Managing the Customer Experience and Company Performance
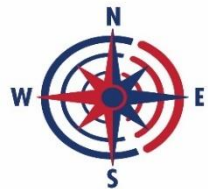
X-IT STRATEGY CONSULTING

AND

ALARM CONSULTING GROUP

Customer Experience

Successful organizations should be Hyper-Focused on the Customer Experience.

Lean on 3 Themes to Create the Customer Experience:
- Passionate Culture
- Performance Management with Data and Analysis
- The "People Processes and Automation Systems" Environment

Plan for the Customer Experience

Stage of Experience	Planned Experience
Sale and Installation	Technology based sales delivery from highly trained SR sharing the value proposition, paperless interaction, seamless transition to technician, customer trained to use from onset. Call center interacts with customer "Pre-Install" and "Post-Install" to insure quality throughout Onboarding.
Proactive Customer Engagement	Monitor customer usage from onset, interacting where non-use identified. Periodic interaction with customer via multiple communication paths.
Reactive Response to Customer Requests	Operating metric targets and resourcing set to provide reasonable hold times and quick alarm response, highly trained customer service reps "Wow" the customer. Offer web-based answers as call center alternative, where appropriate.
Field Service Repair	Highly trained service technicians with communication process that is thoughtful to customers valuable time. Utilize text and cell to communicate before and after service effort. Survey post call to identify customer issues, and insure ongoing engagement after service call

Passionate Culture

Leadership creates and drives culture.

Learn new lessons as you evolve, and be positioned to instill and maintain a culture that is passionate about the customer and is pervasive in its nature.

When you have guiding principles you adhere to and execute against (Mission Statement, Vision, Values), you have a fighting chance to create that consistent "WOW" Customer Experience.

Some phrases that should describe your philosophy:
◦ Ownership, the customer's issue is your issue.
◦ Hire and develop the best, build a team with a positive family spirit
◦ Deliver results, not excuses
◦ Embrace and drive change, strive for improvement every day

Performance Management with Data and Analysis

Any business, regardless of size and scale, should be managed by the financial and operational metrics, data driven decision making.

The key is to manage with metrics at the Macro level as well as the Micro level.

Micro level metrics involve managing individual position and employee performance, and doing so with data that is available on a real time basis (and designed for easy consumption). Technology such as Mobile apps allow field based positions data on sales and account characteristics, and inventory data as examples. Telephony systems allow for real time and easy to consume (display) call center performance.

Create a Reporting Library with different points of measurement. Build out an organized reporting and analysis approach that becomes a key part of the way you run the business and work together to make course corrections. Incorporate data gathering and analytics into the daily routine of all positions throughout the organization.

The "People Processes and Automation Systems" Environment

The "Right" people, properly trained, using thoughtful and evolving processes, that work in concert with available automation systems that provide Data and Analytics, which create the environment for successful execution of that "WOW" customer experience.

- People – Staff should be carefully selected, thoughtfully onboarded, thoroughly trained, and monitored consistently for performance, in an environment where personal and professional development are important. View your employees as customers who deserve that "WOW" experience. Thoughtful, Thorough, and Consistent is our differentiator.

- Processes – ALL processes should be carefully designed, mapped, tested, and documented. As the environment changes (as you continue to evolve), repeat all phases again.

- Automation Systems – With a combination of off the shelf industry leading partners, and custom development to optimize the employee and customer experience

People

Recruiting
- Select individuals based on their commitment to customer satisfaction and passion about delivering the "WOW" experience. If they want to work for a company with a great culture, they will fit right in.

Training
- Provide ongoing training through a training platform allowing each member of staff to continually grow both personally and professionally. Too many companies grow into a focus on training, after it has been identified as a weakness by those on the outside looking in.

Monitoring/Evaluating
- Monitor results at both the macro and micro level, striving for continuous improvement. The Human Resource function has a real influence on the way supervisors and managers lead, monitor, and evaluate, again with consistency and a regular cadence.

Process

Process Management requires an ongoing and continuous focus as the business and the environment evolve.
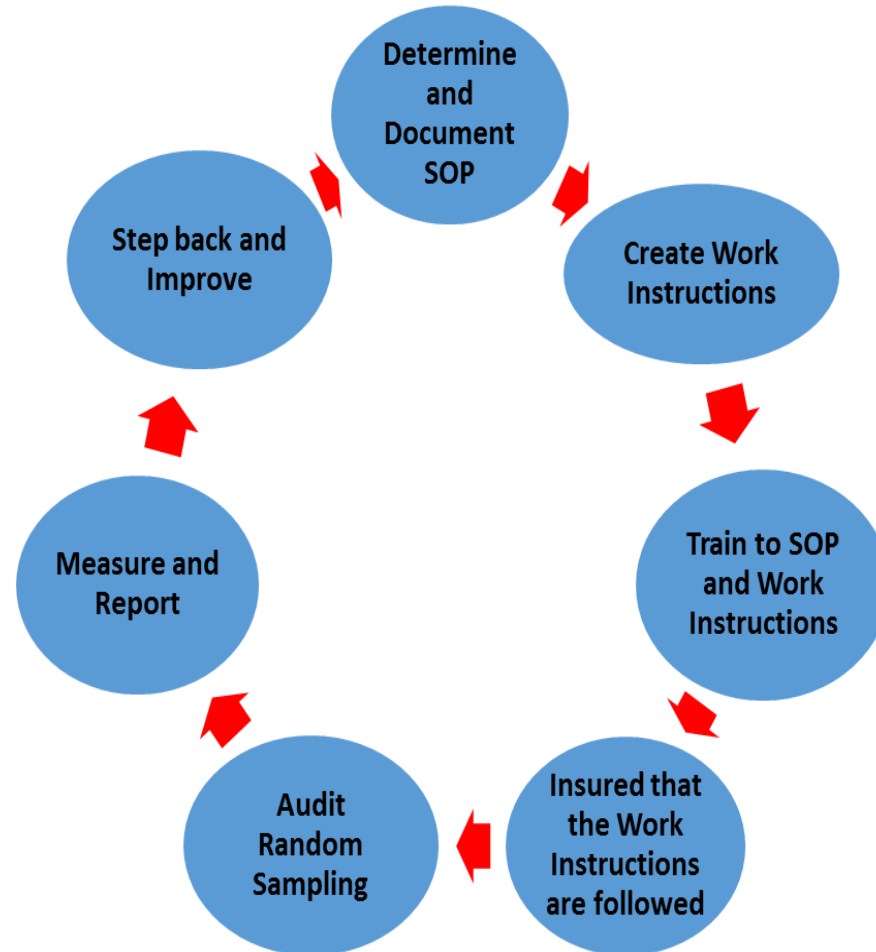
Automation Systems

Automation systems should be developed and implemented with the "position" in mind.

Automation Systems that are in sync with business process provide:

Increased productivity

Marketability to your customers and employees, first impressions matter and employees want to work in an environment that is conducive to productivity

Scalability and great economics, high volume processes that provide a great **customer experience** at higher margins (than manual processes)