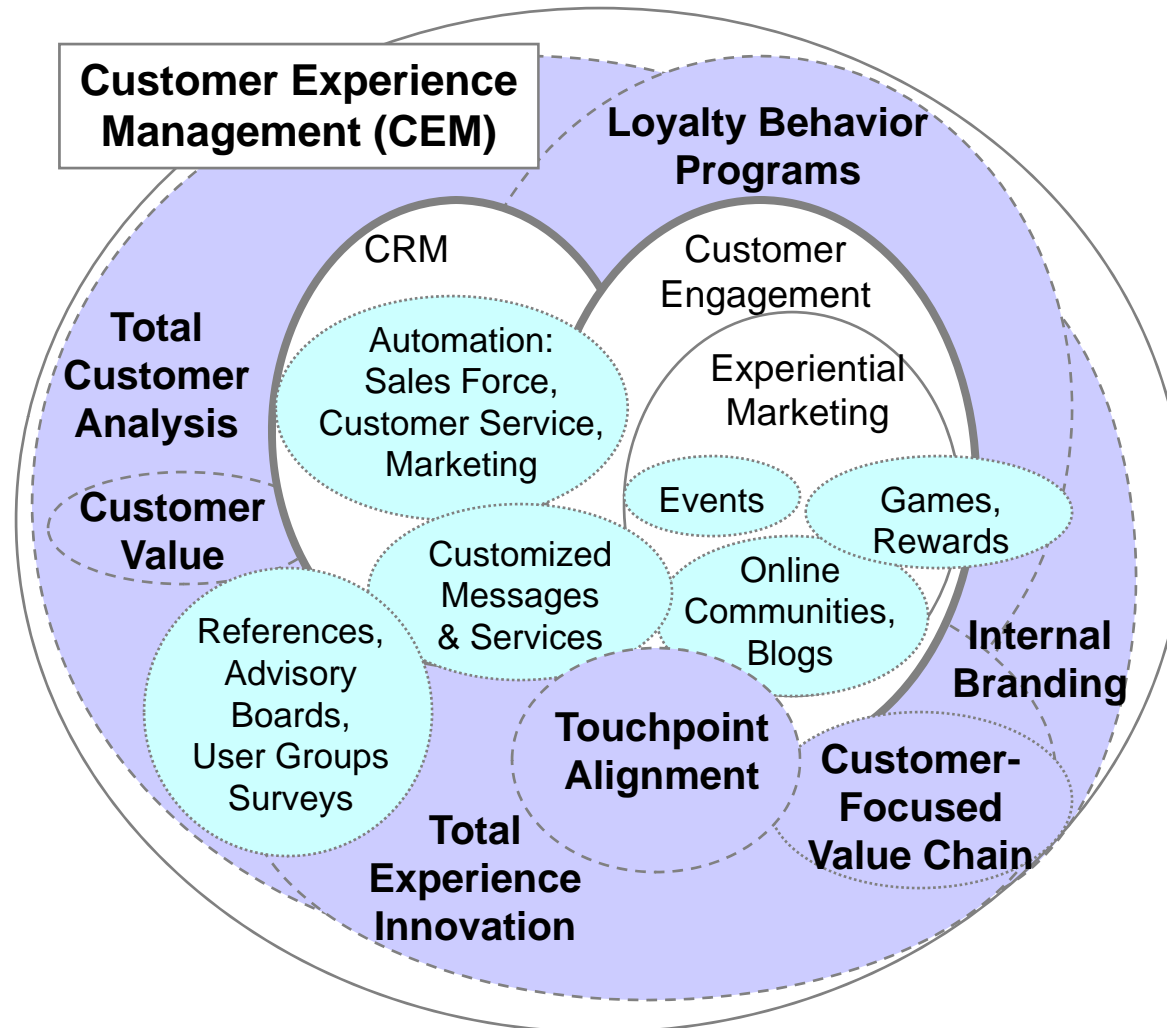
Subset: Customer Touchpoints

CEM: Do The Whole Job



Subset: Experience Innovation

CEM: Do The Whole Job



Subset: Internal Branding & Customer-Centricity



CEM: Doing the Whole Job



Wamu

Apple

Singapore
Airlines

Starbucks

Mini
Cooper

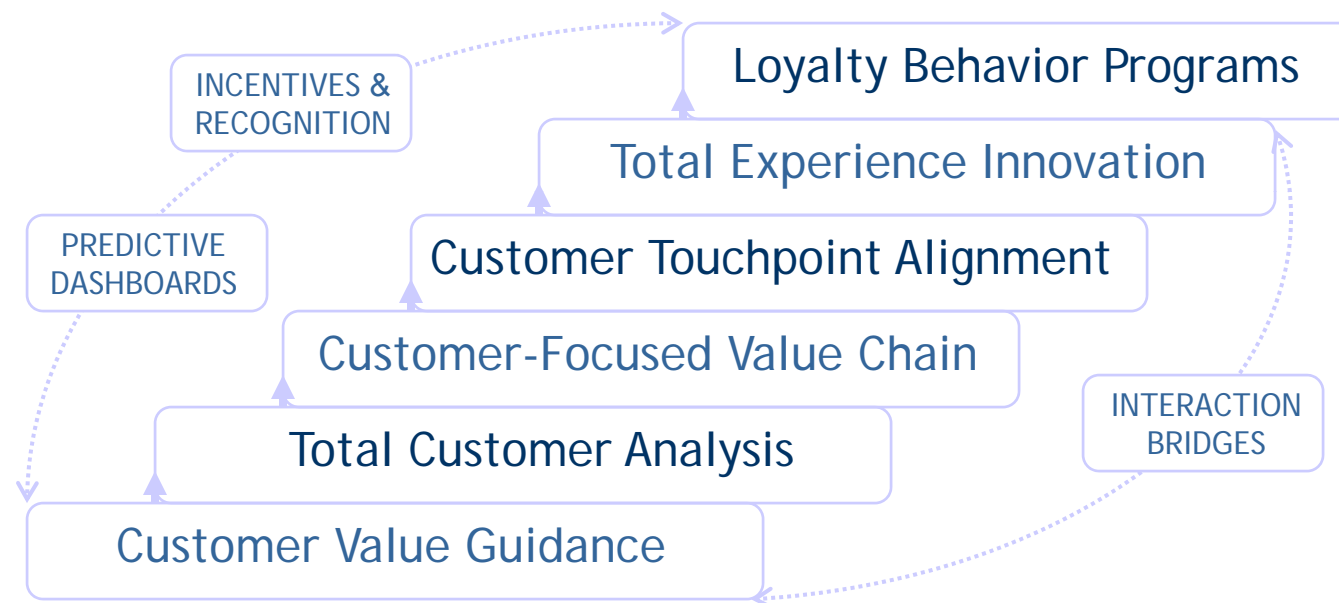
Ruth's
Chris
Steakhouse

Sony

American
Express

CEM: Doing the Whole Job

Bad news is good news for 'staying ahead of the curve' via customer-focused value chain, touch-point alignment, & experience innovation



More information at www.clearaction.biz

Lynn Hunsaker – Customer Experience Strategist



ClearAction Executive Mentoring:

***Clearly see what's needed
to take immediate action***

ClearAction Change Management:

***Clear the way
for organization-wide action***

Take your customer advocacy to the next level:

- Prevent issues systemically
- Align effort with lifetime value
- Embrace negative feedback
- Innovate customers' full experience

Auxiliary customer experience enablers:

- Team recognition strategies
