

CUSTOMER EXPERIENCE

Do it brilliantly, and you will be rewarded.

A well-defined brand promise enables a company to make an emotional connection with customers and differentiate its brand. The best brand promises connect a brand's purpose, positioning, strategy, people and customer experience. Done brilliantly this leads to loyalty and ultimately the holy grail: brand advocacy.



Jane Hunter, Brand Consultant at [Futureproof Marketing](#) has managed some of the world's most prestigious brands. She holds a degree in psychology from Princeton University and an MBA from the J.L. Kellogg Graduate School of Management at Northwestern University. During her 20 year career in marketing she has worked at Quaker Oats, Diageo, E&J Gallo Winery and Little Dish.

TALK ABOUT US

- ASKED BETTER QUESTIONS -
- REWARDED ANGRY CUSTOMERS -
- LISTENED TO CUSTOMERS -

“THINK DIFFERENT”

Apple is an excellent example of a well-executed brand promise with their “Think Different” campaign. They deliver this across all elements of the customer experience.

As a customer who wants to buy a new computer, I enter the store and am greeted by an associate who directs me to the area where all the computers are displayed. The associate asks me about my lifestyle and how I plan to use the computer.

After listening carefully and assessing my situation he directs me to a Macbook Air so that I can try all the elements of the computer before I purchase. The product has been ‘thought about

differently’ right down to the charger with retractable hooks for winding up the cables to fit neatly and lightly into my bag.

I decide to purchase the MacBook Air and do not have to wait in line to check out because every associate is also a till. Nor do I have to wait for a receipt as it has already been emailed to me.

Unfortunately, a few weeks later I have a problem with the computer. I call Apple and an incredibly helpful associate works with me for 15 minutes to try and solve the problem. It is not possible to fix it remotely so they book me an appointment at the Genius Bar at a time convenient for me.

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If this was anywhere but Apple a customer service representative might not be able to solve my problem, but I really believe that an expert at the Genius Bar definitely will. The problem is solved and a week later I receive a call to make sure everything is still ok. I tell anyone who will listen how fantastic my experience was and that I am now going to switch from a Blackberry to an iPhone.

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THE POWER OF AN EXCEPTIONAL CUSTOMER EXPERIENCE

Loyalty is defined as a strong feeling of support or allegiance. Advocacy is defined as public support for, or recommendation of a particular item, cause or policy. If you are the leader of a business you better believe that you want customers who advocate on behalf of your brand rather than ones who are simply loyal.

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Each contact with a customer is an opportunity for the company to be brilliant rather than simply satisfactory. We all know that sometimes things go wrong. If a company breaks the promise they have made to a customer, they must make it right. In fact, a study of companies that offered free remedies, such as an apology, in addition to monetary compensation, showed that customer satisfaction doubled from 37% to 74%. In the same study, a satisfied customer told sixteen people about their experience and a dissatisfied customer told twenty eight. (CCMC and WP Carey Business School at Arizona State University)

The rise of the internet and of websites like Trip Advisor and Amazon

give customers the chance to review products and services, allowing them to advocate and complain at the touch of a button. Despite this, people are eleven times more likely to make a complaint via the phone than online. However, if they are treated incompetently or poorly during this experience they will turn to the power of the web immediately (CCMC and WP Carey Business School at Arizona State University). Connecting on an emotional level reaps rewards.

UPDATE STATUS



I cannot believe the terrible service at my supermarket. The lady at the checkout was so rude! Never go there!!!

PUBLISH

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USING EVERY TOUCHPOINT WITH CUSTOMERS TO DELIVER EXCELLENCE

The customer experience can be mistaken as the domain of the customer service department. This is a grave mistake. Every single touch point in the customer experience matters.

This means that all departments across a company and all employees must understand and deliver the brand promise. It is no surprise that companies, such as Southwest Airlines in the United States, that deliver the best customer experience are also voted the best places to work.

A McKinsey study of more than 27,000 consumers across 14 different industries found that maximising satisfaction throughout the customer experience had the potential to increase customer satisfaction by 20%, lift revenue by 15% and reduce the cost of serving customers. It pays to deliver on your brand promise.



