

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

Presenters: Qaalfa Dibeehi, Vice President, Consulting & Thought Leadership, Beyond Philosophy

Contributor: Julie Harding, Customer Contact Centre Manager, Ordnance Survey

Name of rapporteur

Tim Martin, Ordnance Survey

Presentation title: Addressing the Emotional Experience

Qaalfa Dibeehi, Vice President, Consulting & Thought Leadership, introduced himself and Beyond Philosophy as experts in Customer Experience, considered to be thought leaders and commentators who provide strategic guidance and training for organisations. He began by highlighting the differences between Customer Service, Customer Care and Customer Experience. Appreciating the differences is important but understanding that the Customer Experience is mainly concerned with emotional judgements and gut feeling is critical.

Beyond Philosophy's research showed that the majority of organisations do appreciate the need to engage with their customers, however, only a small proportion are doing so. This is backed up by the poor feedback from customers on their experiences with as many as 15% saying it was frustrating or extremely annoying. Qaalfa then introduced the 'Relationship between expectations and competitive advantage'. Although it has been stressed that a good emotional experience creates a good customer experience, it is often hard to define a good emotional experience. It is often described as a gut feeling, but you cannot put your finger on what made you feel like it. Beyond Philosophy identified four different key areas, made up of different measures each of which has consequences for an organisation. How well is your business meeting the physical expectations of your customers? Is this matched by the emotional expectations? He introduced 'The 4 Orientations' between an organisation and its customers; are you looking in different directions to

your customers? Or are you and your customers envisaging identical futures? By identifying what zone and what orientation your organisation currently has it is possible to adapt and provide an unrivalled customer experience.

By using these it is possible to evaluate a customer's experience and then use it to alter an organisation's processes to improve the overall customer experience. Qaalfa presented a few different examples of different customer experiences, and highlighted the problems faced by organisations that only look at one part of their processes, such as Sainsbury's when they reduced their warehouse stock.

Customer Experience Thinking is a must for all organisations trying to compete in this ever competitive world. By using some of the measures Qaalfa introduced it is possible to identify how your customers rate their experience, and by using some techniques it is possible to create an experience that customers will want repeat time and time again.

Questions	Answers
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