

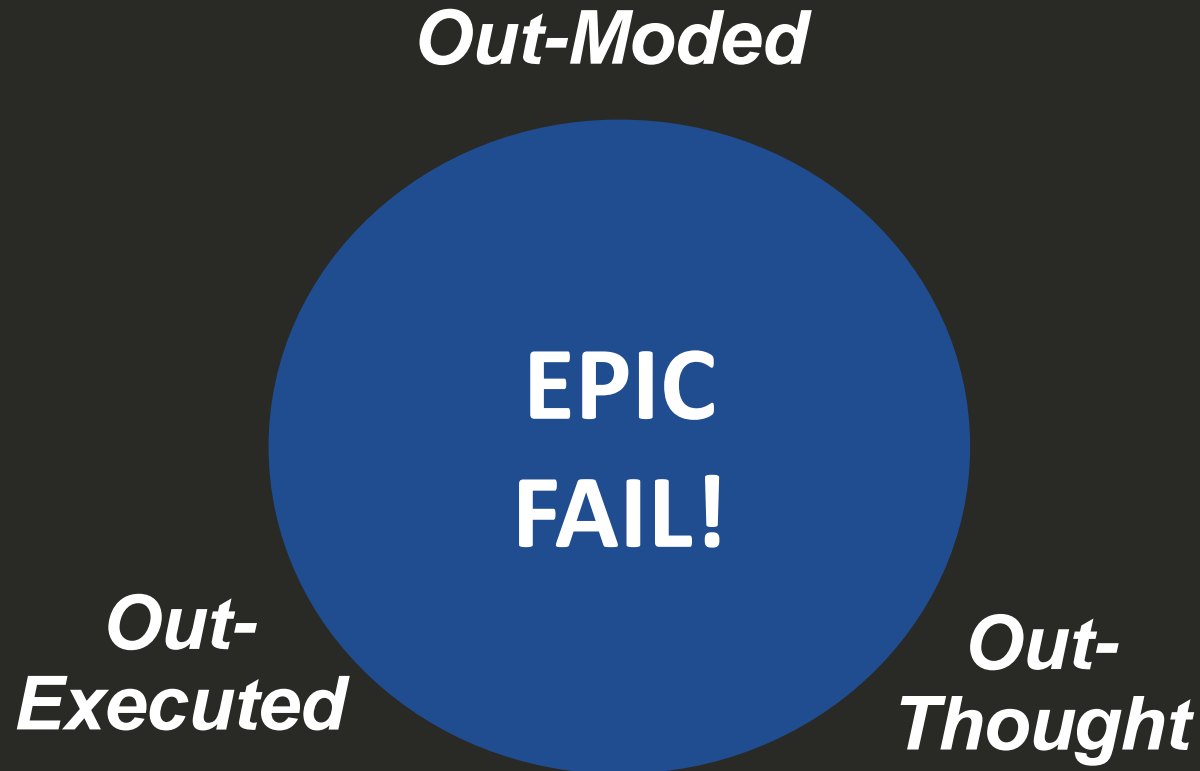


THE LATEST AND GREATEST!

John Carroll III
Global Head of Customer Experience
Ipsos Loyalty

14 January 2014
Hong Kong

Three WAYS TO FAIL customers



Out-Moded: Too Old!

What do you think about this visit?

