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The Journey Company

Customer Expectations

What do **YOU expect** of the companies you do business with?

No Repeats

When you engage with a business you want your requests completed the **first time around**

Repeat interaction is **unnecessary** and frustrating

Personalization

You are a **person, not an account number.** The patterns you exhibit are unique

The business must **adapt to each individual** and be in tune with your needs

Heads Up

When something changes you want to know **who, what, when, where, why**

Detailed explanations can provide keep the customer in the know and **divert complaints**

Options

You expect the company to engage with you on your **preferred channel**

When preferred is not available you still need **simple access**

Simplicity

Processes should not be overly complex.

All you want to do is add a feature to your account, why does it **take more than 5 minutes**

Customer Experience is the accumulation of all interactions the customer has with your entire enterprise across their life as your customer. Understanding that each channel, process, product, and interaction are reliant on each other to provide a holistic positive perception of your overall business is imperative to meeting your customer's expectations. Taking stock of the enterprise as a whole and creating a seamless experience will produce raving fans of your business.

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Your Customer's Perception

Where does perception **diverge from reality** at your organization?

Confusing Bills

"When I review my bill I don't understand why my charges fluctuate so much when my behavior doesn't."

Misunderstood Programs

"I thought I enrolled in a levelized billing program, but this summer my rate is higher than last?"

Payment Plans

"I can never pay my bill each month, why can't they help me get out of this cycle of non-payment?"

Poor Mobile UX

"I don't have regular access to a PC and the mobile app payment process is too long."

Outage Notification

"When my power is out, I never know when to expect it to be restored despite all the calls I place."

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Simple CX

What can guerrilla marketing **teach us**?

GUERRILLA WARFARE

GUERRILLA MARKETING

GUERRILLA CX

A type of combat fought by a civilian population or others who aren't part of a typical military unit; irregular warfare and relates to the small tactic strategies used by armed civilians.

An advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results
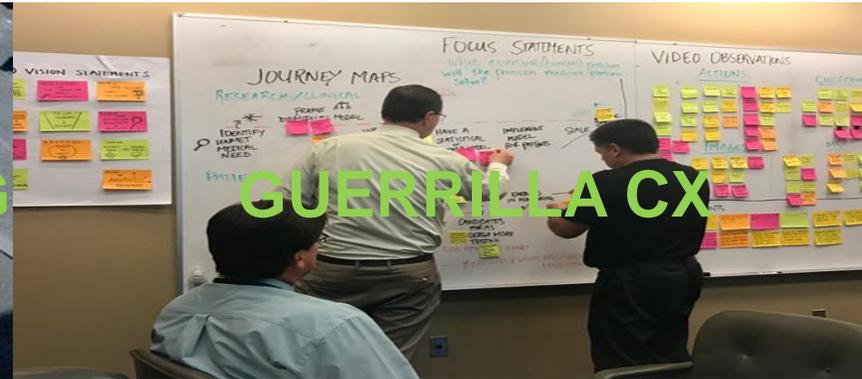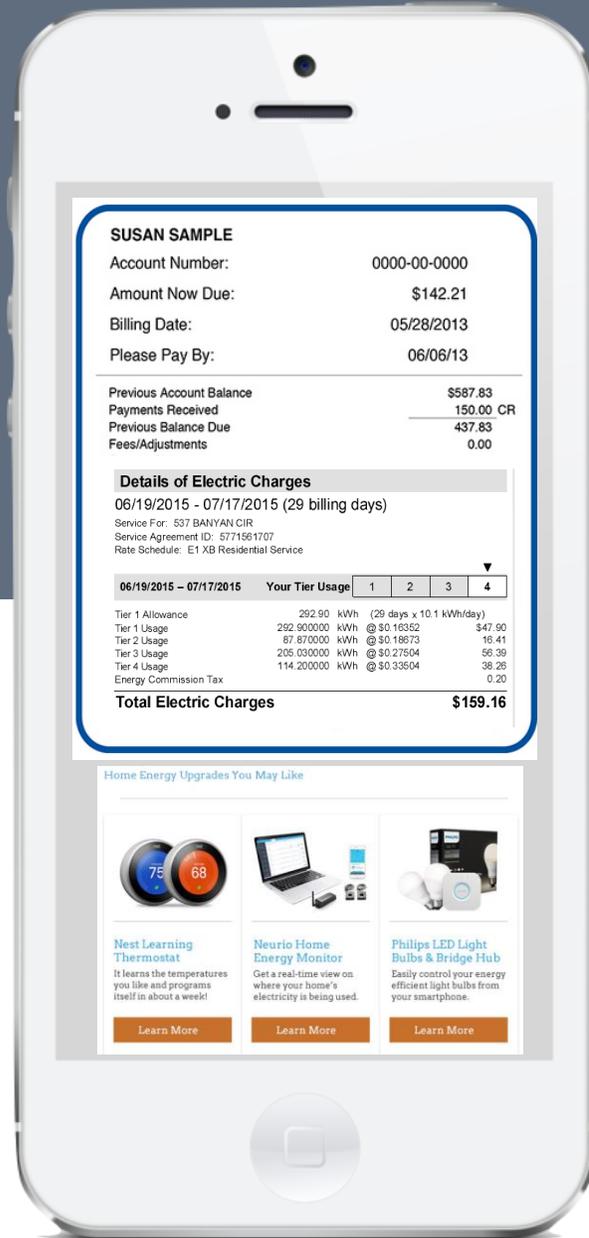
Apply the same methodology of 'civilian population' & 'low cost tactics yielding results' to customer experience analysis and implementations

