

# The Ordnance Survey Customer Experience

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17<sup>th</sup> July 2007

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## Introduction

### What Is A Customer Experience ?

A Customer Experience is an interaction between an organisation and a customer. (beyondphilosophy's definition)

### Why Is It Important ?

In an increasingly competitive market place where customers have more choice, it is the customer experience that can provide the differentiating factor.

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## Who Does It Well ? (Add international examples)



## Our Approach - Being Truly Customer Focused

### What does it mean to Ordnance Survey?

- “The Promise Gap”
- Understanding “Truly” what the customer wants
- Treating customers the way you would want to be treated
- Listening to customers and then taking action
- Finding ways to be ‘Easy to do business with’
- Keeping it simple
- Adopting a specific behaviour, attitude and way of thinking
- A never ending journey .....

### What doesn't it mean to us ?

- Saying yes to everything a customer wants
- Ignoring the cost to the business

# Our Approach – Being Truly Customer Focused

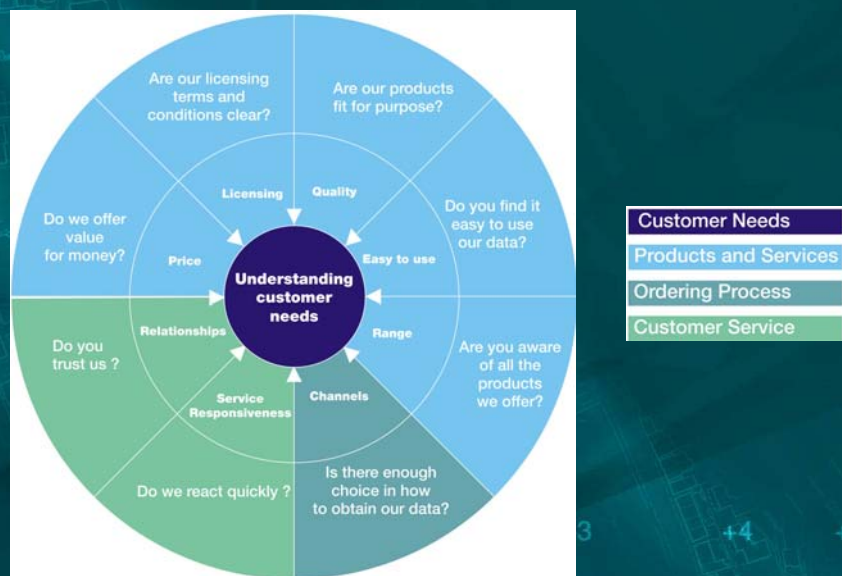
## Situation

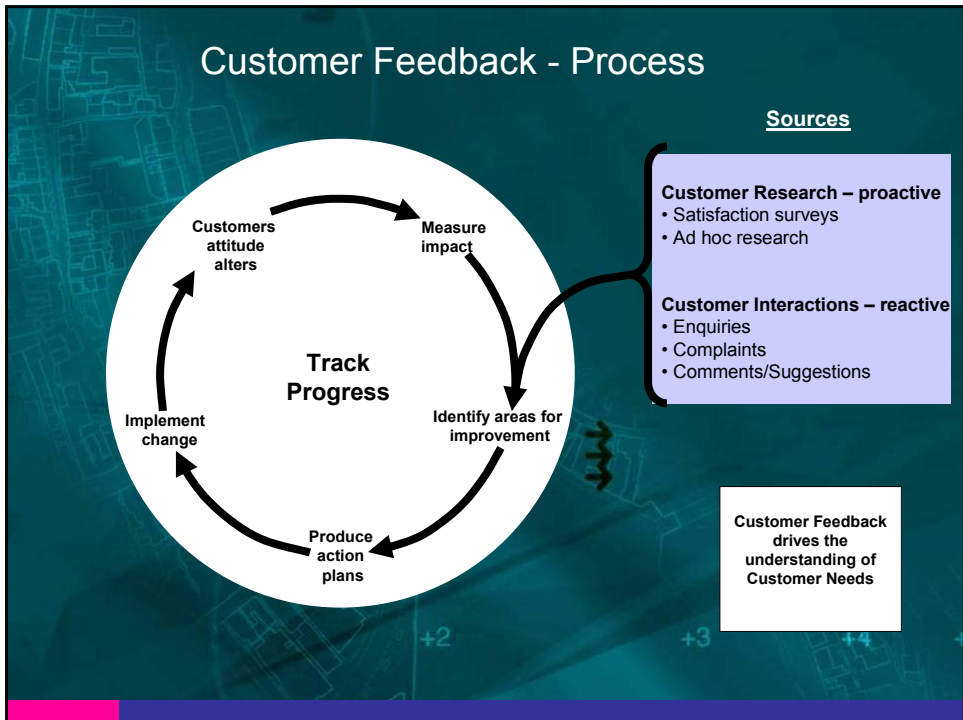
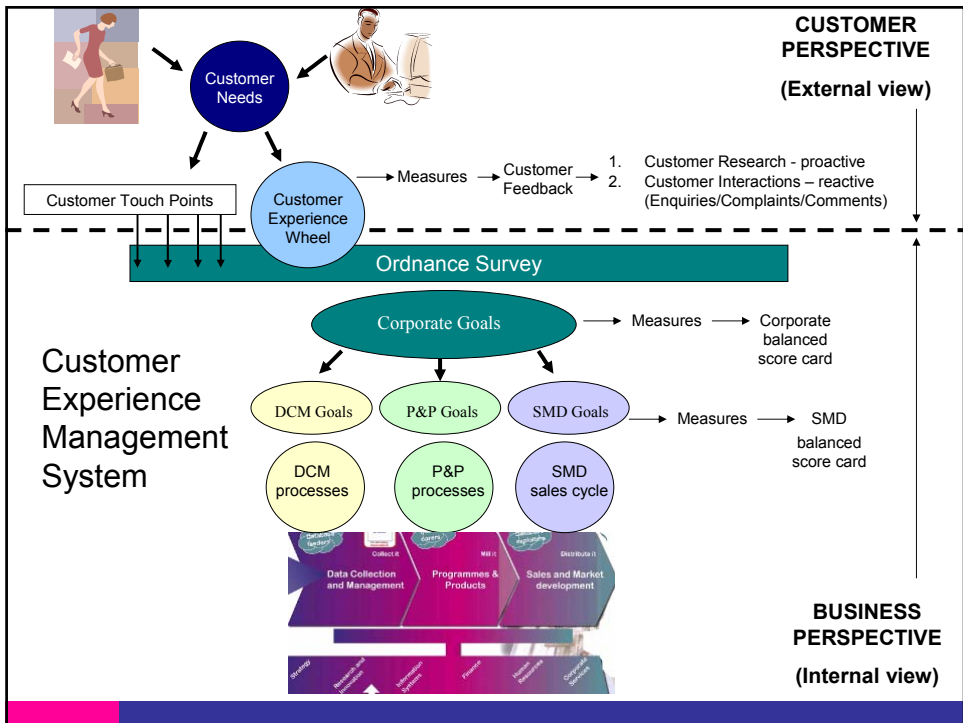
- We know that service is a critical element of the customer experience
- We accept that Customer Service is a corporate responsibility
- We realize that our staff are a crucial component
- We need to change our inconsistent delivery of the customer experience

## Plan

- Define our service offering – SPEED & PEOPLE
- Set & meet/exceed customer expectations (Promise gap) - DELIVER
