

Action Stations Transforming Communities

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Customer Excellence

- What brands do you think of when you think of customer excellence?
- Why?

Always a Woman

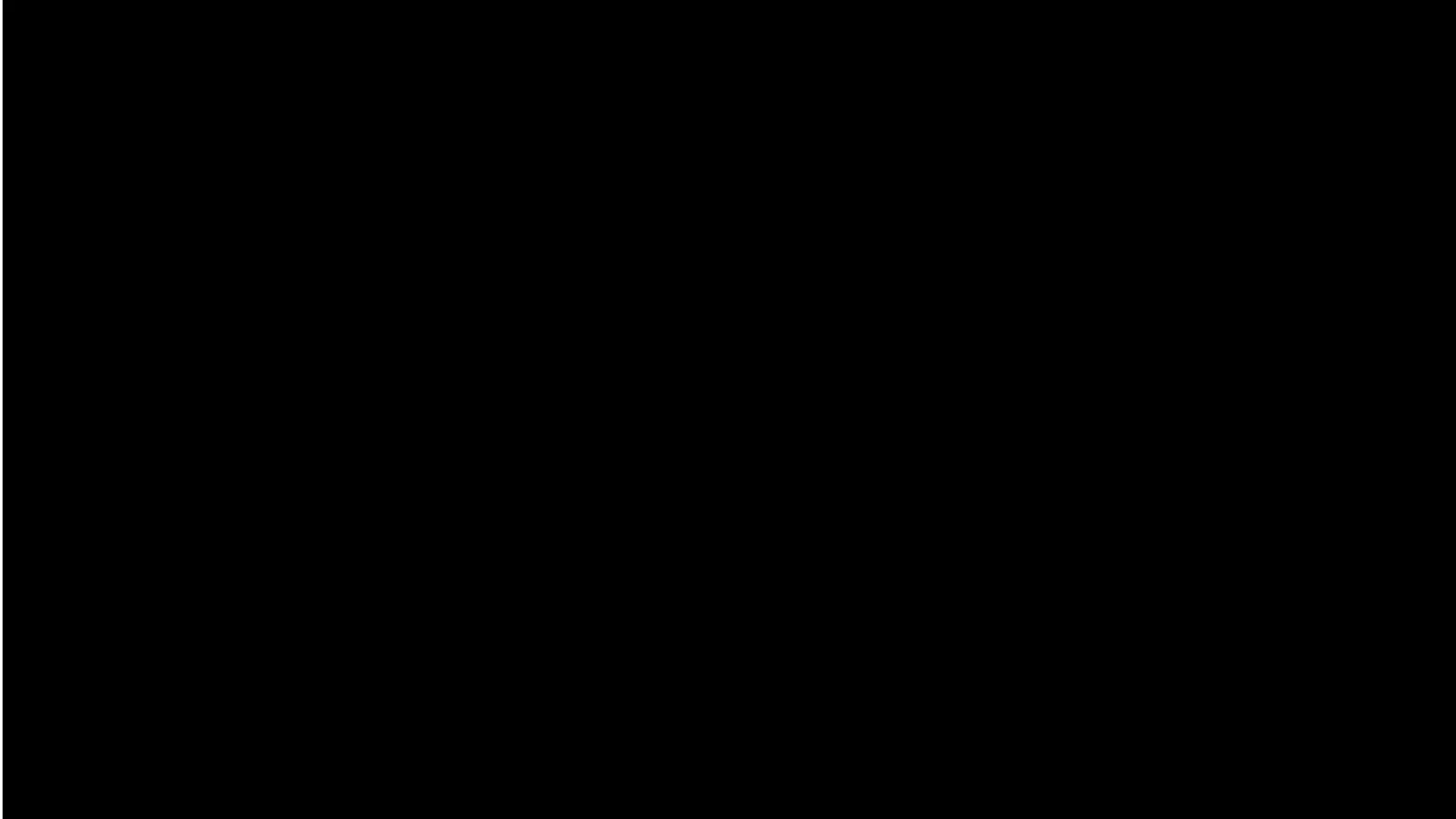


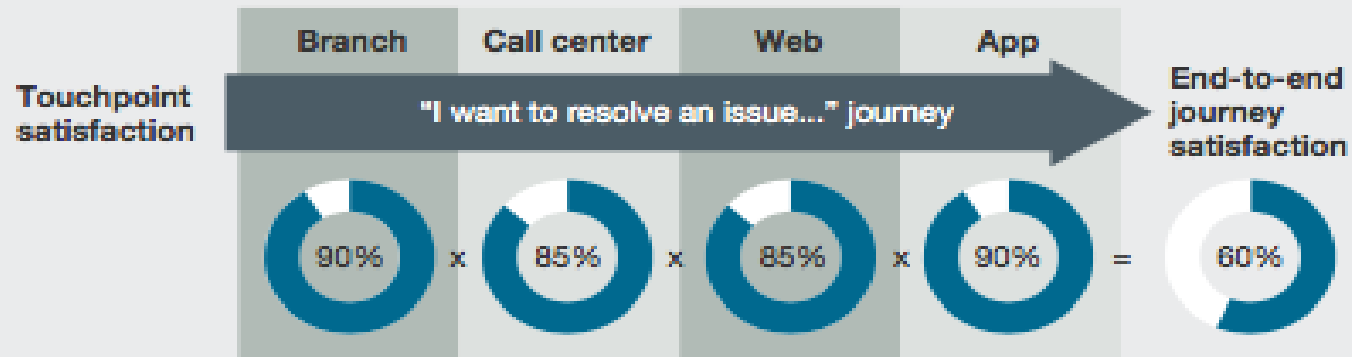
EXHIBIT 2

A customer journey can score low for satisfaction even when individual touchpoints perform well.

