

# The Customer Experience Is Your Brand

PRESENTED BY DREW DISKIN '95

@DREWDISKIN

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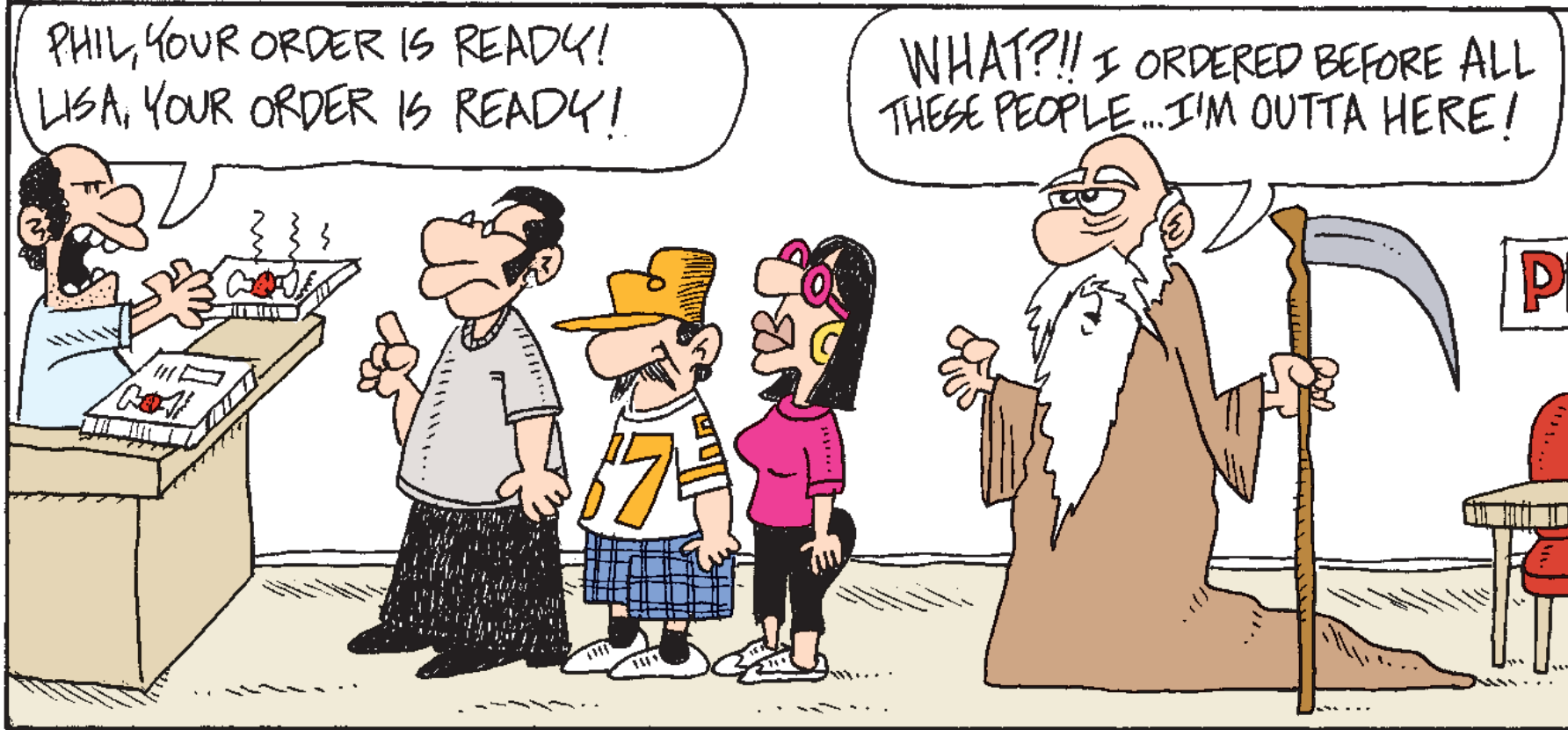
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# Out on a Limb

by Gary Kopervas



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# Hard to imagine Customer Experience (CX), but easy to see the impact