- Encourage the correct behaviours – CUSTOMER FOCUSED
- Measure quality of our customer interactions – ‘MOMENTS OF TRUTH’
- ‘GET IT RIGHT FIRST TIME’ or if not achieve ‘FIRST TIME RESOLUTION’
- Create an environment of Continuous Improvement – LISTEN & ACT

# Our Approach - Customer Experience Wheel





## Customer Feedback – Satisfaction Research

	2000	2001	2003
STRENGTHS	MAPPING SPECIALIST KNOWLEDGEABLE STAFF	MAPPING SPECIALIST KNOWLEDGEABLE STAFF	PRODUCT RANGE DELIVERY PROCESS
AREAS FOR IMPROVEMENT	EXPENSIVE DON'T LISTEN INFLEXIBLE	EXPENSIVE DON'T LISTEN INFLEXIBLE PRICING & LICENSING	PRICING & LICENSING RESPONSIVENESS
CONCLUSIONS	KEY ACCOUNTS MOST SATISFIED WITH SERVICE PARTNERS LESS SATISFIED	CLEARER PRICING & LICENSING REQUIRED DATA ACCURACY IS AN ISSUE	PARTNERS LESS SATISFIED DATA ACCURACY IS AN ISSUE
RECOMMENDATIONS	CHANGE CULTURE TARGET SPECIFIC DELIVERABLES	IMPROVE DATA ACCURACY BECOME MORE CUSTOMER CENTRIC	UNDERSTAND NEEDS CLEARER PRICING & LICENSING IMPROVE COMPLAINT HANDLING

## Area For Improvement – Service Responsiveness

### Customer Service Standards 2007/8

Activity	Element	Activity Type	Service Standard	KPI
Contract Raising	Partner Agreements	Standard	15 days	90% < 15 days
Quote Production			2 days	95% < 2 days
Product Delivery	Digital Data	Despatch Order	4 days	97% < 4 days
	Paper Maps		2 days	95% < 2 days
Enquiry Handling	Phone Calls	Answer	15 seconds	95% < 15 secs
	Correspondence	Respond (B2B)	5 days	95% < 5 days
		Respond (B2C)	15 days	98% < 15 days
		Respond (CWC)	2 days	95% < 2 days
Complaint Management		Acknowledge	2 days	98% < 2 days
		Respond	10 days	95% < 10 days
		Close	30 days	75% < 30 days



What Is Your Customer Experience ?

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