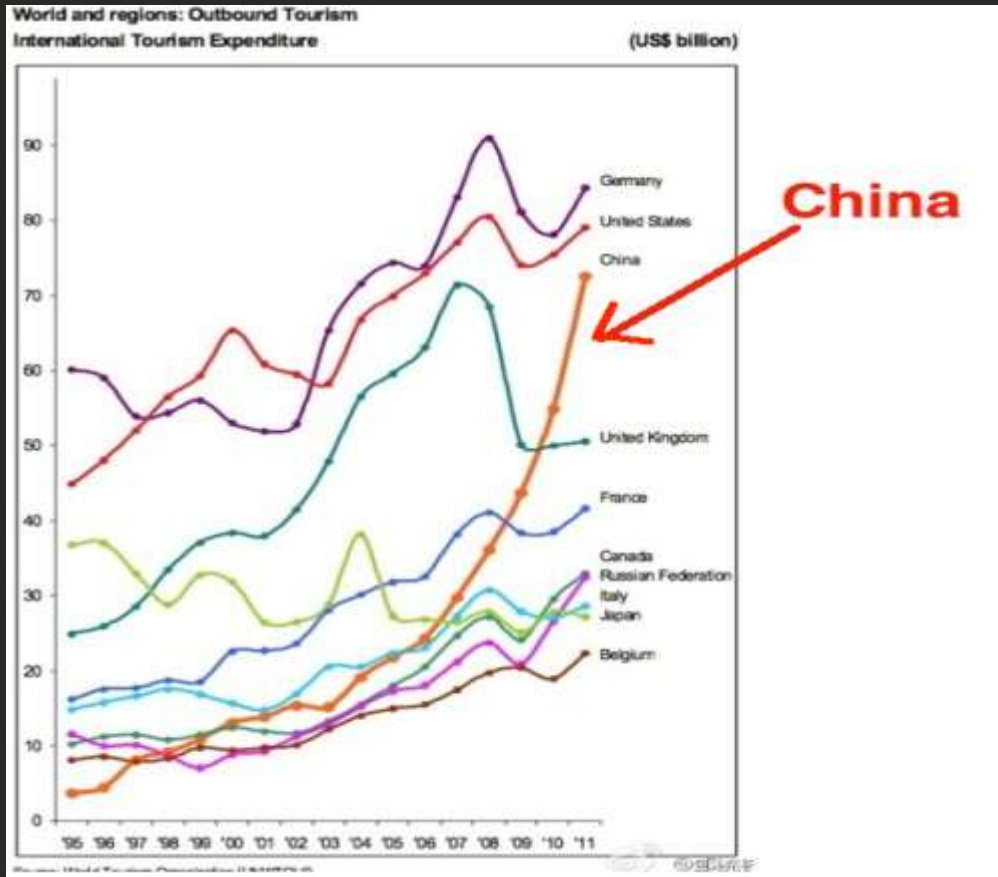


VS

What do you think about this visit?



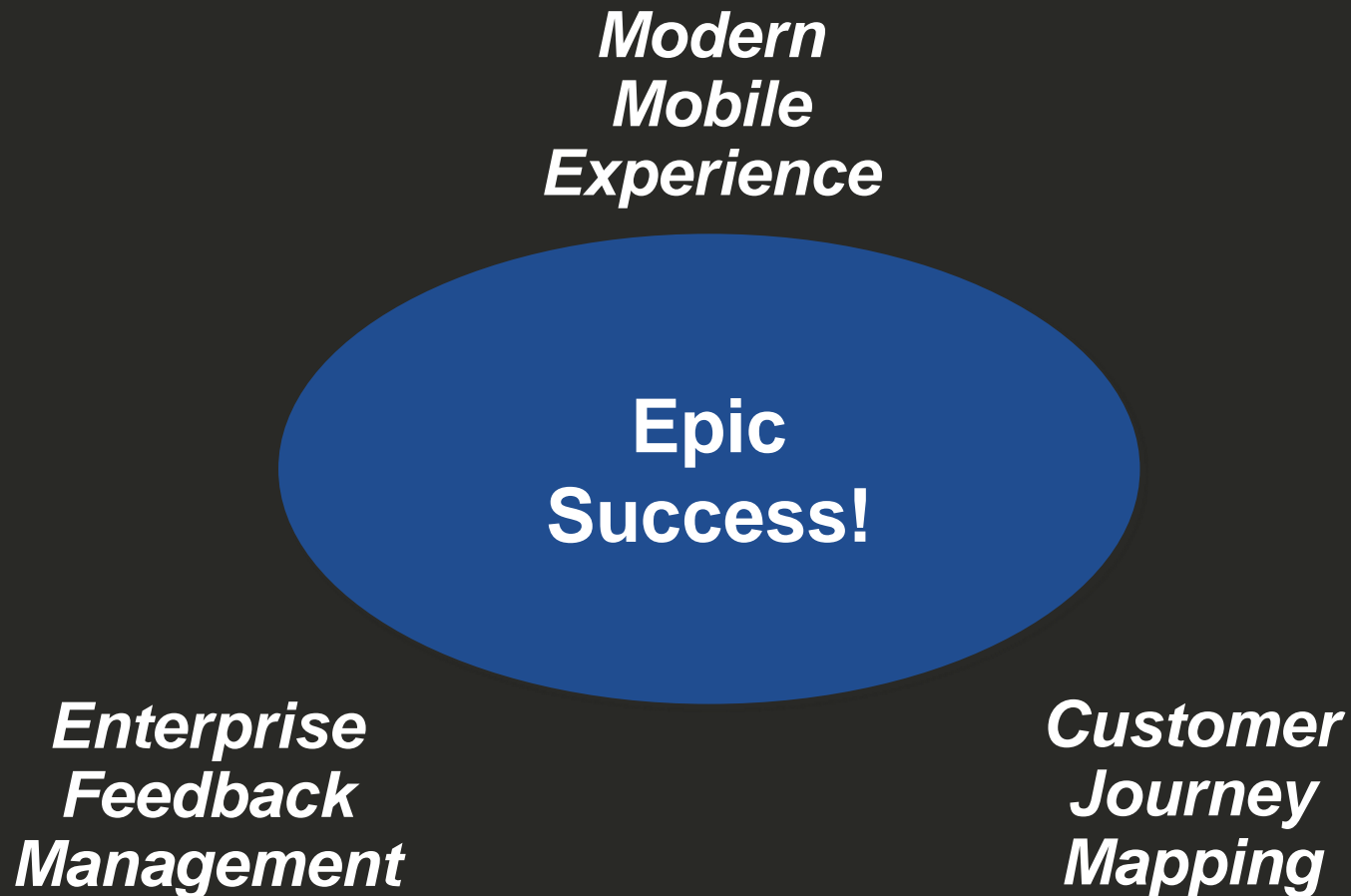
OUT-THOUGHT: TOO DUMB!