Examples of customer journeys

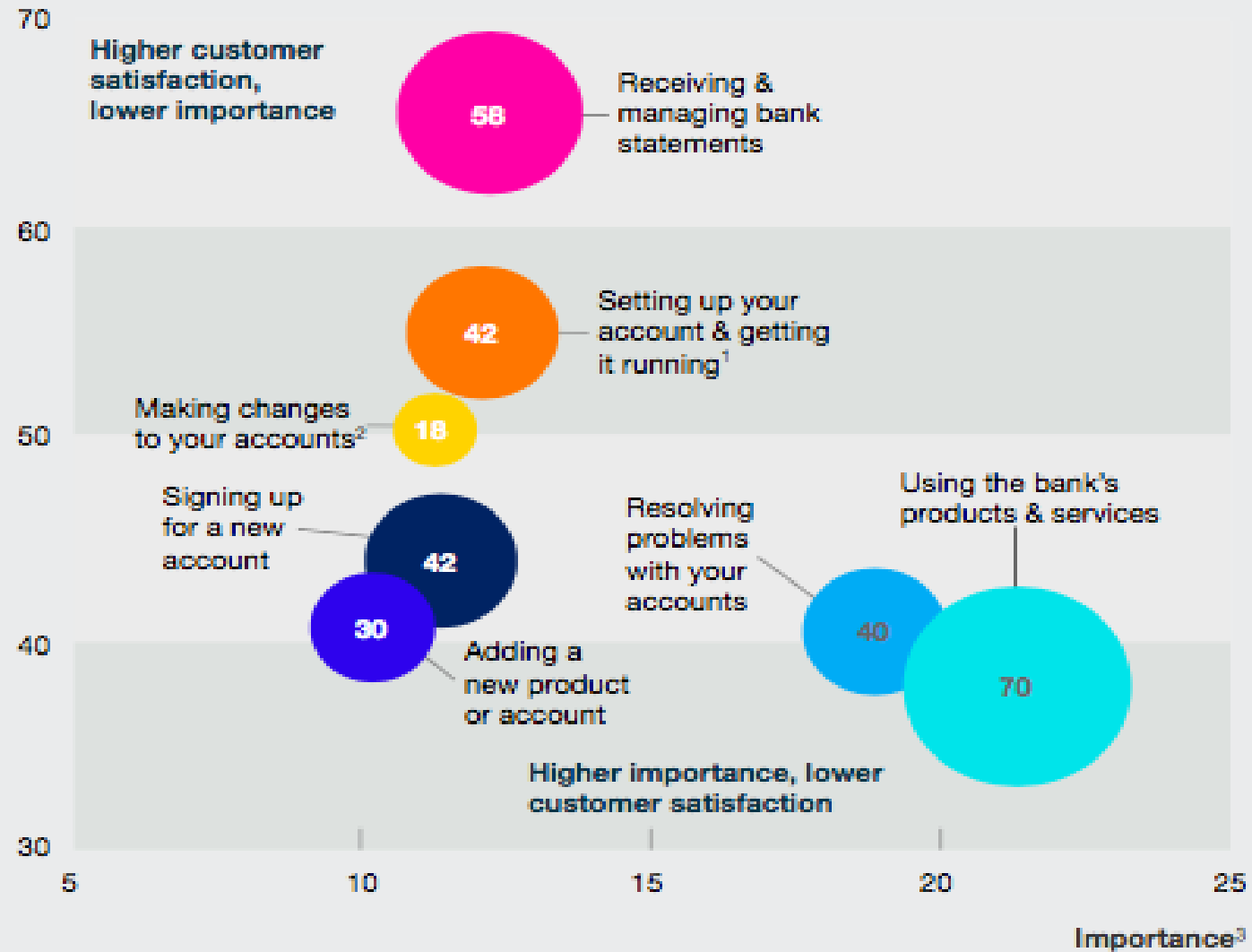


Satisfactory touchpoints may not add up to a satisfactory customer journey



McKinsey&Company

Performance, % of customers affects



There is No
Such Thing as
Failure.
Only
Learning
Experiences.

LEARNING FROM STALYBRIDGE



Transport for
Greater Manchester

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...



PLATFORMS
ART
CULTURE
HISTORY
GROUPS
TALKS
DIVERSITY
EDUCATION
FAMILIES
DISCUSSIONS
EVENTS
ACTIVITIES
HEALTH
WELLBEING
MUSIC

How?

we can evaluate its success...



the co

Are?

pop-ups scalable or replicable...



Was?

the offer unique to Stalybridge...



the co

Were?

ideas generated for future offers...



the co

What?

did we learn...



the co

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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