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**79%** of customers will share their bad experience with a company. (RightNow)

Satisfied clients were **80%** more likely to renew services. (Helpscout)

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# More nerd numbers

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**62%** of B2B customers started buying more from the business after a good customer service. (Zendesk)

Businesses that grow their customer retention rates by as little as **5%** typically see profit increases ranging from **25% to 95%**. (Survicate)

Loyal customers on average are worth **10x** as much as their first purchase. (SalesForce)

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# The impact from social media



=

**20%-40%  
MORE** 

Engaging to customer service requests on social,

**revenue** per customer.  
(BAIN AND COMPANY)



Implementing a social customer service program can increase your annual **customer satisfaction** scores by nearly

**20%**


(ABERDEEN)

**92%  
RETENTION**



among companies with a well-crafted social customer service approach.

and have a **21%↑**

year-over-year increase in **positive social media** mentions. 

(ABERDEEN)



One social customer service interaction costs around \$1



**VS**



One call center interaction costs nearly \$6



(NM INCITE)

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# What customers say they want

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- ✓ Ease
- ✓ Speed
- ✓ Convenience
- ✓ Price
- ✓ Reliability
- ✓ Ratings



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# What customers need

- ✓ Timeliness
- ✓ Relevance (personalization)
- ✓ Value
- ✓ Empathy
- ✓ CX



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# Drew's 5-Ps of CX

- ✓ Prompt
- ✓ Passionate
- ✓ Professional
- ✓ Personal
- ✓ Portable



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# PROMPT

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- ✓ Respond quickly to emails, calls, posts and tweets
- ✓ Acknowledge the ask or concern with a timetable
- ✓ Seek to address greatest needs first
- ✓ Set expectations before, during and after
- ✓ Keep your persona (your organizational positioning and voice)

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Patrick D. Jenkins

@Drchoker



Replying to @Wendys

If the beef is never frozen, then how do you guys keep it fresh ?

8:39 PM - Dec 20, 2017

1 1 1



Wendy's

@Wendys



Replying to @Drchoker

**REFRIGERATORS**

8:40 PM - Dec 20, 2017

1 3 83

boredpanda.com

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# PASSIONATE

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- ✓ Utilize only the best who care the most
- ✓ Stand behind your products and services
- ✓ Cherish your employees and embrace innovation
- ✓ Ensure that your message is in line with your organization's mission

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**Starbucks Coffee** ✓

@Starbucks

Follow



We apologize to the two individuals and our customers for what took place at our Philadelphia store on Thursday.

We apologize to the two individuals and our customers and are disappointed this led to an arrest. We take these matters seriously and clearly have more work to do when it comes to how we handle incidents in our stores. We are reviewing our policies and will continue to engage with the community and the police department to try to ensure these types of situations never happen in any of our stores.



12:59 PM - 14 Apr 2018

6,990 Retweets 20,087 Likes



17K 7.0K 20K



Tweet your reply



**Starbucks Coffee** ✓ @Starbucks · 14 Apr 2018

We regret that our practices and training led to the reprehensible outcome at our Philadelphia store. We're taking immediate action to learn from this and be better. A statement from ceo Kevin Johnson:

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# PROFESSIONAL

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- ✓ Communicative
- ✓ Deliver on promises
- ✓ Ensure process compliments the journey
- ✓ Follow up and measure

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# 37signals Customer Support Happiness Report

## How we measure customer happiness

After every interaction with our support team, a customer is asked to rate the experience by clicking one of three ratings: "It was great" (happy face), "It was OK" (flat-line face), or "It wasn't good" (frown face). [Here's what the choices look like](#) on the ticket.

## This is how we get better

We study these ratings to help us improve. Every customer interaction is an opportunity to get better. The ultimate goal is 100% happiness.

