

Establishing a strong customer experience culture

86% of consumers **STOP** doing business with a company because of a bad customer experience, is up from 59% 4 years ago

Delighted customers are 5X more likely to repurchase than customers who are just merely satisfied

For every customer complaint, there are 26 other customers who have remained silent

81% of companies with **STRONG** capabilities & competencies for delivering customer experience excellence are outperforming their competition

A staggering 68% of customers defect to a **COMPETITOR** because of the way they have been treated by a member of staff

Poor customer service

Even in a **negative**

economy, customer experience is a high priority for consumers,

with 60% often or always paying more for a better experience

is costing UK businesses **£15.3 BILLION**!!!!!!

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FRUSTRATIONS

From experience we know that throwing money at training staff to deliver higher levels of customer service does not work and is simply a waste of £££

Q So how does a culture change come about where staff always go the extra mile for the customer, leaving them truly delighted

A Simple: there is no change in an organisation unless there is: *behavioural change*

You can tease yourself with processes & customer service training - with lots of appeals to staff that:

BUT unless people **BEHAVE** in a different way, an organisation is not going to be able to achieve this



This is the underlying reason why many customer service initiatives and cultural changes fail to make a real impact back into the organisation - either they are not behavioural based or it is expected that the desired new behaviours will just happen

★★ **magically** ★★

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So what is the answer?

Lasting change in the modern organisation has less to do with massive "communication to all" programmes and more with the creation of an internal wave of success led by a small number of people focused on a small set on non-negotiable behaviours

t-three's APPROACH

is about creating a customer excellence epidemic; a spread of success within an organisation, which is totally unlike the traditional, slow, expensive and all too often unsuccessful organisational change programmes

With our approach, sets of pre-defined customer service behaviours, spread by a small number of people through their networks of influence create massive behavioural tipping points, which go on to form new routines and cultures

Have we got you thinking?

Email us at enquiries@t-three.co.uk or call us on 01954 710780 to ask us more.