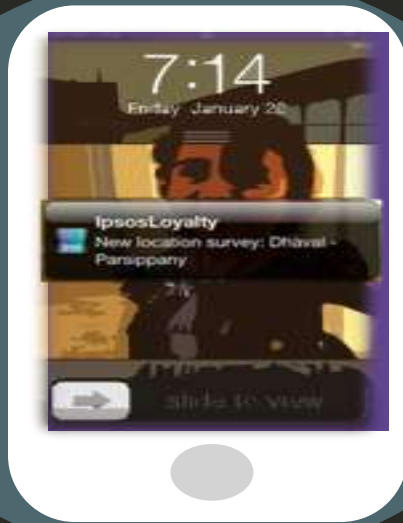
Out-EXECUTED: TOO SLOW!



Three Solutions to start adopting now



Modern MOBILE EXPERIENCE – Are your apps as easy as candy Crush?



Does Your Experience include wearables?



Customer journey mapping – Do you know your moments of truth?

How were you with the GUEST ROOM experience?

	Extremely Satisfied	Satisfied	Neither	Dissatisfied	Extremely Dissatisfied
Quality of GUEST ROOM overall (Comfort, temperature, lighting, fresh smell, atmosphere, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bedroom was impeccably clean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfort of bed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of in-room amenities (iron, mini-bar, safe, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Operations of in-room equipment (Internet connection, television, remote, alarm clock, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spaciousness of room	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Room was impeccably clean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bathroom amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Temperature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[NEXT >>](#)

VS



- A survey measures performance on key attributes such as **Cleanliness**

- A journey map highlights the moment of truth for cleanliness in time and place: **First entry to the hotel room**

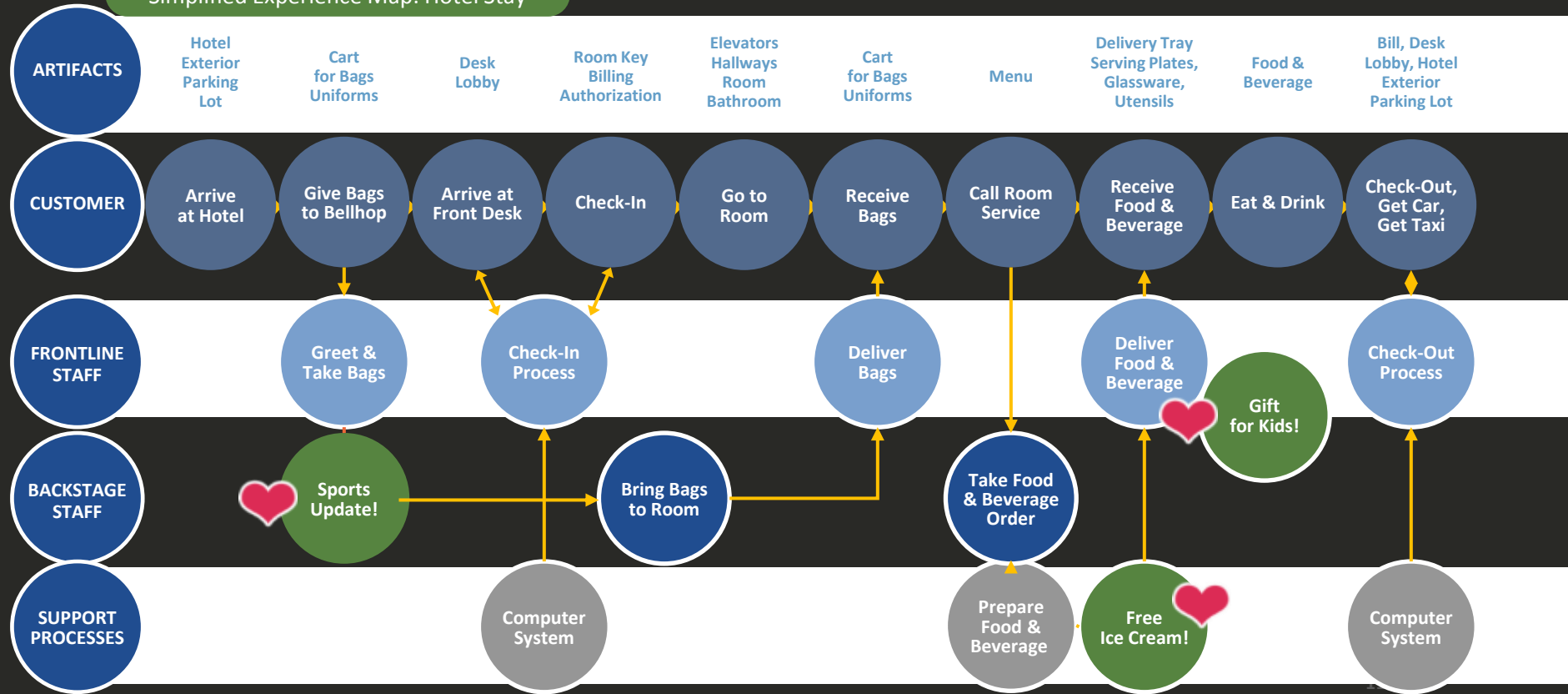
HOW DO WE CREATE JOURNEY MAPS?



