



Webhelp

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CCMA

Online Event

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Ringing in the changes – Defined by social consciousness



**Silent
Generation**
1925

**Baby
Boomers**
1943

Gen X
1965

1920s

1930s

1940s

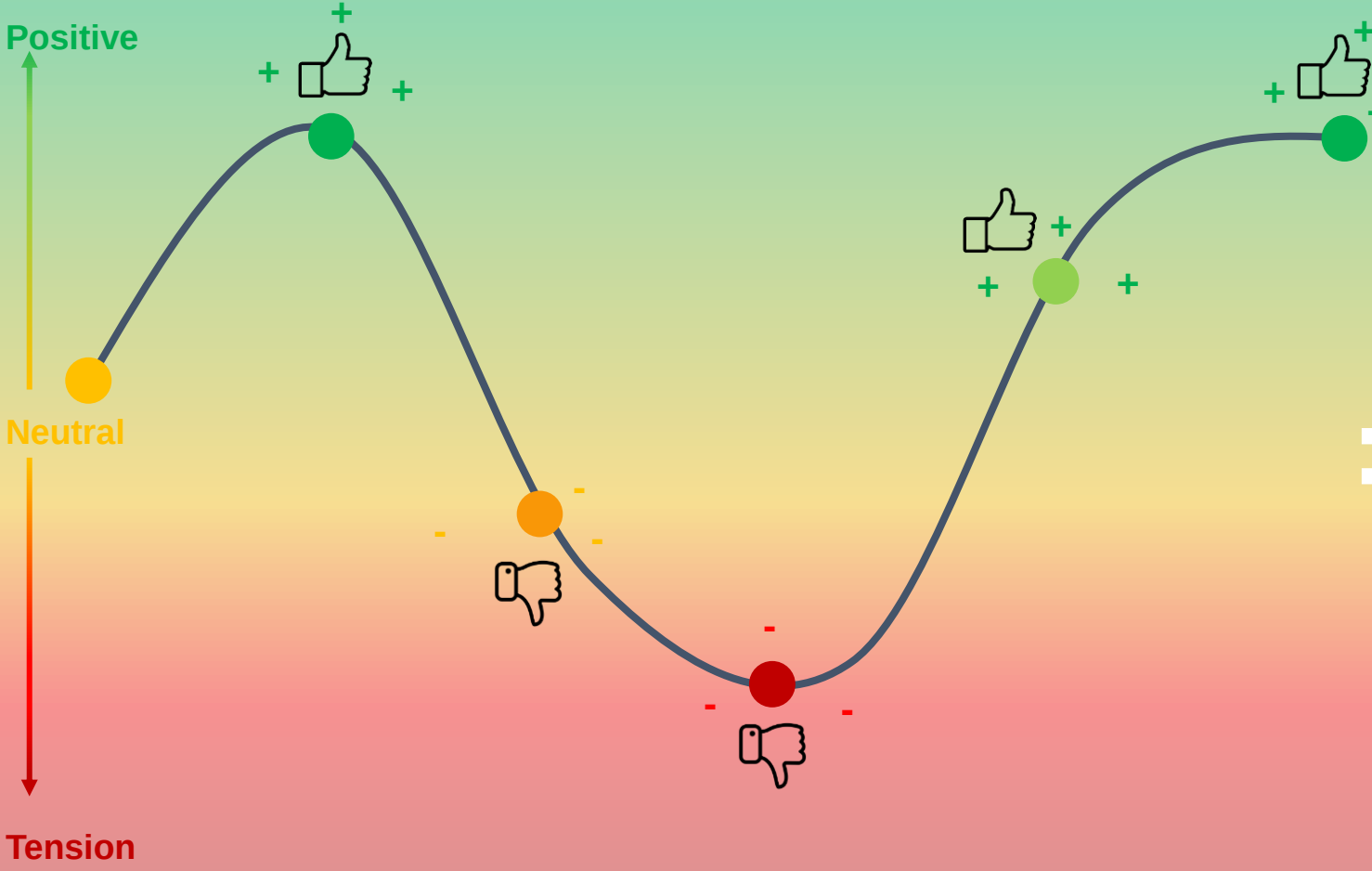
1950s

1960s

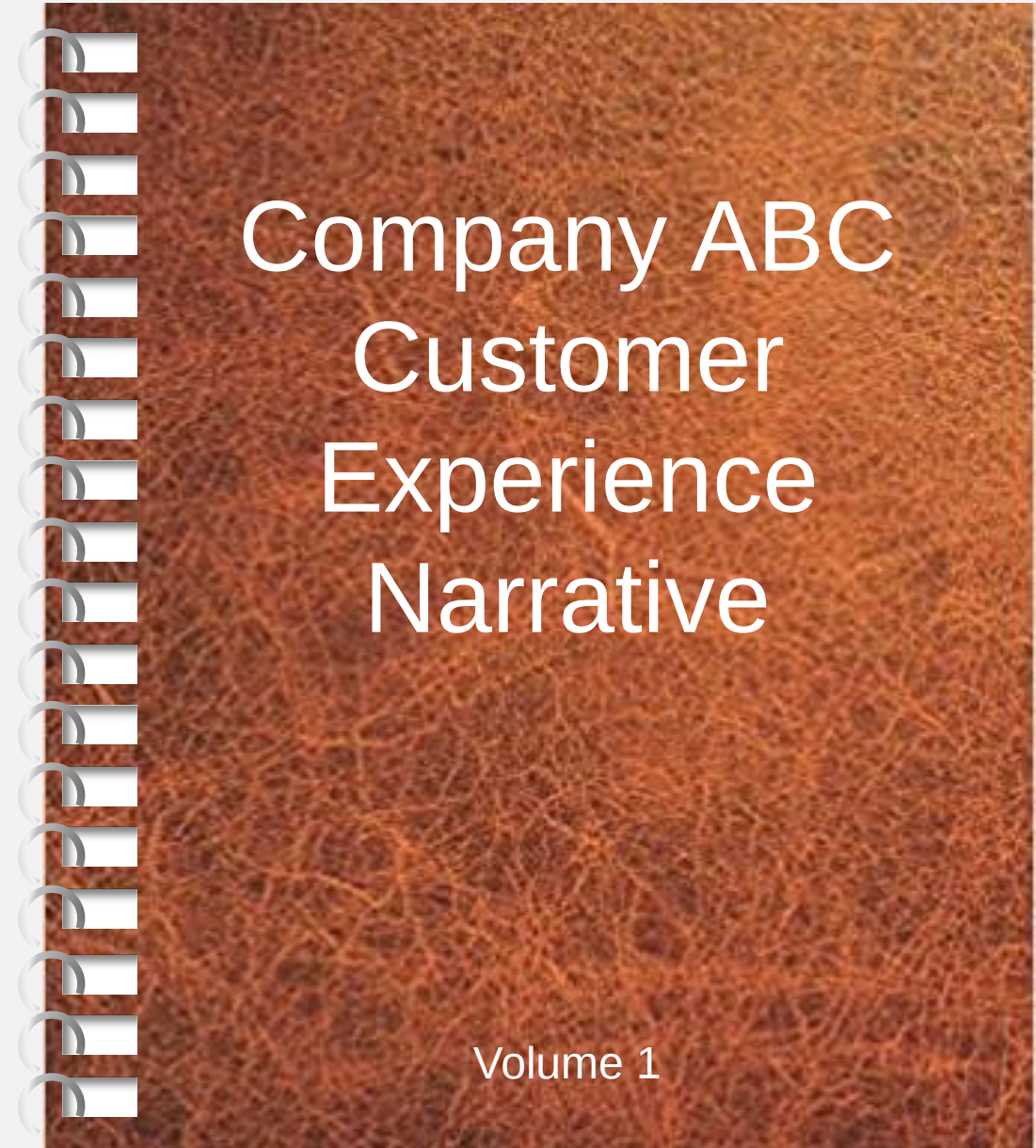
1970s

1980s

What do we mean by Customer Experience (CX)

Customer need	The emotions & feelings a customer has when they interact with your brand		Customer perception
 "I need to buy furniture for my new home office"	 The sum of all these experiences equals the true customer experience		Love them! Brand advocate Hate them! Always disappointed
Does your brand...	Engage your customers senses?	Entice & excite your customers?	