## Full transparency and accountability

We've made these ratings public so everyone knows how we're doing. We want to be held to the highest possible standards for customer service. Full transparency keeps us honest.

### Last 100 customer ratings



**87% said great!**



8 said just OK



5 said not so good

Average wait time for an answer is

**1 minutes** during business hours.

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# PERSONAL

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- ✓ Real (authentic)
- ✓ Funny and frank... Know your audience (literally)
- ✓ Relevance
- ✓ CRM-driven
- ✓ Data-secured
- ✓ Along the whole journey

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## Recommended for you, Drew

Buy It Again in Grocery  
5 ITEMS

Buy It Again in Health and Personal Care  
4 ITEMS

Buy it Again in Household Supplies  
8 ITEMS

Buy It Again in Office  
4 ITEMS





# PORTABLE

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- ✓ Place & Time
- ✓ Context & Continuity
- ✓ Mobile & Connected

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## AFTER VISIT SUMMARY



Drew A. Diskin DoB: 3/15/1973

📅 9/20/2011 10:00 AM 📍 PennCare Medical Assoc Valley Forge 610-576-7600

### Today's Visit

You were seen on Tuesday September 20, 2011. The following issue was addressed: Need for prophylactic vaccination and inoculation against influenza.

### What's Next

You currently have no upcoming appointments scheduled.

### You Were Seen At

PENNCARE MEDICAL ASSOC VALLEY FORGE  
A Facility of The Hospital of the University of Pennsylvania

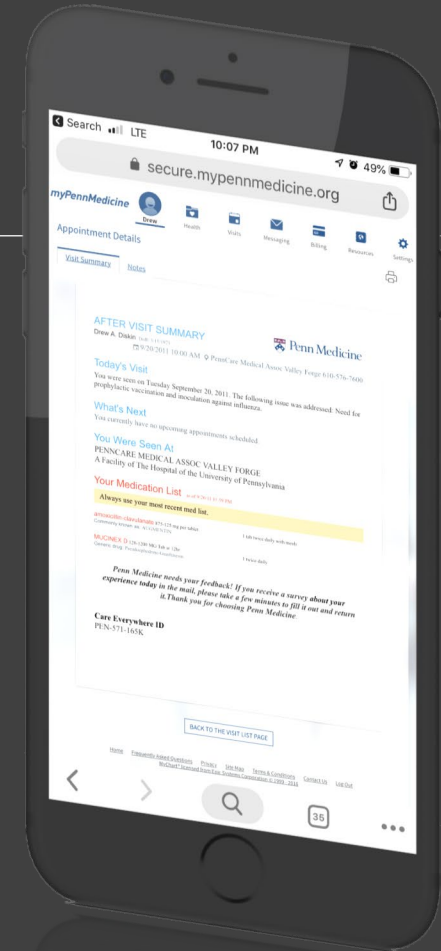
### Your Medication List as of 9/20/11 11:59 PM

Always use your most recent med list.

**amoxicillin-clavulanate** 875-125 mg per tablet 1 tab twice daily with meals  
Commonly known as: AUGMENTIN

**MUCINEX D** 120-1200 MG Tab sr 12hr 1 twice daily  
Generic drug: Pseudoephedrine-Guaifenesin

*Penn Medicine needs your feedback! If you receive a survey about your experience today in the mail, please take a few minutes to fill it out and return it. Thank you for choosing Penn Medicine.*



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# Getting started

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- ✓ Collaborate internal/external
- ✓ Listening isn't just a skill, it's a necessity
- ✓ Consider CX as a way of doing business (executives to specialists)
- ✓ Operationalize social media as customer experience tool
- ✓ Train staff on how to respond (and proactively engage)
- ✓ Invest in tools and resources to put your customer in the middle of the X

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# Contact

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[drew@drewdiskin.com](mailto:drew@drewdiskin.com)



[@drewdiskin](https://twitter.com/drewdiskin)



[linkedin.com/in/drewdiskin/](https://www.linkedin.com/in/drewdiskin/)

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