GROWING TOGETHER IN THE AMERICAS

DIGITALISATION FOR INTERNATIONAL TRADE

CHALLENGE

BID
Banco Interamericano
de Desarrollo

Agenda

Attention!

1. Use the Q&A session for questions!
   We recommend focusing on questions regarding the topic that your colleagues can also benefit from, avoid questions too specific about your business.

2. The Chat is reserved for comments that you wish to share.
   Remember we are reading you!

3. Post in the class forum on ConnectAmericas Academy, for more questions and suggestions and comments related to the class. This way your classmates can also discuss about it.

4. This is a learning environment, we come to learn, to make mistakes, to reflect, to change our minds, and it's all good!

5. If you have any problems, please contact us at: creciendojuntas@connectamericas.com

6. Don't forget to complete the survey at the end of the class to give us your feedback.
   https://forms.office.com/r/KvyJpWjdvK
   We will keep this in mind for the next classes!

Maria Giselle Barraza

Senior Manager – Business Transformation

Giselle is a Senior Manager in the Business Transformation and Innovation Consulting practice at EY with more than 6 years of consulting experience, working on digital transformation, project management and customer experience projects for consumer, insurance, oil & gas and other industries.

Previously she worked in the public and private sectors where she performed activities such as business analysis for internal process re-engineering, development of annual operating plans for budget approval requests and execution, monitoring of budget application reports and development and implementation of strategic development plans.

She holds an MBA from the Instituto Panamericano de Alta Dirección de Empresas (IPADE) and a BA in International Studies from the Universidad Autónoma de Sinaloa (UAS).

Agenda

1. **Important Announcements**
2. **Introduction**
3. **What is client experience (CX)?**
4. **What is customer centric culture?**

    Why have a customer-centric culture?

    How can customer centricity be measured?

5. **Examples of customer experience (CX)**
6. **Q&A**

Rethinking customers

In the **digital age** we must change the way we **perceive**, **communicate**, **interact** and **create value** for our customers.

Customers as a mass market → Customers as a dynamic network
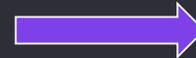
Broadcast communications to customers → Two-way communications

The company is the key advocate of the brand → The customer is the key advocate of the brand.
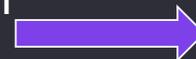
Marketing to persuade the purchase → Marketing to inspire buying, loyalty and advocacy

One-way value flow → Two-way value flow
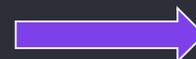
About my clients…

Please go to www.menti.com and enter the access code 3403 3513

Or scan the **QR code**

And answer the proposed questions

"

Smart companies have realised that **customer loyalty** is the most powerful sales and marketing tool they have.

Bill Price

Agenda

What is client experience (CX)?

CX is the **impression that your company leaves on the customer**, and that makes the consumer create a concept of your brand throughout the phases of the relationship process: pre-sale, during the sale and post-sale.

Focus on a memorable experience

Optimising interactions between consumers and brands

- **1st sale:** It is easier to build loyalty on the first sale, increasing the chances of recommendation.

  "It takes 20 years to build a reputation and 5 minutes to ruin it. If you think about it, you will do things differently" (Warren Buffet).

- **Loyalty:** The act of building loyalty happens even before the sale, and word of mouth or referrals to new customers are just a consequence of a well-planned CX.

- **Credibility:** Customers who have a good perception of your brand are more likely to recommend it.

- **Differential:** Invest in a differentiated shopping experience for the public, reinforcing brand reputation.

- **Cost:** Relevant cost reduction, mainly by reducing waste by customers and, above all, by the employees themselves.

What is client experience (CX)?

CX is based on trying to ensure **maximum customer satisfaction** through personalised actions that provoke feelings such as:

Representativeness / recognition: sense of belonging

Valorisation / exclusivity: demonstrating that each customer is unique

Inclusion / participation: consumer opinion matters

Realisation: meeting the client's needs

PRODUCT

NEED

Customer satisfaction ⇄ Customer loyalty ⇄ Increased conversion

Marketing Funnel

It is a framework for understanding how customer networks have such a big impact on companies' relationships with customers.

This relationship includes from the **first dialogue** with the consumer - when they are at the top of the funnel - to the cycle in which they show interest in buying the product or service offered and, in many cases, **even after the sale has been made**.

Awareness

Consideration

Preference

Action

Loyalty

Advocacy

Agenda

What is customer centric culture?

Strategic
Decisions

Operational
Decisions

Tactical
Decisions

Technical
Decisions

The customer must be present throughout the strategic planning and follow the stages that are part of the sales cycle.
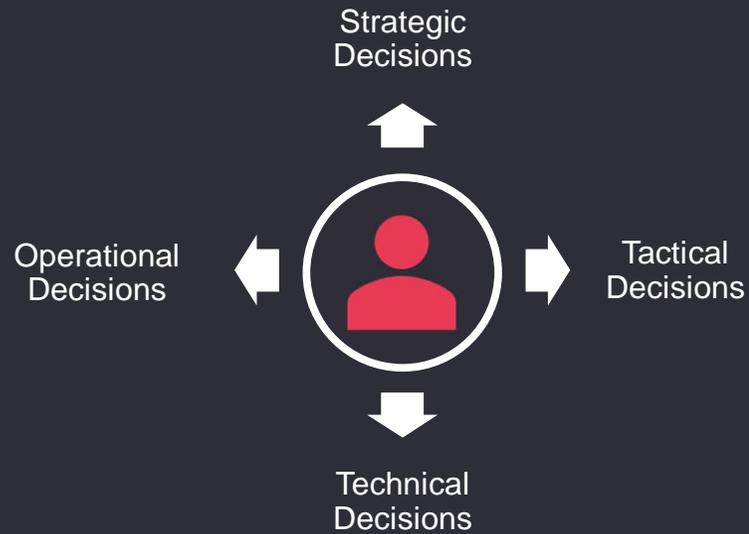
Organisational culture based on the behaviour and expectations of the customer, who is at the centre of all company decisions.