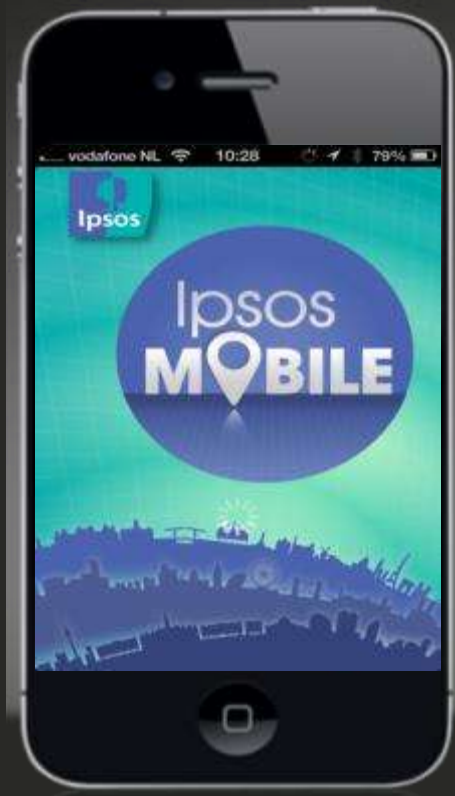
CUSTOMER JOURNEY MAPS ARE THE TOOL

Simplified Experience Map: Hotel Stay

ILLUSTRATIVE



Combining Journey Mapping with mobile



What we don't want!



Poor Survey
Score...



...Leading
to lots of
reporting and
NO Action...



...And...
**customer
loss!**



A New Way of Managing Feedback

	The Old Way	The New Way
Action Orientation	<i>Feeding a scorecard</i>	<i>Closing the loop</i>
Ongoing Feedback	<i>Annual surveys</i>	<i>Real time</i>
Survey Structure	<i>Multiple choice</i>	<i>Verbatim comments</i>
Data Integration	<i>Single source</i>	<i>Multiple sources</i>
Predictive Modeling	<i>Reactive response</i>	<i>Anticipating behavior</i>

EFM – All you need to know is in the name!



E

Enterprise

100's or 1000's of daily users at all organizational levels



F

Feedback

All sorts, structured, unstructured, passive, active, internal, external – much more than survey data



M

Management

Real time, closed loop action oriented, results focused

ENTERPRISE FEEDBACK MANAGEMENT

Are you Reporting OUT TO EVERYONE?