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Quick Bill Review

Pull a small tactical team together and review the bill in detail

✓ Clear Dates – Are all important dates clearly defined

✓ Past Use – Does the bill address examples of why current is high/low

✓ Program Suggestions – Does the bill address eligible programs to customer

✓ Self Service – Does the bill promote payment and support options clearly

SUSAN SAMPLE

Account Number:	0000-00-0000
Amount Now Due:	$142.21
Billing Date:	05/28/2013
Please Pay By:	06/06/13

Previous Account Balance	$587.83
Payments Received	150.00 CR
Previous Balance Due	437.83
Fees/Adjustments	0.00

Details of Electric Charges

06/19/2015 - 07/17/2015 (29 billing days)
Service For: 537 BANYAN CIR
Service Agreement ID: 5771561707
Rate Schedule: E1 XB Residential Service

06/19/2015 – 07/17/2015	Your Tier Usage	1	2	3	4

Tier 1 Allowance	292.90	kWh	(29 days x 10.1 kWh/day)	
Tier 1 Usage	292.900000	kWh	@ $0.16352	$47.90
Tier 2 Usage	87.870000	kWh	@ $0.18673	16.41
Tier 3 Usage	205.030000	kWh	@ $0.27504	56.39
Tier 4 Usage	114.200000	kWh	@ $0.33504	38.26
Energy Commission Tax				0.20

Total Electric Charges $159.16

Home Energy Upgrades You May Like

Nest Learning Thermostat
It learns the temperatures you like and programs itself in about a week!
Learn More

Neurio Home Energy Monitor
Get a real-time view on where your home's electricity is being used.
Learn More

Philips LED Light Bulbs & Bridge Hub
Easily control your energy efficient light bulbs from your smartphone.
Learn More

Investigate
Read through the bill a few times, highlight where you (a non insider) are confused

Ideas
What simple changes make understanding easier

Share
Disperse your teams thoughts with wider groups

Plan
Formulate a prototype and share with the proper team as a collaboration

Local Office

Bring a small pilot team to a location and educate customers

- ✓ Thirsty – Have some refreshments and share your thoughts

- ✓ Today's Transaction – What brings you in today? That's online, let me show you!

- ✓ Website Enrollment – Are you currently enrolled? Want help?

- ✓ Already Online – If you're online already, why are you in person today?

Investigate

Offer a 'Coffee and Coach' initiative in the local office to incentivize customers to learn with you

Ideas

What are the customer's ideas about how your enterprise flows together

Share

Disperse your teams thoughts with wider groups

Plan

Expand your team and go to additional locations for similar small group sessions

Beauty in Simplicity

Common processes should **be SIMPLE**

What is really required to make a payment?

*Ideal is to ask the minimum inputs across the path
Are 6 steps needed or maybe just 3 steps
(TO, FROM, SUBMIT)*

What about enrolling in a program?

*Impact to customer is most important, simplify
'bullets' up top rather than making them read all the
terms and conditions*

What about FAQ

*What are the top call reasons, is there FAQ for it?
Might not be as informative to what customers real
questions are about an area*

- Starting on your next bill you will see......
- You should expect........
- A confirmation email will be sent in 24 hours

FINE PRINT

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Take Action

Quick Wins are within reach. Generate some noise. Disrupt.

Cut the Red Tape

Small grassroots efforts and 'pilots' make a difference – Determine what is possible without a large effort (or approval)

Be a REAL Customer

Enroll in autopay, create a login for your spouse, add/remove a product – and document each step

Find a Story EACH Day

Just like surveys and customer satisfaction results these stories are limited in volume but can move mountains

Socialize Findings

Some of the action items that get the quickest action are when a CEO or friend of a CEO informs the business of a bad experience

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