- Leading indicator dashboards
- Marketing skills & operational efficiencies
- Interaction bridges

Significant gains in revenue & profit simultaneously

Testimonials

- “Lynn has taught us things that would not readily cross our minds
- She has increased our efficiency & accuracy in many areas
- I highly recommend her as a business consultant”



- “Lynn’s assistance was helpful
- I look forward to working together in future”



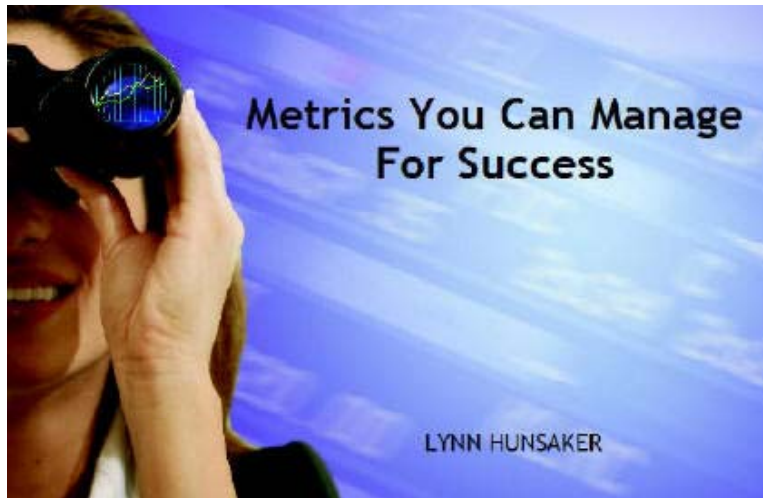
- “Lynn is a superb strategist, diagnostician, facilitator & team player
- She is the most knowledgeable professional I know in intertwining voice of the customer and marketing operations”



Tools & Guidance

On-Demand Training Podcasts
Building Customer Relationships – hear sample:
www.clearaction.biz/podcast.html

Upcoming eBook: “Experience Innovation”
Feb’09 – more information at:
www.clearaction.biz/experience-innovation.html



eBook – Templates, Worksheet, Tips!
20% Discount Code: slideshare
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