Customer Excellence

• What brands do you think of when you think of customer excellence?

• Why?
Always a Woman
A customer journey can score low for satisfaction even when individual touchpoints perform well.

Examples of customer journeys:

1. Open an account
2. Make changes to an account
3. Move to a new address
4. Resolve an issue

Satisfactory touchpoints may not add up to a satisfactory customer journey.

Touchpoint satisfaction:

- Branch: 90%
- Call center: 85%
- Web: 85%
- App: 90%

End-to-end journey satisfaction: 60%
LEARNING FROM STALYBRIDGE
Stalybridge

Learning from the project
How? 
did the partners choose the Social Enterprises...

- were they easy to mobilise?
- were they people we knew?
- did they have a base in the area?

Or...
- was it needs-based with evidence from demographic data or other insights?
Who? did we reach...

- Local people
- Local groups
- Local media
- Local commuters
What?
impact/difference did we make...
How?
we can evaluate its success...
Are pop-ups scalable or replicable...
Was the offer unique to Stalybridge...
Were?
ideas generated for future offers...
What?
did we learn...
What?
did we learn...

About promotion
• was social media used?
• target groups?
• the most effective?
What? did we learn...

About organisation
  e.g. access in terms of equality, diversity, inclusion
What?
did we learn...

About areas we could & could not access
• leased / non-leased spaces
What?
did we learn...

About Health and Safety
• managing incidents or needs whilst open
What?
Could we do better...

• developing the core model
• developing the local model
• developing a consensus around best model
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Questions and discussion
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