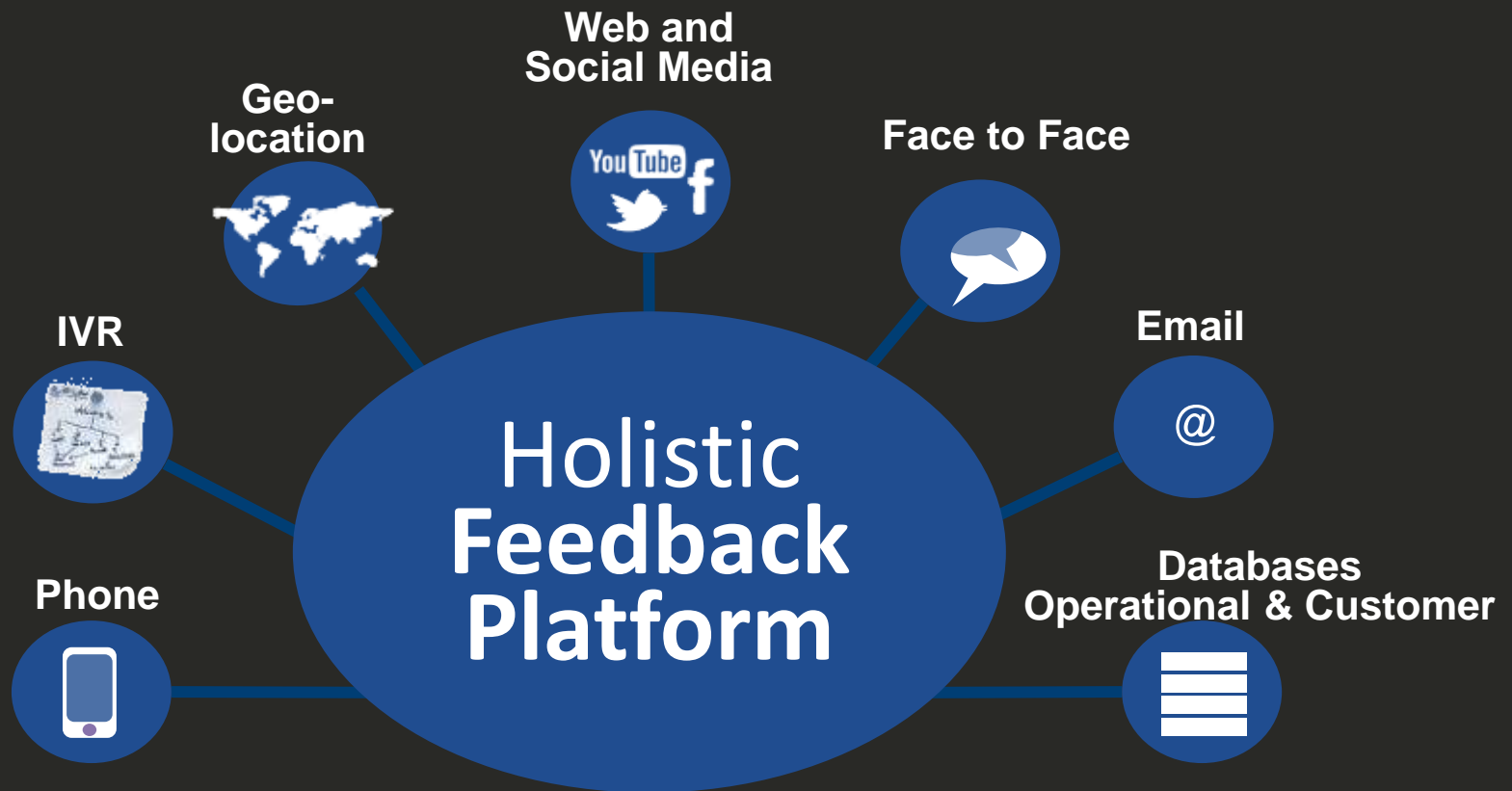
**Leader
Dashboards**

**Partner
Read-
outs**

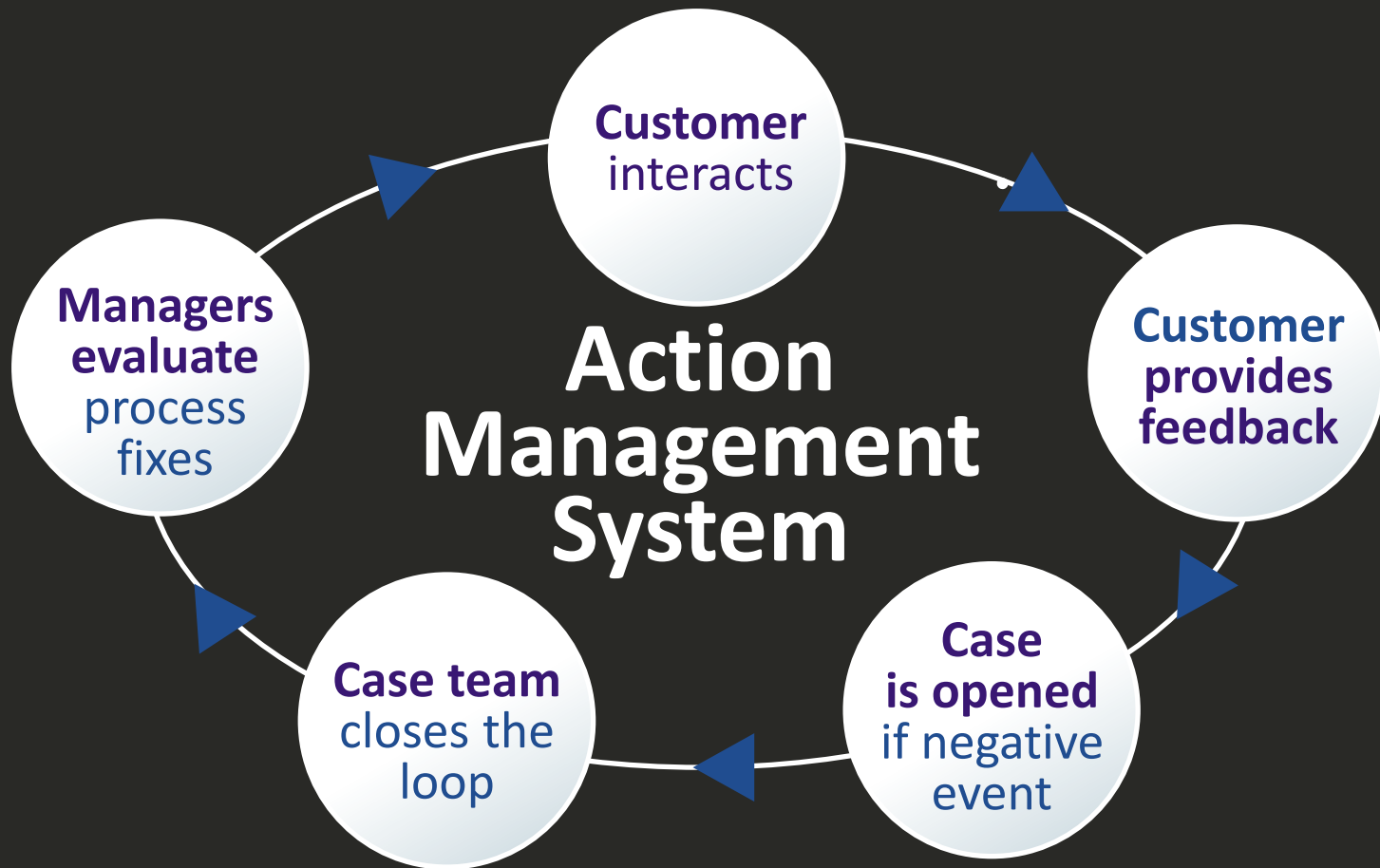
**Middle
Management
