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HrOUG 2015, Applications

Creating Great Customer Experiences
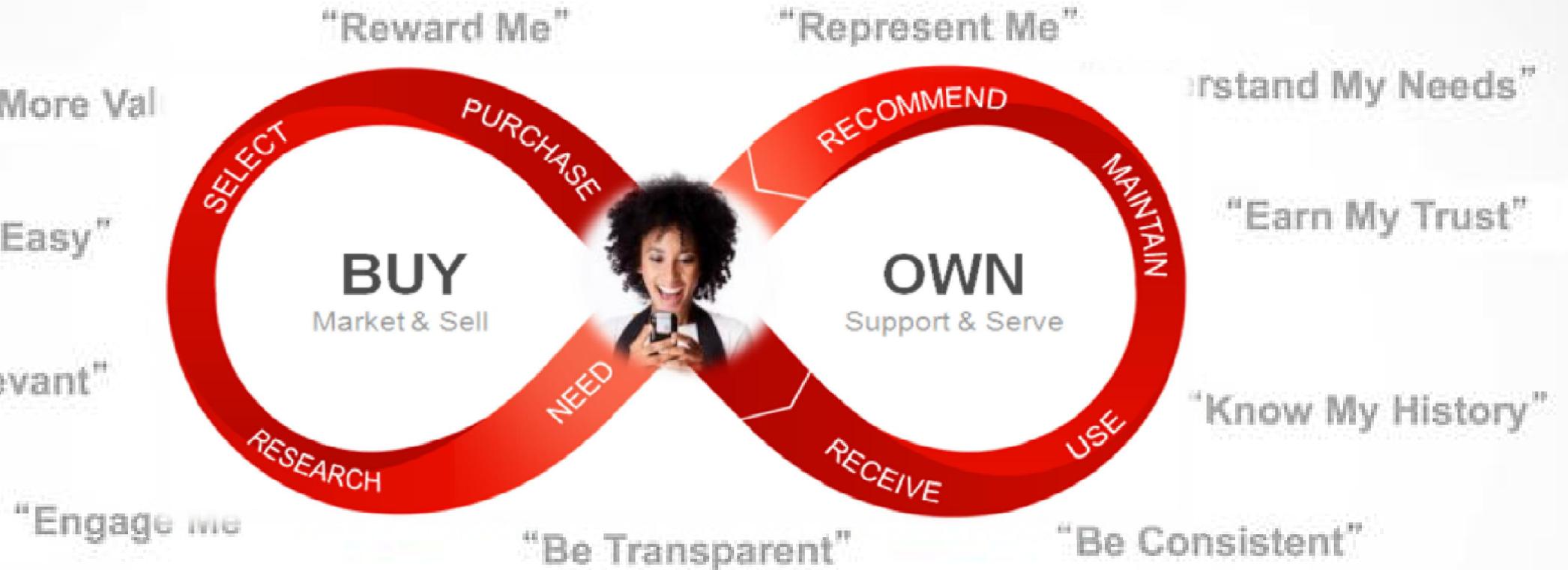
Boris Bajtl & Helena Librenjak, Siemens CVC

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What is Customer Experience (Management)?

