

IDENTIFYING OUR CUSTOMERS' NEEDS

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This is an interactive exercise that explores what it is like to be a customer. Customers will have both physical and emotional needs and as a customer we all judge each experience based on what we **See, Hear, Think and Feel**.

THE SIX PILLARS OF CUSTOMER EXPERIENCE EXCELLENCE (KPMG NUNWOOD):

- 1  PERSONALISATION
- 2  INTEGRITY
- 3  EXPECTATION
- 4  RESOLUTION
- 5  TIME & EFFORT
- 6  EMPATHY

WHAT YOU NEED:

- 1 Paper for the team to write on.
- 2 Have what this module looks at and video on the screen ready to play.
- 3 Print off the 'The Six Pillars' of Customer Experience Excellence to use when discussing what makes a great customer experience.
- 4 Room for the team to be together in small groups.

THE EXERCISE:

- Start the exercise by playing the video and explaining the purpose of the session.
- In groups of two or three ask the team to share their best experience they can recall as a customer. Ask what was good about the experience both physically and emotionally? Tell the group they will need to choose one example and be ready to share it with the rest of the team.
- When they tell each other about their experience get them to think about the following, what did you... **See, Hear, Think and Feel?**
- You may need to prompt the team by asking:
 - What were you looking to buy or do?
 - Was the product or service what you were expecting?
 - Did the staff smile and give you eye contact?
 - Were you acknowledged while you were queuing?
 - How enthusiastic was the staff member?
 - How were you made to feel?
- As the groups share their examples, pick out from what they say makes a great customer experience, referring their points to **'The Six Pillars'** of Customer Experience Excellence:
 - 1 **Personalisation** - Ensure our customers feel valued and recognised.
 - 2 **Integrity** - Create trust with our customers by doing what you say you will do.
 - 3 **Expectation** - Keep our customers informed.
 - 4 **Resolution** - Solve our customers' problems.
 - 5 **Time & Effort** - Make it easy for our customers.
 - 6 **Empathy** - Listen and genuinely understand our customers.

TIPS:

- Share the customer quote:

"It's a great building to be in, I would highly recommend it. The general experience from moving in, and onwards, everything has been done to help us. Issues are dealt with quickly and we have a great relationship with the building team."



- Share the story:

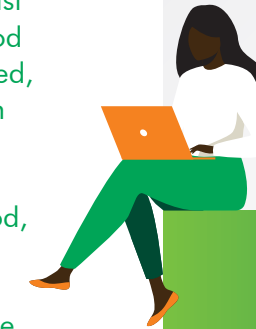
A customer was asked why he didn't eat at a world-renowned top restaurant, which served the most amazing food, with a long waiting list to get a table. The customer replied, "The food is amazing but the staff are so cold and rushed, it makes me feel like I am less important than the food they serve, I don't see the point in complaining as this is how they all are. I just choose to regularly eat where the food is good, but the service is exceptional, nothing is too much trouble for the staff". This shows it not just the product that makes a great experience but how a customer is made to feel.

- Ask the team:

To create their own personal version of what their customers would **See, Hear, Think and Feel** because of their experience in your building, taking care to identify what makes it both a physical and emotionally great experience?

TO CONCLUDE:

- Always ask the team at the end of the session, is there anything that they will **Stop** doing, **Start** doing or more importantly **Keep** doing to improve the customer experience? Note down any 'promises' individuals make as you can use these in future conversations with team members to keep the momentum going between modules.



In summary, great customer experience creates satisfied customers and these experiences are made up of both physical and emotional needs. It is often meeting or exceeding the emotional needs of a customer that makes the biggest impact on them. These are the 'memories' that customers will tell (time and time again) with colleagues, friends and relatives.