

ENGAGING SERVICE

employee and customer experience

Defining and Consistently Delivering a Great Customer Experience

Presented by Andrew McMillan

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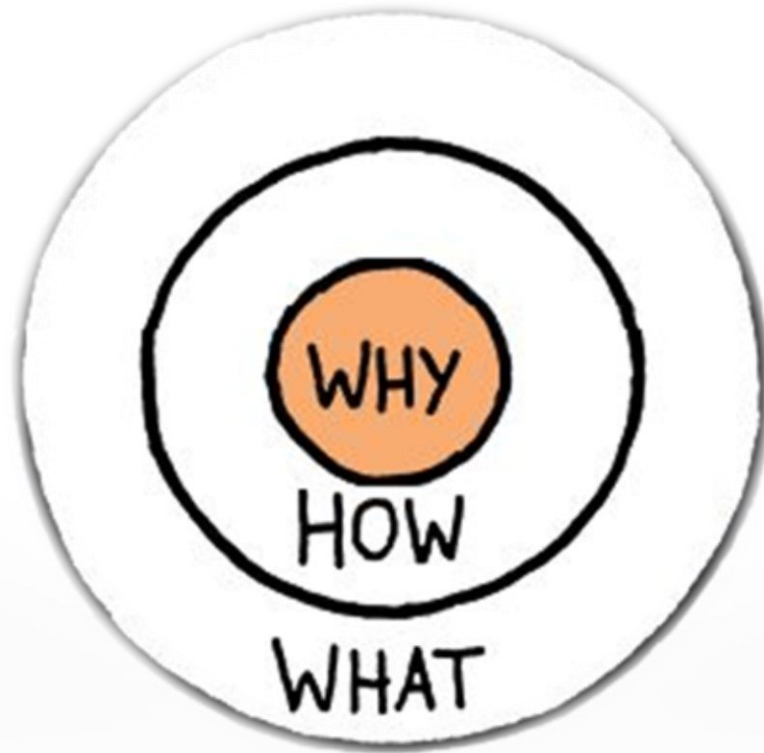
**Being a loved brand isn't rocket
science.**

You just have to be lovely.

It's simple but it's not easy.