Customer experience is the sum of all experiences a customer has with a supplier of goods and/or services, over the duration of their relationship with that supplier.
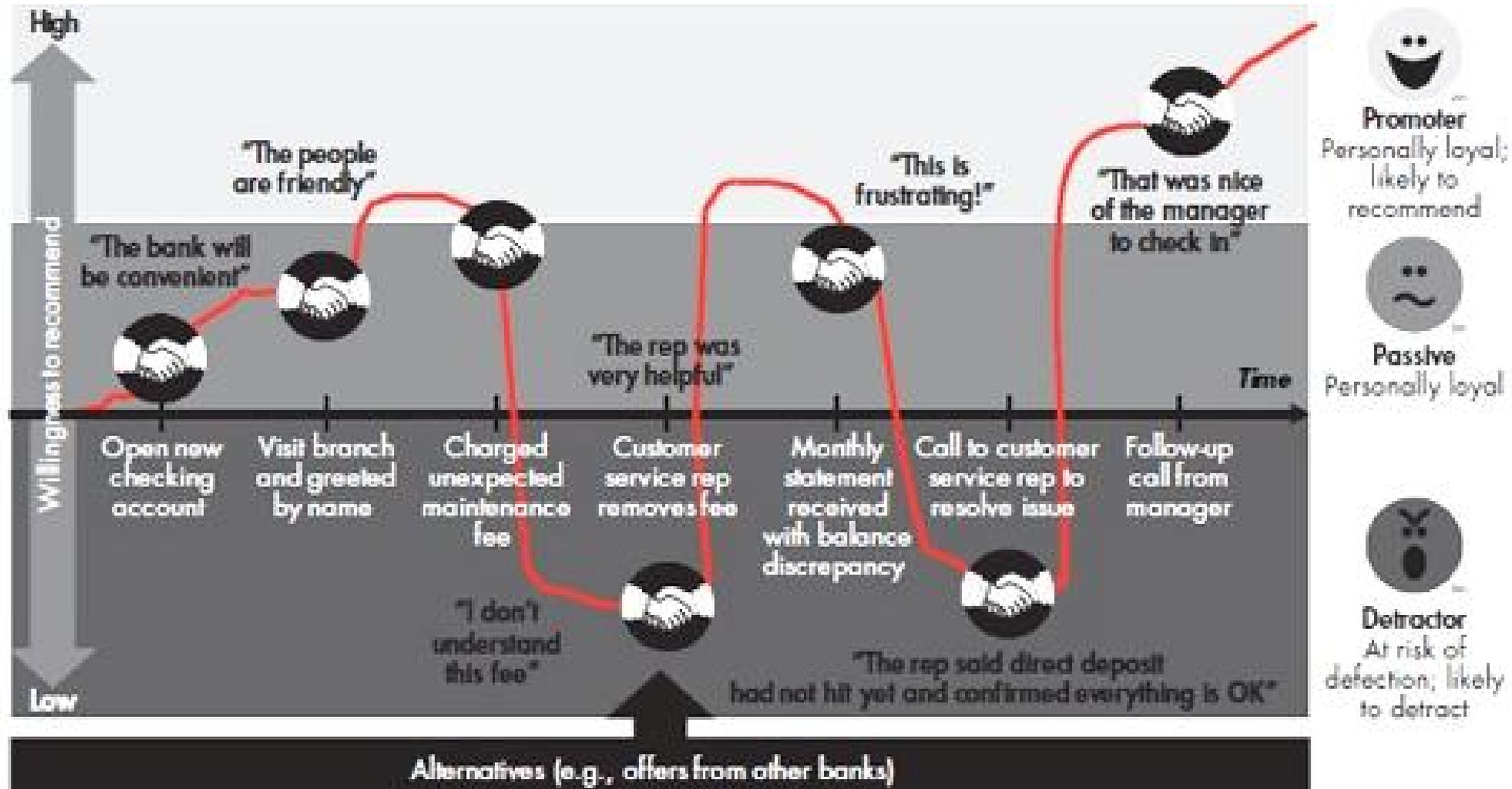
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The Customer Experience Lifecycle

"Reward Me"   "Represent Me"

"Give Me More Val   ...rstand My Needs"

PURCHASE   RECOMMEND

SELECT   MAINTAIN

"Make It Easy"   "Earn My Trust"

BUY
Market & Sell

OWN
Support & Serve

"Be Relevant"   "Know My History"

NEED

RESEARCH   USE

RECEIVE

"Engage me   "Be Transparent"   "Be Consistent"

Deliver the Experiences That Customers Want

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Retail Banking Customer Experience Example

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How to measure it?
Customer Satisfaction KPI examples

1. Net Promoter Score (NPS)

The objective of this score is to segregate your
Customers into three groups called the 'Promoters',
'Passives' and 'Detractors' based on the rating they offer your customer service.

2. Customer Advocacy (CA)

CA is based on a single question: "Do you think your company does what's best for you, or only what's best for its income statement?"

3. Forrester Customer Experience Index (CxPi)

Forrester defines customer experience into the three levels of the classic needs pyramid: basics, value creation, and, finally, surprising the customer.