Systems**

**Front Line
Reports**

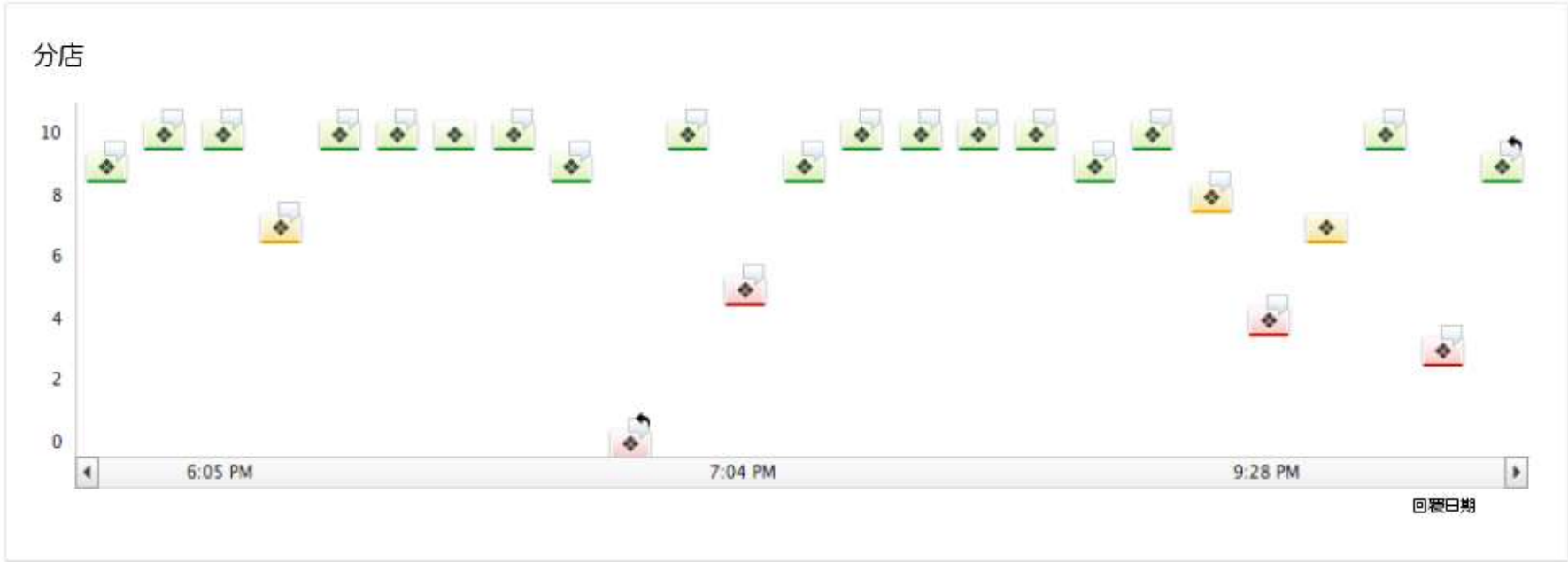
ARE YOU COMBINING ALL CUSTOMER FEEDBACK?



Are you taking action in real time?