**People don't buy what you do, they buy
why you do it.**

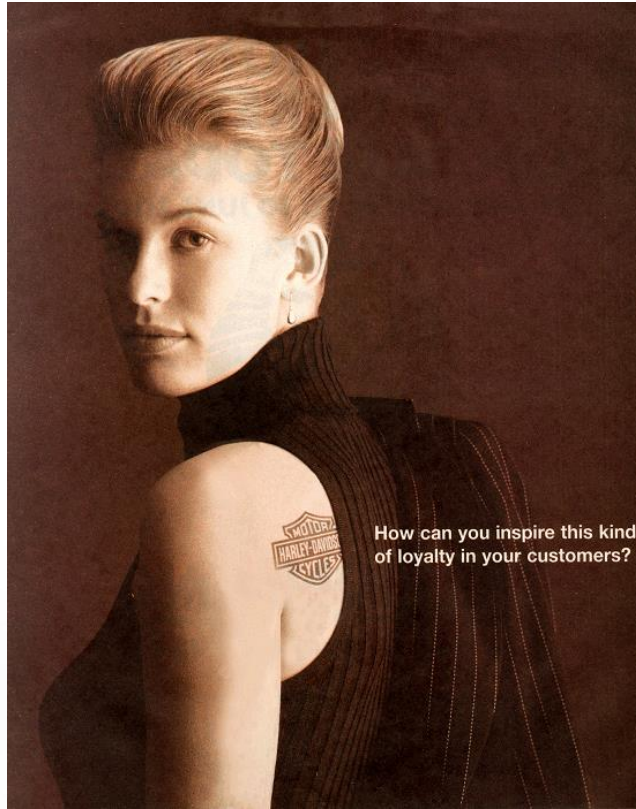
.....Simon Sinek



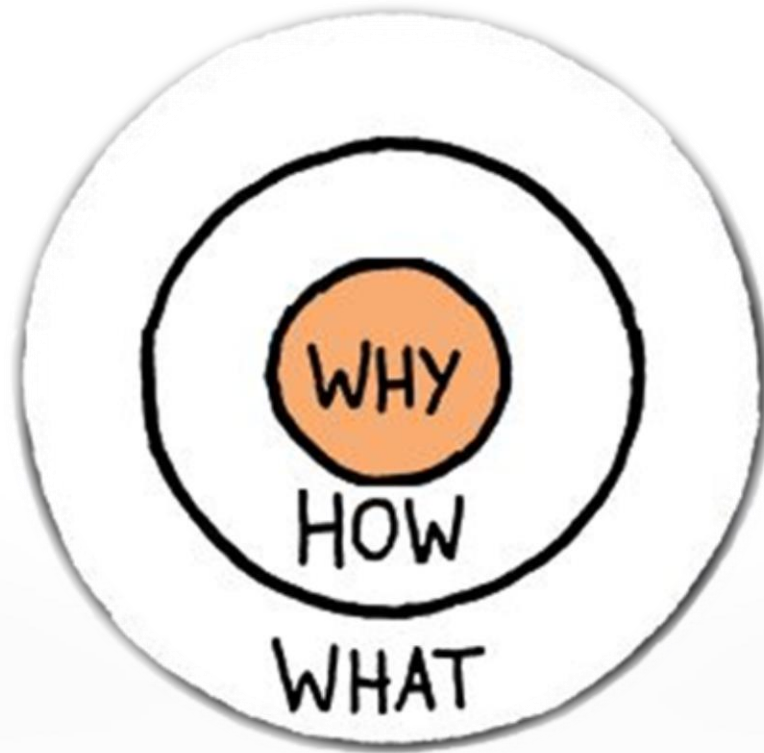
To make individuals and organisations happier and more fulfilled through a sense of collective purpose, so they engender trust, loyalty and advocacy from their customers

“What we sell is the ability for a 43-year-old accountant to dress in black leather, ride through small towns and have people be afraid of him.”

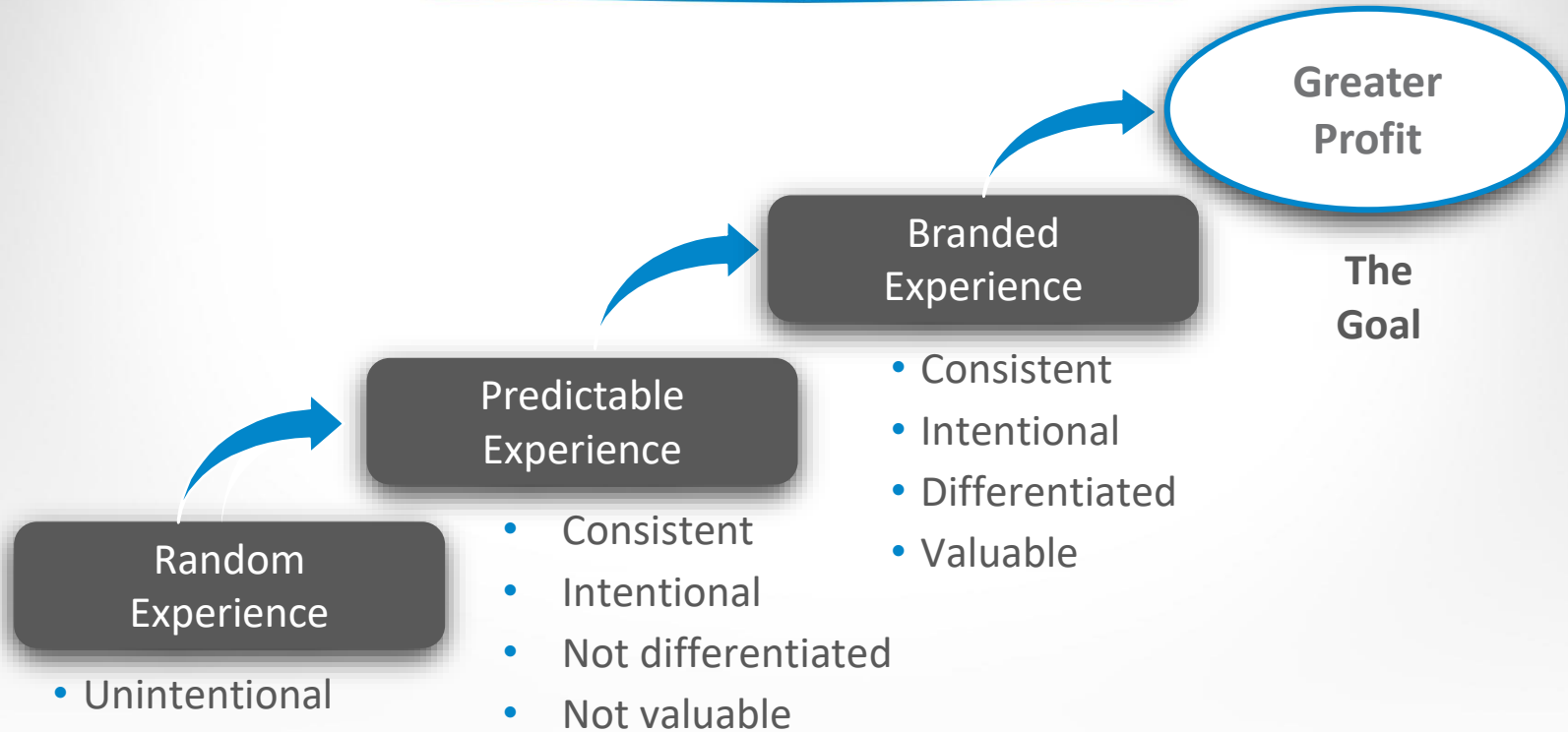
.....Harley Davidson



How can you inspire this kind
of loyalty in your customers?