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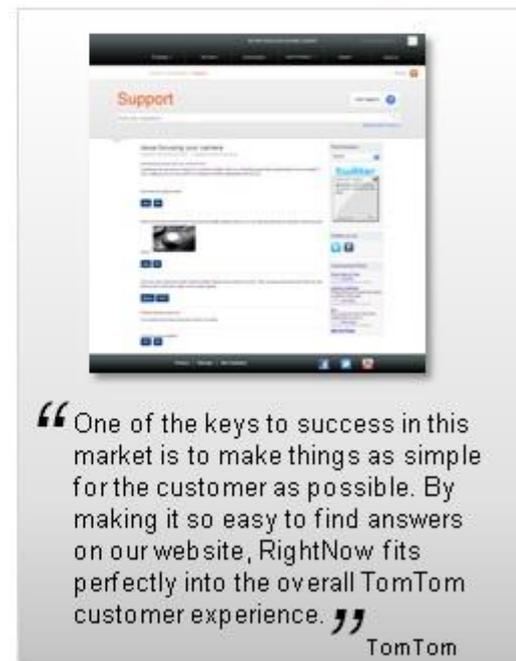
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Give Customers Tools To Help Themselves
Oracle RightNow Guided Assistance

Enable customers to perform complex configuration and troubleshooting on their own with reports detailing guide's effectiveness. Increase self-service rates while improving the relevance of customer interactions.

Capability	Benefit
Guides are fully customizable and can be configured to support branding requirements	▶ Increase Accessibility of Service & Usability
Guided troubleshoot decision trees provide consistent handling of complex customer issues	▶ Improve Average Utilization Time
Multiple guides can be deployed in multiple locations throughout a website	▶ Improve Availability & Accessibility of Service
Guided Assistance selections can trigger escalation rules to satisfy business objectives	▶ Improve Resolution Rate & Decrease Escalation Rate
Link guides to other content and engagement channels, including Communities	▶ Improve Answer Relevancy & Relevance of Interaction

" One of the keys to success in this market is to make things as simple for the customer as possible. By making it so easy to find answers on our website, RightNow fits perfectly into the overall TomTom customer experience. "

TomTom

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Engage Customers Online
Oracle RightNow Chat

Real-time chat sessions strengthen customer relationship by expanding multi-channel support and improving service quality. Agent productivity is improved by handling simultaneous sessions from a single unified desktop.

Capability	Benefit
Customer access from smart phone or the web	Increase Accessibility of Service
Launch chat sessions based on Intent-driven criteria	Improve Service level & Relevance of Interaction
Customer initiated chat or proactive company-defined rules and triggers	Increase Customer Satisfaction
Handle multiple chats simultaneously with smart based routing	Lower cost per resolution / cost per answer
Access to Oracle RightNow Knowledge Foundation before, during and after a chat session	Increase Answer Utilization Rate

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Empower Agents To For Service Quality
Oracle RightNow Dynamic Agent Desktop

Drives retention with fast, accurate, and consistent information across all channels. Your agent interactions are consolidated on a single agent desktop with unified enterprise systems.

Capability	Benefit
Centralized management of all customer interaction channels	Improve Customer Satisfaction & increase Resolution Rate across channels
Desktop Workflow automates business process for speed and accuracy	Increase Contact Volume
Agent Scripting ensures that customers experience consistent interactions	Increase Customer Satisfaction
Guided Assistance applies a repeatable and predictable approach to complex issue resolution	Improve First Contact Resolution
Contextual Workspaces fits the tool to the task	Reduce Average Handle Time

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Don't Leave Customer Interaction To Chance

Oracle RightNow Agent Desktop Scripting & Workflow

Streamline customer interactions and automating tasks behind the scenes to increase agent efficiency while providing a more effective customer experience.

Capability		Benefit
Guide agents through one or many business processes, while automating tasks in the background	▶	Reduce Average Handle Time & decrease Error Rate
Ensure tasks are assigned after customer interactions	▶	Reduce After Call Work
Enables quicker agent ramp-up	▶	Reduce New Hire Training Costs
Provides the agent with the right tools at the right time in the context of the interaction	▶	Reduce Average Talk Time
Trigger cross-sell/up-sell scripts to be launched at the end of an incident interaction	▶	Increase Average Order Value
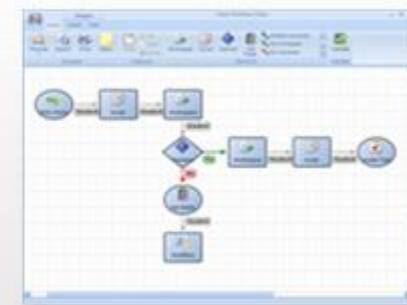
"18% boost in agent productivity"

Myspace

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Measure And Refine For Optimal Performance
Oracle RightNow Engage Analytics

Oracle RightNow Analytics captures, organizes, presents and disseminates real-time actionable knowledge with speed, ease and flexibility to improve insights and reduce cost of operations.