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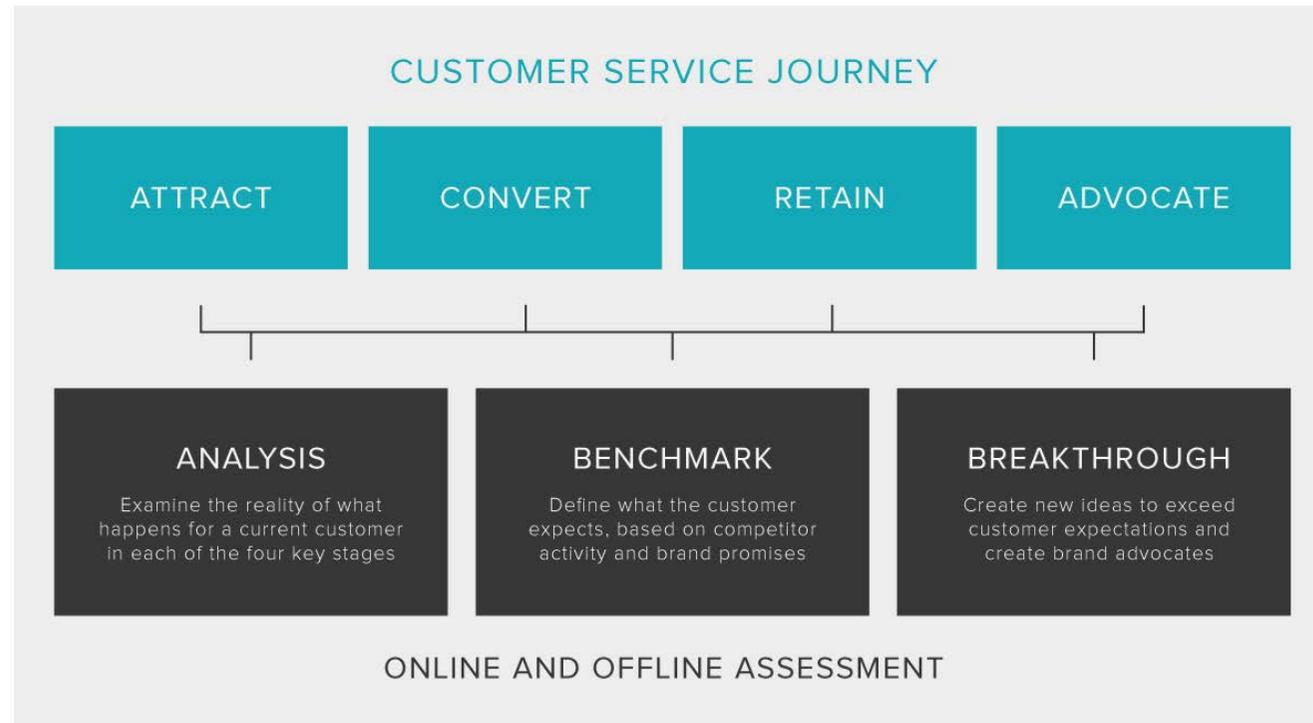
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CUSTOMER EXPERIENCE MAPPING

So how do you know if you are providing a brilliant customer experience, or even managing to deliver on the one that you have promised? Customer experience mapping is the most effective way to pick this apart for an existing brand or when building a new one from the start. Before doing this work it is critical to have a clear brand promise so that you can identify any gaps between what you pledge and the current customer experience.

We divide the customer journey into 4 key stages: attract, convert, retain and advocate. We assess the online and offline customer journey in three ways: analysis, benchmark and breakthrough. In the analysis stage we examine the reality of what happens for a current customer in each of the four key stages.

In the benchmark stage we define what the customer expects, based on competitor activity and promises made through the brand's marketing. In the breakthrough stage we create new ideas for important changes, large and



small, that will allow you to exceed customer expectations and create brand advocates.