Relationship between Personalisation and Conversion: **86%** of consumers say that a differentiated and unique service is an important factor in whether or not they buy from a brand.

Source: InfoSys

Let's get to work!

Access the **ConnectAmericas Academy** and download the material found in [Topic 2 User Experience – Class 1 Levelling – Let's get to work](#)

Time to work: 15 min
Voluntary presentation: 5 min

Why have a customer-centric culture?

- Consumer-focused companies are **60% more profitable**, according to a new study by Delloite

- Customers are willing **to pay 86% more** for better experiences, according to the CEI Report

- Companies that invest in customer satisfaction see a **10% increase in customer retention** and a **30% increase in brand value**, according to a new Bain & Co study

- **The estimated cost of customer churn** due to poor service could be as high as **$1.6 trillion**, according to an Accenture report.

⬆ ROI – Return on investment

⬇ CAC – Client Acquisition Cost

How can customer centricity be measured?

Churn rate: Represents customers who no longer buy from your company.

Customer Lifetime value (CLV): Calculates how much money you have earned since a person became a frequent consumer of your brand.

Net Promoter Score (NPS): Indicates which customers are dissatisfied, indifferent and satisfied with your company.

0 1 2 3 4 5 6 7 8 9 10

DETRACTORS   PASSIVES   PROMOTERS
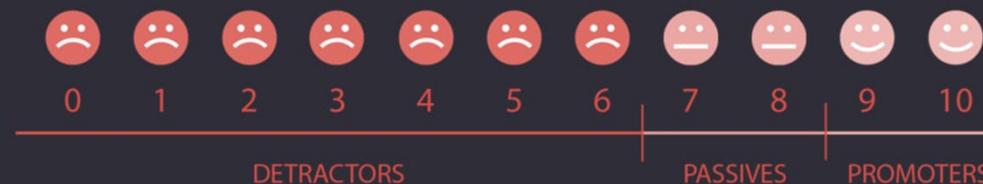
😊 % – ☹ % = NET PROMOTER SCORE

Agenda

Examples of customer experience (CX)

Consider these bad examples of CX:

Airlines
They reward their most valuable customers with frequent flyer miles. But when the customers who fly the most try to use their miles, the airlines treat them like freeloaders.

Fast-food restaurants
They're cheap and fast, but often give sullen or indifferent service.

Online businesses
Can manipulate credit card information.

Customer service departments
Put customers on hold and have limited ability to resolve complaints.

Examples of customer experience (CX)

The voice of the consumer negatively impacts the reputation of businesses

Examples of customer experience (CX)

Some good examples of CX:

Respond quickly: A customer will appreciate quick response times when they want to ask a question or highlight a problem.

Act on feedback: When an employee acts on feedback they have received from a customer, it shows them that their opinion matters.

Be empathetic: Employees who try to understand a customer's point of view make the customer feel valued.

Maintain customer self-service options: When customers want to find their own answer to service issues, having an up-to-date FAQ page or knowledge base of articles can be very helpful.

Offer omni-channel support: Different communication channels can support customers who have busy schedules or who want flexibility in how they connect with companies. Your employees should be prepared to offer support via email, phone, chat and social media.

Go above and beyond: When an employee offers value beyond customer expectations or adds a personal touch to the experience, it can leave a positive impression and increase customer loyalty.

Examples of customer experience (CX)

1. The shop owner who remembers - and appreciates - returning customers

2. The online shop that proactively solves shipping problems

Francesca,

We're reaching out to let you know that our shipping partner is experiencing a shipping delay in your area. We plan for these occasional delays and have designed our box to keep your meals refrigerated for a full extra day. Even though your gel packs may be more thawed than usual, your meals will be safe to enjoy if they are cold to the touch. If your ice packs arrive fully melted, please reach out to out at hello@yumblekids.com for guidance.

Regardless of the cause, we know that delays are an inconvenience, and we apologize. We've issued a $10 credit to your Yumble account to apply toward to your next processed order.

If you have any questions or concerns, please email us hello@yumblekids.com.

Happy Mealtime,
The Yumble Team

3. The retailer who finds a way around stock-outs

mychildren.myjannah • Follow

mychildren.myjannah I ordered groceries today for the first time from online click&collect - Real Canadian Superstore #realcanadiansuperstore
I had an amazing experience! Would totally recommend it to moms with young children who can't spend hours doing groceries. It's very easy and convenient. All you have to do is go online on the #realcanadiansuperstore website, place your order, choose a time slot for pickup and then just go pick it up. You can park in their click & collect designated parking spots and they bring the groceries out to your car! 😊 I saved soooo much time today. Their customer service was amazing! A few things I ordered online were out of stock so a nice lady called me from the store and offered substitutes. Moms please take advantage of this service!! First month is free 🙌 👏 🙌 👏

53 likes
AUGUST 29, 2017

Add a comment...

Q & A

Thanks!
See you next Tuesday

Please go to the following link and give us your feedback on today's class:

https://forms.office.com/r/KvyJpWjdvK

Your opinion is very important to us.