

Date

Wednesday 18 July 2007

Title of session

Workshop 5 - Customer Experience Thinkings

Name of presenter/chair

Chair: James Brayshaw, Director of Sales & Market Development, Ordnance Survey

Presenter: James Brayshaw

Name of rapporteur

Tim Martin, Ordnance Survey

Presentation title: The Ordnance Survey Customer Experience

This workshop, chaired by James Brayshaw, along with Qaalfa Dibeehi discussed the importance of understanding, 'What is a customer experience?' and how to evaluate your business through the eyes of the customer.

To start James provided a definition of customer experience as 'An interaction between an organisation and a customer' (beyond philosophy's definition). He also explained that providing a better customer experience than your competitor is now the differentiating factor between organisations.

James then introduced how Ordnance Survey is trying to become Truly Customer Focused by becoming easier to do business with and appreciate that it is a never ending journey of change between the company and its customers. Ordnance Survey has a detailed view of how its customers perceive the business having used customer feedback surveys since 2000. By comparing one survey to another it can be seen that feedback differs, meaning that Ordnance Survey has utilised the feedback and adapted to meet changing needs. James then mentioned an important concept; all businesses will have defined standards that they must meet; however, do these standards match what the customer expects. If a customer expects the product within 2 days, why have a business defined standard delivery of 5 days. Does this provide a good customer experience?

Questions	Answers