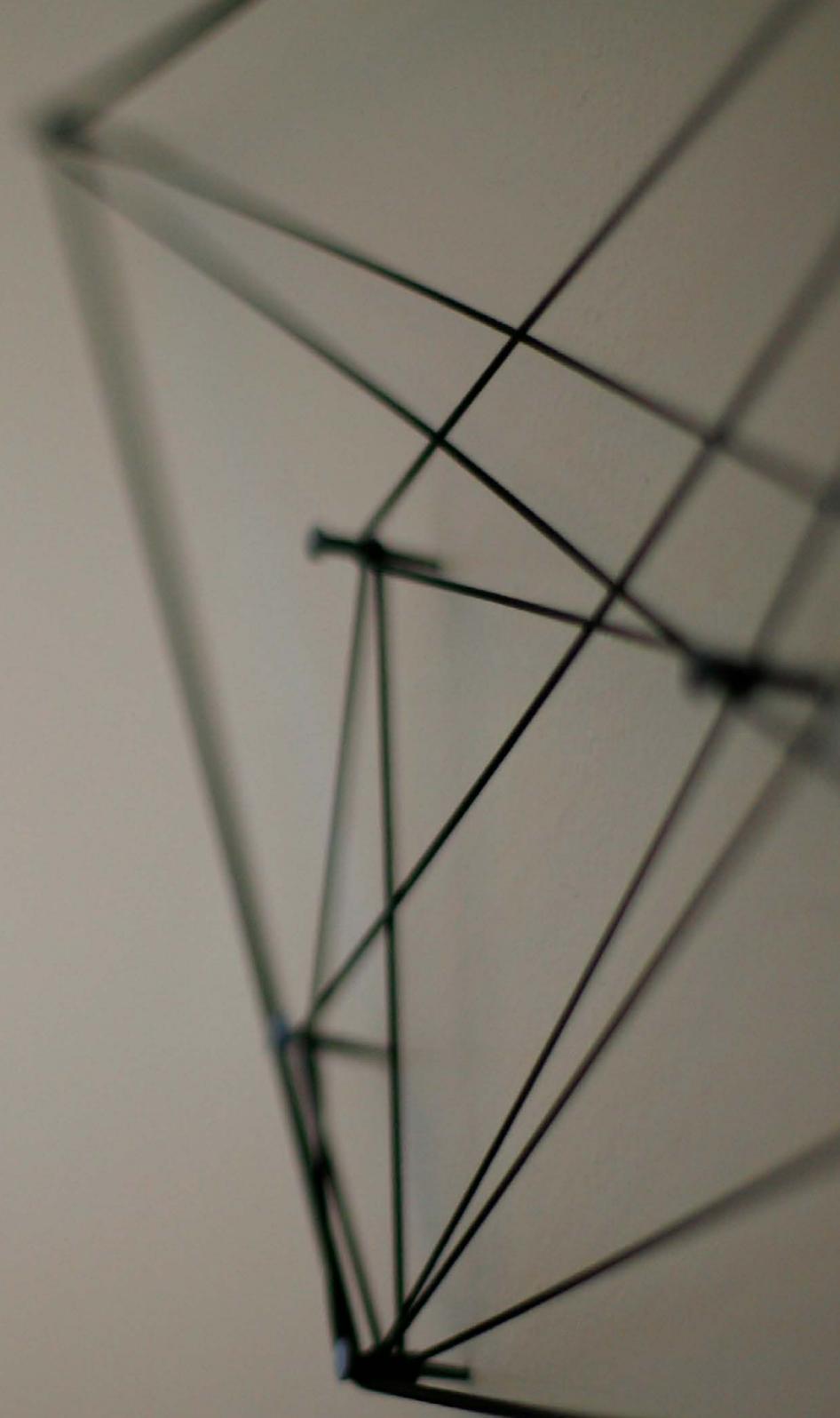
The bottom line is: you must never underestimate the impact an exceptional customer experience can have on your brand and business. 81%

of companies who design and deliver a customer experience are outperforming their competition. (Customer Experience Maturity Monitor, Peppers & Rogers Group) Don't get left behind!

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PRICING

Customer Experience Workshops



INTRODUCTORY WORKSHOP: CUSTOMER EXPERIENCE OVERVIEW

A single day workshop (7.5 hours) dividing the customer journey into four stages (Attract, Convert, Retain & Advocate) and assessing each against the three journeys (Analysis, Benchmark & Breakthrough).

PRICE: £3,450

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09:00 - 11:00	Existing Customer Journey Mapping
11:00 - 12:00	Identifying problems & solutions
12:00 - 13:00	Lunch
13:00 - 14:00	Defining the Benchmark Journey
14:00 - 15:00	Ideal Customer Journey Mapping
15:00 - 16:00	Maximising the Moments of Truth
16:00 - 16:30	Implementation road-map
16:30 - 17:00	Recap and actions

“The CX workshop was an incredibly valuable and productive way for our leadership team to spend the day. The Futureproof team did an exceptional job of balancing creativity with commerciality to recommend simple but effective solutions that will immediately improve our company performance.”

