



CUSTOMER EXPERIENCE EXCELLENCE – THE SIX PILLARS

KPMG Nunwood has identified a set of qualities that when achieved collectively deliver outstanding customer experience. These qualities are referred to as 'The Six Pillars', with each having a set of golden rules.



PERSONALISATION

- Individualised attention to drive an emotional connection.
- Personalisation involves demonstrating that you understand the customer's specific needs and circumstances and will adapt the experience accordingly.

THE FIVE GOLDEN RULES:

- 1 Greet me
- 2 Recognise me (and our history together)
- 3 Understand my needs
- 4 Offer me something relevant
- 5 Individualise what you do



INTEGRITY

- Being trustworthy and engendering trust.
- There are many events where an organisation needs to react in a difficult situation and these moments provide the opportunity for individual actions by staff to create trust.

THE FIVE GOLDEN RULES:

- 1 Act in my best interest
- 2 Show concern for me as a person
- 3 Do what you say you will
- 4 Keep me informed
- 5 Be competent



EXPECTATION

- Customers have needs and they also have expectations on how these needs will be met.
- Understanding, delivering and if possible, exceeding expectations is a key skill of an organisation and its staff.

THE FIVE GOLDEN RULES:

- 1 Set my expectations accurately
- 2 Agree timings with me
- 3 Fulfil your promise
- 4 Guide me through the process
- 5 Provide me with information; open, honest and without jargon



RESOLUTION

- Customer recovery is important, even the best processes can go wrong.
- Great organisations have processes that puts the customer back to where they should have been but also makes the customer feel good about the experience.

THE FIVE GOLDEN RULES:

- 1 Assume my innocence, see my point of view
- 2 A sincere apology
- 3 Own the resolution
- 4 Go the extra mile if required
- 5 Give me options to move forward



TIME & EFFORT

- Customers are time poor and often looking for instant gratification.
- Removing barriers, obstacles and bureaucracy will enable the customer to achieve their objectives quickly and easily and is known to drive loyalty.

THE FIVE GOLDEN RULES:

- 1 Make my time investment pleasurable
- 2 Give me simple and clear instructions
- 3 Maximum three steps to reach my objective
- 4 Provide the answers I need when I contact you
- 5 Advise me of the journey ahead



EMPATHY

- This is the art of letting the customer know you genuinely understand what it is like to be in their shoes.
- Using empathetic behaviours is key to building a strong relationship and demonstrates the steps you are taking because you understand how they feel.

THE FIVE GOLDEN RULES:

- 1 Invest time to listen to me
- 2 Provide the right emotional response
- 3 Treat me as your priority
- 4 Take ownership of my issues
- 5 Show you care