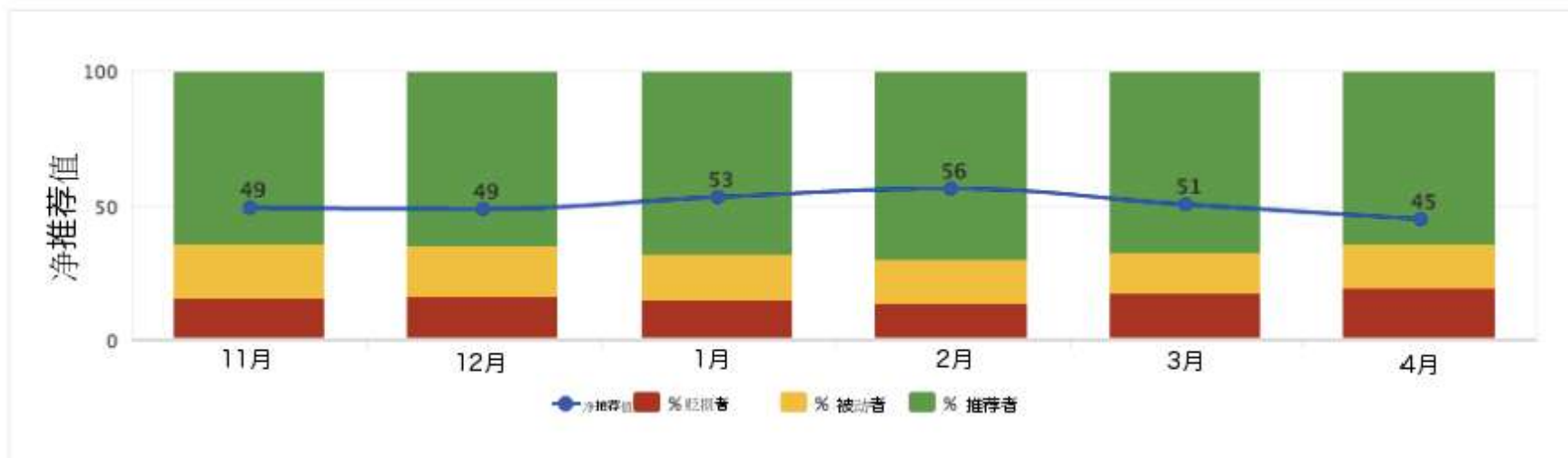
近期间卷



警报总结

警报种类	最新	处理中	未处理	7日未处理	总数
▶ 警报1：贬损者/联系	0	2	0	0	2
▶ 警报2：被动者/联系	150	1	9	405	565
▶ 警报3：推荐者/联系	36	3	0	64	103
所有警报	186	6	9	469	670