PAUL SCHELHAAS, MANAGING DIRECTOR AT SUNSTONE IP SYSTEMS

EXTENSIVE WORKSHOP: MODULES INSIGHT

If at any point throughout the Light Workshop it is discovered that more insight is required across any of the individual customer journey stages or three insights, a single day (7.5 hour) workshop can be facilitated focusing specifically on any of the seven individual outputs. Each of the seven workshops dive further in-depth into the customer journey, using insights to develop a strategy for future customer experiences.

PRICE: £3,450 PER WORKSHOP

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ANALYSIS

Single day workshop examining the reality of what actually happens for the customer. Each of the four stages (Attract, Convert, Retain and Advocate) will be assessed.

BENCHMARKING

Single day workshop defining what the customer expects, based on promises made through marketing and on competitor activity. Each of the four stages (Attract, Convert, Retain and Advocate) will be assessed.

BREAKTHROUGH

Single day workshop creating new ideas for how to exceed customer expectations. Each of the four stages (Attract, Convert, Retain and Advocate) will be assessed.

ATTRACT

Single day workshop, analysing how customers are currently attracted to the business and what can be put in place to grow customer attraction. We assess the online and offline customer journey during the attraction stage in three ways via Analysis, Benchmarking and Breakthrough.

CONVERT

Single day workshop dissecting the process of converting customers and their experience along the way. We assess the online and offline customer journey in three ways during the conversion stage via Analysis, Benchmarking and Breakthrough.

RETAIN

Single day workshop focusing on customer retention. We assess the online and offline customer journey in three ways during the retention stage via Analysis, Benchmarking and Breakthrough.

ADVOCATE

Single day workshop creating new ideas for how to get your customers to act as advocates. We assess the online and offline customer journey in three ways during the advocate state via Analysis, Benchmarking and Breakthrough.

CASE STUDY

Enterprise Inns Customer Experience

Enterprise are the UK's largest pub company with more than 5,000 pubs across the UK, serving around 1.5 million people in the UK who visit a pub at least once a week. You will most likely not recognise their name, but will more than likely have been to one of their pubs. Enterprise pubs are not branded like a Wetherspoons and so aren't identified by consumers. Their pubs are independently managed by Publicans who take over the lease of the building, with the support from Enterprise to manage the business side of things. To give you an idea of their scale; there are currently 760 Starbucks and approximately 1,200 McDonalds restaurants in the UK.



EMPOWERING THE GREAT BRITISH PUBLICAN

After extensive work on the Enterprise brand positioning, Futureproof created a marketing strategy around 'Empowering the Great British Publican'. This strategy neatly defined the role of the brand

and its relationships with Publicans, empowering them to run successful pubs in their own way.

Having completed the brand positioning work, Futureproof carried out an

extensive rebrand of all company literature, building a deep understanding of the many individual touch-points of the brand with its Publicans- more than 400 individual documents.

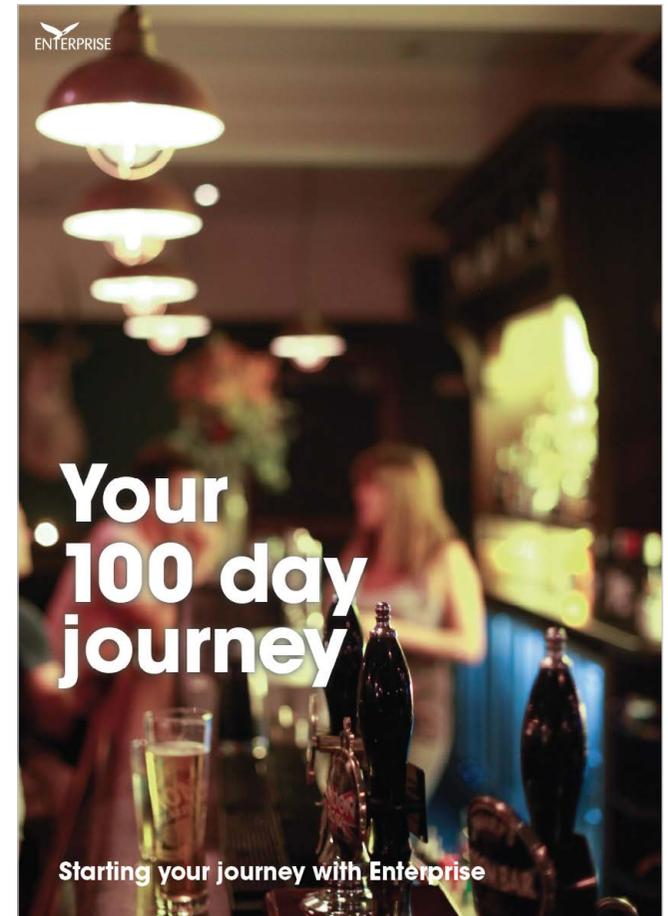
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days of the relationship between Enterprise and a Publican were by far the most crucial. During this period, Publicans were experiencing multiple emotions of starting their own