Telling your CX Narrative



Positive

Neutral

Tension

Your customers story told

across the entire organisation



Business
Functions



People &
Talent



Systems



Governance
& leadership

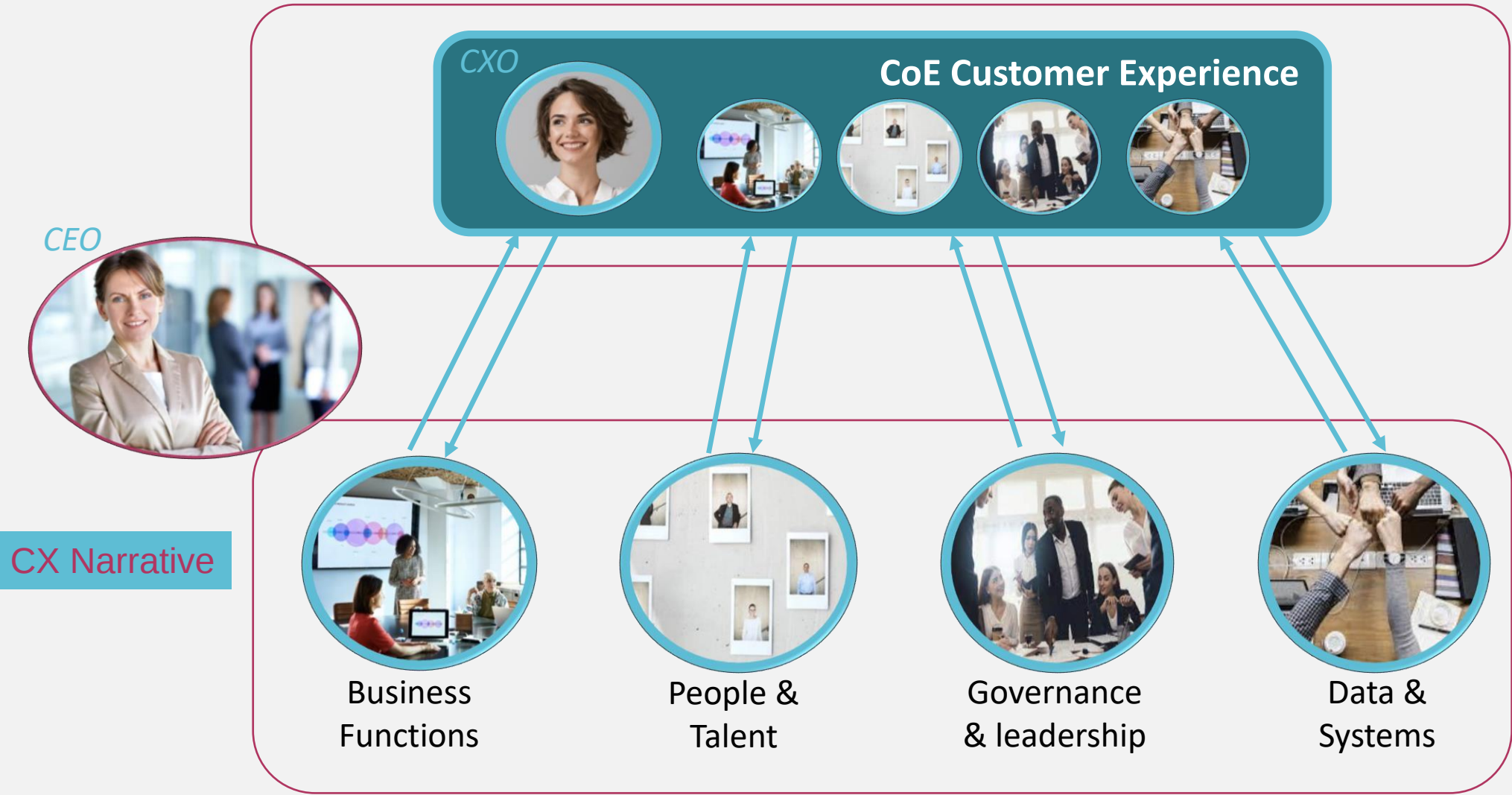
Emotional connection

Your Cx Narrative

Front
Office

Back
Office

The Philosophy of Customer Experience



How have our customers responded?

	Most impacted phases					Benefits		
	Rapid crisis response	Take control back	Business as unusual	Transition to new normal	Crisis future-proofing	Profit (£)	Customer Experience	Resilience
Enable Work from Home capabilities	✓				✓			✓
Implement remote performance management		✓	✓			✓		
Embed data and insight into ways of working		✓		✓		✓	✓	
Embed continuous improvement into your contact environments		✓	✓	✓		✓	✓	
Redesign digital customer journeys			✓	✓		✓	✓	
Right-shoring of customer contact,			✓		✓	✓		✓
Implementation of improved messaging and SMS capabilities			✓	✓		✓	✓	
Conversational AI and back office automation			✓	✓	✓	✓	✓	✓



Think Human

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