The Branded Customer Experience



A company with a price advantage can be undercut.

**A company with a performance advantage can be
outflanked.**

**But a company with an emotional difference can
potentially demand a premium forever.**

David Ogilvy

Customer Experience

- Product or service
- Process (how easy are you to do business with?)
- Channel (how easy are you to access?)
- Engagement (how did it feel?)



◀ES▶

sky NEWS HD



SKY NEWS CENTRE **LIVE** STOCK EXCHANGE

BREAKING NEWS RYANAIR RESULTS
RYANAIR REPORTS 32% RISE IN HALF-YEAR NET PROFIT

Engaged Employees

- Are happier and more fulfilled
- Have greater self-esteem irrespective of role or status in the organisation
- Have little or no absenteeism
- Enjoy working and collaborating with their colleagues who they see as a group of like-minded people
- Provide each other with an informal support network which aids mental health and wellness
- Become self-appointed custodians of the organisation's brand and will work hard to maintain and protect its reputation with customers
- Often make extra discretionary effort to ensure customers have a great outcome



Amanda Wilkins ▸ **Morrisons**

7 May 2016 near Basingstoke · 🌐



I would like to say a massive thank you to the lady in the photo (sorry didn't see her name) who helped me today at Morrisons in Basingstoke. I have two children that are both registered blind and are also autistic. As you can imagine shopping is not an easy thing for me to do, at the checkout both girls decided to go into meltdown and this very kind lady decided to help instead of judge. It doesn't happen very often! She distracted my daughter by letting her scan all my shopping. A dream come true for Holly who loves playing 'shops'. It melts my heart to come across people that are prepared to go the extra mile, and little acts of kindness makes a massive difference to my world.

I hope this gets back to her and she knows how much we appreciate it.

Amanda xxx — with [Lin Lisle-Fenwick](#).



Like



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572k

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106,913 shares

15k comments



Morrisons ✓ Well, I don't know where to start with this one Amanda just reading this story has brought a tear to my eye.

What an amazing lady (Lin) is and what a credit she is to our company, we are very proud to say



Write a comment...





Martin Flavin

Creative Director at Five by Five

14 d

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My wife dragged our 5 year old boy around John Lewis for 2 hours this morning. Fair to say he got a bit challenging. So she bought him a little Lego thing and they sat on a sofa in the furniture section and assembled it on a coffee table. They were having a lovely time and after about a half hour a sales assistant wandered over to them. My wife was expecting to be moved on, but instead the assistant whipped out a little Star Wars Lego At At and said to my delighted son “You look like a little boy who’d appreciate this”. Point is, being a loved brand isn’t rocket science. You just have to be lovely. It’s simple, but it's not easy.

4,022 Likes • 104 Comments



Like



Comment



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Likes



Comments

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What is Customer Engagement?

The experience delivered by the employees is so consistently good that the employees become the organisation or brand in the eyes of its customers

**Success means never letting others
define you.**

**Instead you have to define yourself
based on a point of view you care
deeply about.**

BRITISH AIRWAYS



To Fly. To Serve

To Find Solutions

To Do Things Properly

To Keep Promises

To Look The Part

To Treat Everyone As Individuals





Virgin's service comes from deep within. It embraces and captures the best people, it empowers them with trust to respond at defining moments, it seduces you, it makes you laugh and challenges conventionality.

We make sure we keep it up day in and day out.



◀ES▶



THE RITZ-CARLTON®

**Welcome, Wanted,
Remembered, Cared For**



John Lewis

John Lewis

A Great Place To Work

The Partnership's ultimate purpose is the happiness of all its members, through their worthwhile and satisfying employment in a successful business.

A Great Place To Shop

The Partnership aims to deal honestly with its customers and secure their loyalty and trust by providing outstanding choice, value and service.

Hire For Attitude.....

Fire For Attitude

Do What You Think Is Right

Are Your People a Good Experience?



“The better any particular Partnership suits some people, the worse will it suit others.

The John Lewis Partnership was meant for people who need not only something to live by but something to live for.”

Customer comment – tangible

- “It’s always the first place I go”
- “I shop here for everything”
- “Staff are continually helpful & have time for you”
- “It’s the only store where staff are knowledgeable”
- “Can get the same goods elsewhere but not the same level of service”

Which brands/ companies do you trust?

Customer comment – intangible

- “A certain atmosphere when you walk in”
- “JL is not just a shop - it’s like home!”
- “I’ve known you all my life”
- “Safe and comfortable”
- “I trust the store”
- “I feel at home”

Customer comment

**“.....it’s my spiritual home,
when I die I’ve asked my husband to sprinkle
my ashes here”**

Random Acts Of Kindness

- To tell Legendary service stories
- Each branch to take the opportunity to do something out of the ordinary once a month
- Random acts of kindness will then occur almost daily



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