business. The pub itself was being visited by customers to appraise the new ownership and Enterprise had an opportunity to help each new pub business get off to a flying start.

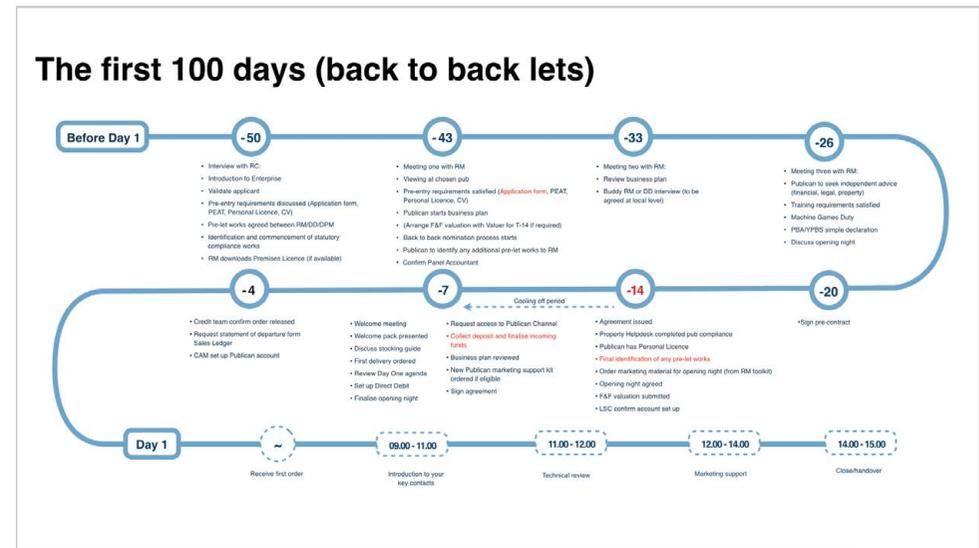
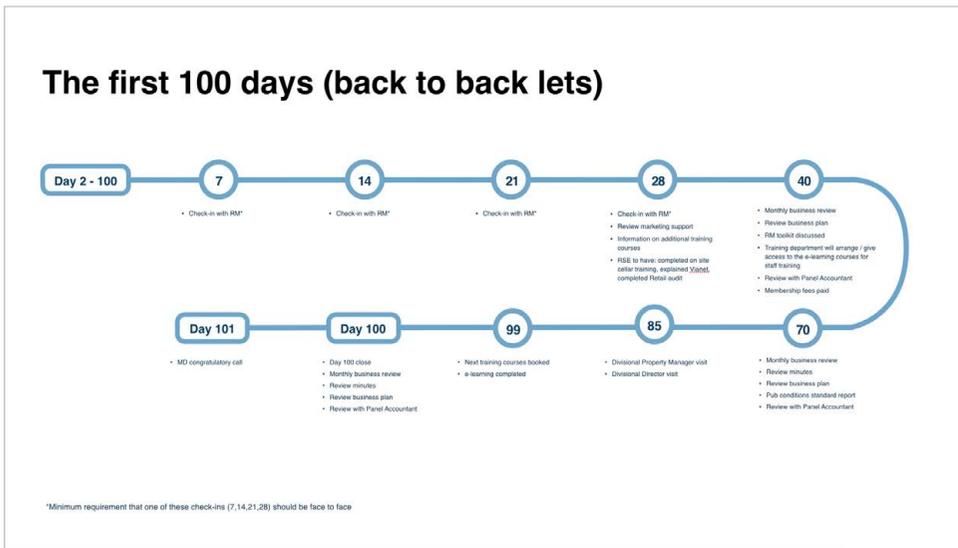
As part of mapping the entire Publican experience with Enterprise, Futureproof were also commissioned to create a new, breakthrough experience for each Publican's first 100 Days.