Capability	Benefit
Pre-built reports and dashboards; extensive library of customizable charts & charting options	Decrease Costs of Development
Create customized role-based reports with intuitive drag-&-drop graphical report design tool	Improve Agent Satisfaction
Identify customers based upon previous interactions across channel including web, social contact center and mobile	Increase Insights
Oracle RightNow Analytics training to help you extract key information related to all CX components	Decrease New Hire Training Costs & Improve Agent Satisfaction
Uncover underlying causes of performance or trends by drilling down, in, or across to additional levels of analytic detail	Improve Insights & Agent Effectiveness
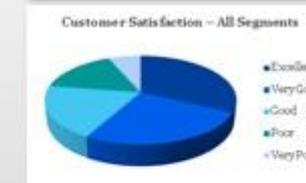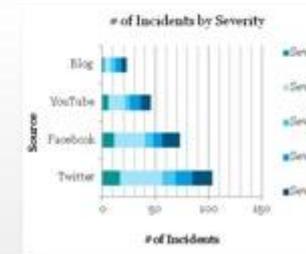
" Contact center analytics help optimize allocation of development dollars "

Sony Online Entertainment

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1. regular **Project satisfaction surveys**, split on project phases, with ability to create overall satisfaction upon completion of all phases

2. implementation of **own surveying methodologies** and KPI metrics

3. **matrix** of the examinees and questions

4. robust analytic capabilities, predefined reports and configurable reporting

5. reusability

6. freedom to initiate satisfaction survey timely to catch relevant information

7. yearly trends

8. different data export format

9. automatic reminders

10. response rate status

11. possibility to extended to other communication channels (integration with call center, web ...)

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Right Now in a role of surveying tool:

- Standalone
- Integrated with call center

Type of customer satisfaction surveys:

- **Broadcast** – Direct mailing
  - Create your own surveys, define list of recepients and send e-mail with link to survey
- **Transactional**
  - capture feedback following an event, condition, process, or customer action (claim - Design agent workspaces to accept phone surveys as a result of recent claim or recent marketing campaign)
- **Polling widget** - enable organizations to embed surveys within communities or other high-traffic interaction points
- **Website link surveys** - capture feedback from Website visitors

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Types of surveys

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Matrix questions

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Analytics

Report on survey answers per contact

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Analytic capabilities

- **Prebuilt survey reports**

- **Customizable survey reports-** Easily prepare customized role-based analytic reports with an intuitive drag-and-drop graphical report design tool.

- **Customizable dashboards** - Quickly organize reports into meaningful role-based customized dashboards with the drag-and-drop graphical dashboard design tool

- **Scheduled reporting** - Ensure that key personnel have consistent access to the latest information, by automatically scheduling report execution and delivery.

- **Robust data drilling**. Uncover underlying causes of performance trends by drilling down, in, or across to additional levels of analytic detail. You can drill from reports to dashboards, drill across to reports referencing related data sets, build destination reports once and reuse them, and build conditional report links for more-

efficient report development, better reporting performance, and extended insight for better decision-making.

- **Data tool bar** – fine tune reports without IT or analyst support – users can change sort ordering, displayed fields, slicing, filtering, roll-ups, cross-tabs, and more.

- **Automatic categorization** of customer sentiment and clustering text responses into topics of interest for easier identification of unhappy customers

- Combine survey reports with corporate knowledge and profile information for **consolidated view of the customer**

"CUSTOMER EXPERIENCE is the next competitive BATTLEGROUND IT'S WHERE BUSINESSES ARE WON OR LOST"

- TOM KNIGHTON -

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Contact

Siemens Convergence Creators

Boris Bajtl
Business Developer
Martina Divalta 18, HR-31000 Osijek
Phone: +385 (91) 3234 947
E-mail: boris.bajtl@siemens.com

Helena Librenjak
Solution Manager
Put Brodarice 6, HR-21000 Split
Phone: +385 (99) 311 7570
E-mail: helena.librenjak@siemens.com

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