企业净推荐值分布情况



整体表现

零售商店



电子商务



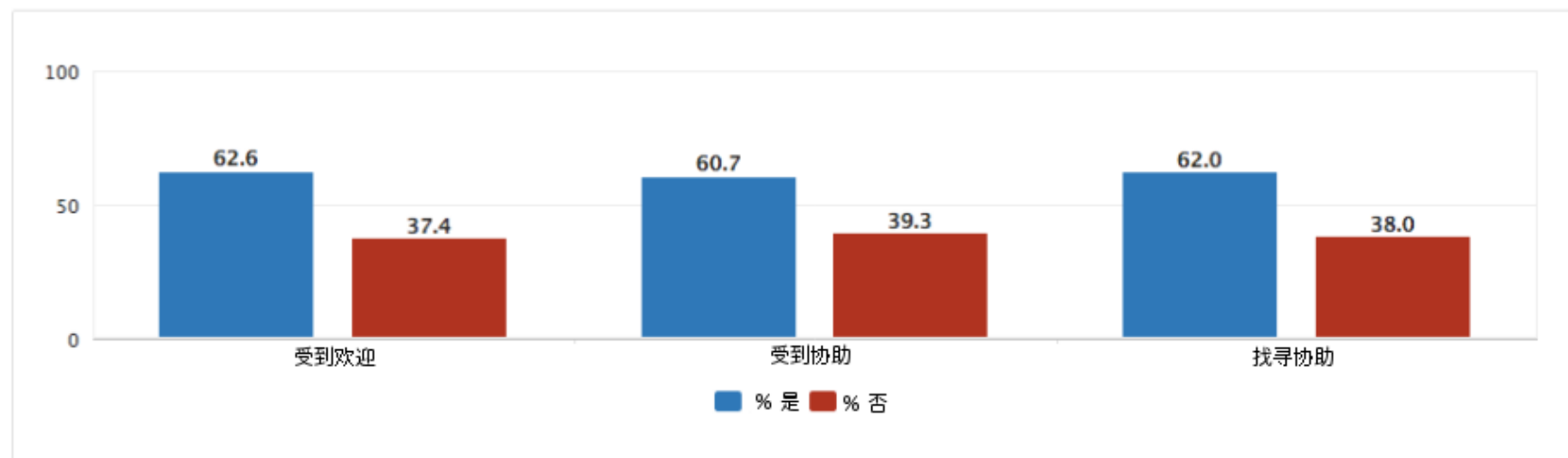
呼叫中心



当下

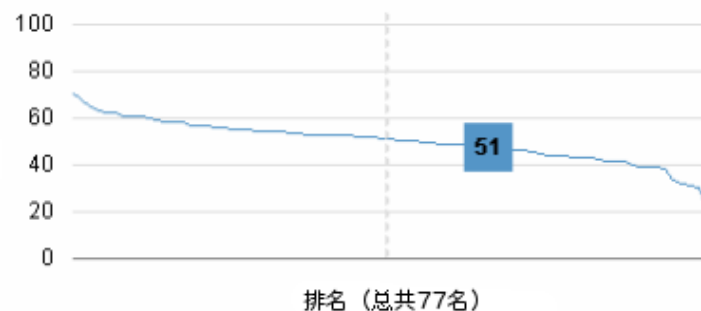


营运要点

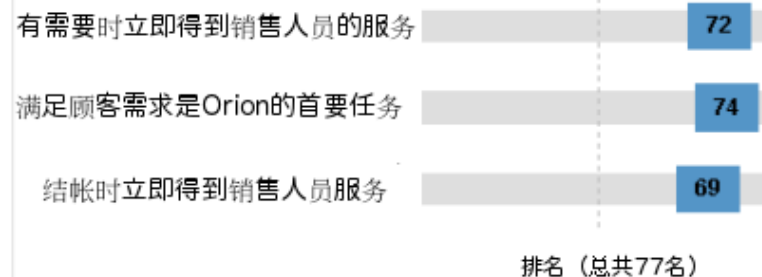


店排行榜

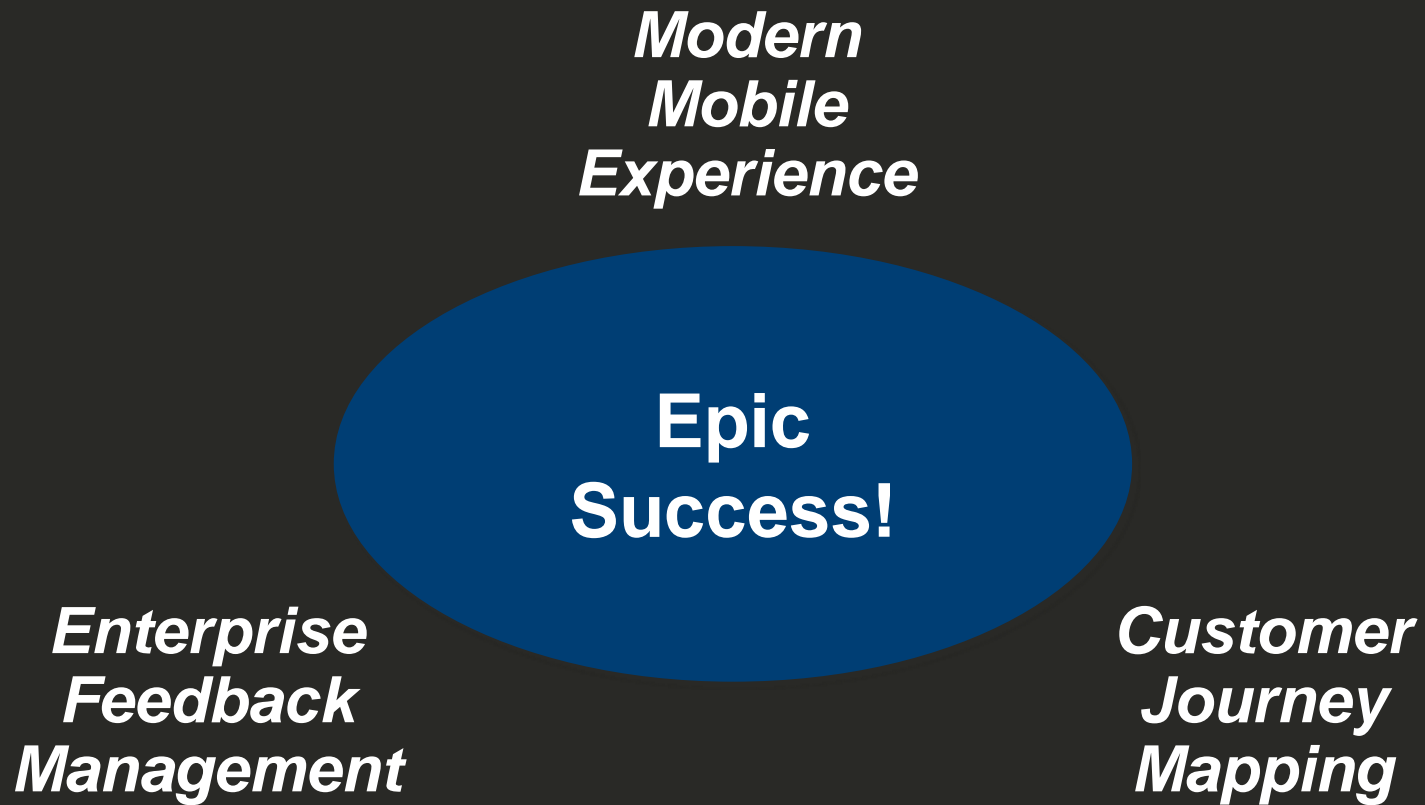
店排名：Vinton



店排名：Vinton



Three Solutions to start adopting now



THE FUTURE IS HERE, IT'S JUST NOT
EVENLY DISTRIBUTED YET.

WILLIAM GIBSON





THANK YOU!

John Carroll

john.e.carroll@ipsos.com

For Internal Use