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JOURNEY MAPPING

This process started by mapping the Publican journey from signing their agreement through to the completion of their 100th day of trading. This journey was considered as a chronological roadmap, with a sequence of brand interactions plotted along the timeline. Not all Publicans would have the same journey, so all variants were taken into account and plotted using a traditional flow-chart.



MOMENTS OF TRUTH

For each interaction plotted, Futureproof defined the current experience, before then thinking about small improvements to embody our 'empowerment' positioning. We discovered that there were some interactions that Publicans placed a huge amount of importance upon, which we refer to as 'moments of truth'. For each moment of truth, we created new, breakthrough interactions whereby Enterprise could exceed the expectations of their Publicans by going above and beyond the call of duty. Examples of such initiatives include sending a hanging basket of flowers with the first beer delivery and providing a marketing launch kit worth over £2,000 to be part of the Welcome

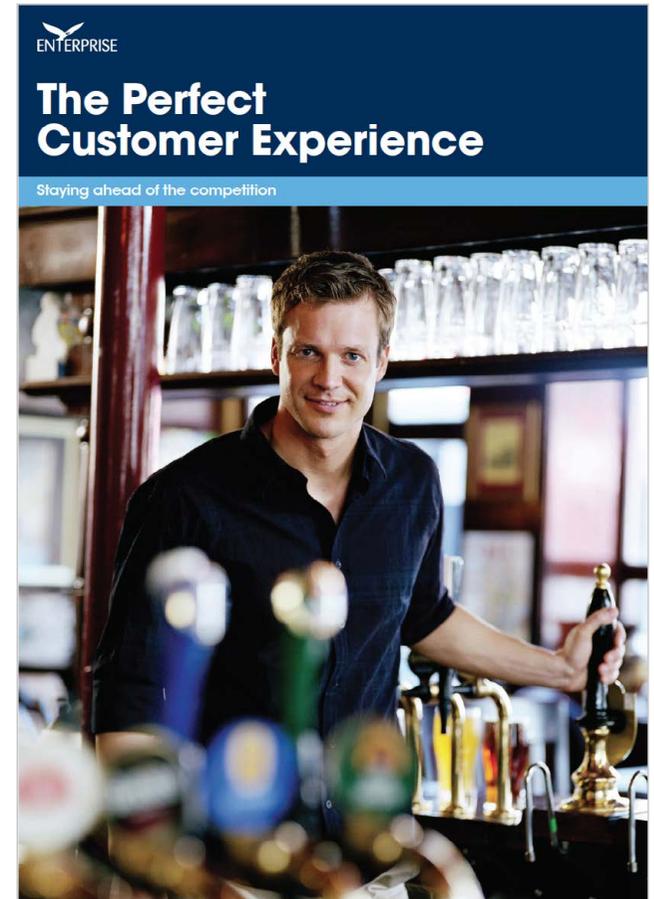
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Pack on Day 1, in order to help the Publican attract new customers.

Since working with Enterprise, we are proud to say that we have redefined the level of service that their Publicans receive and now set the industry benchmark for others to follow. Their Publican retention rates are at their highest, as is the quality of their new Publican applications.

The success of this Customer Experience Project came as a result of the '100 Day Journey Pack' that we designed and provided to Publicans to help them navigate the myriad of tasks they face during those first months. Concurrently, Futureproof also provided Enterprise with an internally-facing pack of information for their Regional Managers to deliver the experience as promised and with confidence.

A series of 'train the trainer' workshops were facilitated by the Futureproof team to engage internal stakeholders and embed the new process among all members of staff. Our team also setup a Q&A email inbox for Enterprise



staff and Publicans in order to answer and resolve any queries arising about the 100 Day Journey.

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