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DESIGNING A CUSTOMER CENTRIC ORGANIZATION

Creating and delivering a leading Customer Experience is often a challenge for organizations. Understanding what the key enablers are can ensure that yours overcome this.

It's no longer tomorrow's experience. It's today's.

Customers' expectations have significantly shifted. Calling an organization or being able to self-serve online is no longer enough. Self-serve, multi-channel offerings and personalization are now the norm, with 76% of customers expecting organizations to understand their needs and expectations.

Customers are no longer wowed by this, but are expectant of it.

Whether this is down to 'Always on Customer Service' or the rise of Millennials and Generation Z, who both account for more than 60% of the global population is debatable. Both Millennials and Generation Z are more likely to leave an organization based on a poor customer experience compared to older generations, which only emphasizes the need for organizations to stay relevant, competitive and customer centric.

This paper outlines what challenges we at MHP have supported our clients on, enabling them to meet customers rising and ever changing expectations, by transforming the way in which they operate.

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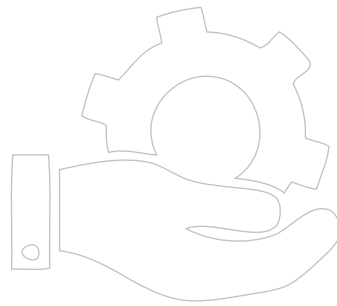
1. <https://www.salesforce.com/research/customer-expectations/>

2. <https://www.independent.co.uk/life-style/millennials-gen-z-outnumbered-2019-global-population-demographic-bloomberg-a8502251.html>

It's about personalization.

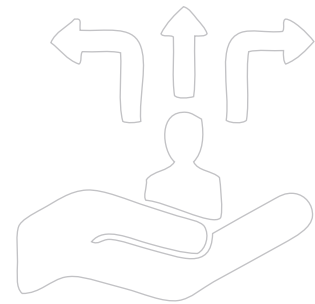
14%

increase in Compound Annual Revenue Growth (CAGR) for Customer Experience (CX) leaders compared to CX laggards.



79%

of customers are willing to share relevant information in return for a personalized experience.



70%

of customers say understanding how they use their products and service is very important.

It's about four key enablers to designing a Customer Centric Organization

Identifying the need to define a Customer strategy has typically been seen as the starting point in an organizations journey in becoming a leading, Customer Centric organization. This is only one facet in reaching such a goal as there are four other business critical elements that are required in order to become Customer Centric. These elements also act as key enablers to the major transformation that your organization will go through. We have identified the below key enablers, alongside having a Customer Strategy:

BRAND

Having a clear understanding, amongst your employees and Customers about your vision, why you believe in it and how you deliver it.

BALANCE

Finding the optimum point between have a clearly defined, robust and thorough strategy and delivering change at pace.

INSIGHTS

Creating data driven decisions, utilising both quantitative data (typically system produced) and qualitative data (employee verbatim).

COMMITMENT

Clearly communicate your reason for change with all those that are involved or impacted, ensuring everyone is working towards the same objective.



BRAND

Knowing your vision, what you stand for and why is key. Ensuring that your employees, from board level to contact centre agents, and your customers know this is fundamental to the success of your organization. Identifying exactly who your target market is and why, through techniques such as personas, user research or segmentation, allows you to then tailor the customer journeys based on the customers preferences. Whether that may be through the channels by which you communicate, your content marketing strategy or your product offerings, understanding what appeals to your specific customer groups, enables you to position your brand accordingly.

A strong brand can often help to compensate for a small number of mediocre interactions. This can occur when a company is going through a period of transformation. Ensuring that your organization is therefore aligned to your vision minimises the risk of a poor customer experience.

**Knowing your vision,
what you stand for
and why is key.**



BALANCE

Whilst the importance of having a clearly defined strategy is as paramount as ever, the risk of this strategy being obsolete by the time it is executed is ever increasing. This is unlikely to be down to the fact that what was set out was incorrect at the time of conception, but by the time the strategy has been implemented, either partially or fully, the world has changed and moved on, almost rendering the change to be useless.

Research has found that almost 70% of transformation programmes fail to meet their stated goals.

One major reason for this is the inability to establish a change in mind sets and behaviours. Finding the optimum balance between having a clearly defined and accurate strategy and an empowered team who will check, challenge and change whilst transforming your business is fundamental to reaching your strategic objectives.



INSIGHTS

Given that 79% of Customers are willing to share information in return for a personalized experience, the need to leverage your organizations data is paramount. Utilising the wealth of 'quantitative' data that is available to find and deliver improvements in your product or service can often be a challenge due to data quality, data consistency or data extraction issues.

Whilst these issues must be addressed for long term sustainability, the ability to leverage 'qualitative' data can provide just as much value. Engaging with the people and experts that are embedded within your organization is key, as often they will know which areas are causing the most pain to customers, through their daily interactions, either customer facing or back office.

This can be done through 1-2-1 interviews, surveys, focus groups, user diaries and more. This qualitative assessment not only provides the benefit of business insights, but also as a valued and often underappreciated engagement tool.

Understanding why their role is important and how it contributes to your objective ensures complete alignment.



COMMITMENT

A customer centric organization can only be accomplished if every member of your organization not only understands, but also believes in your reason for being and need for change. Whether you provide a product or a service, each member of your organization must believe in what you are trying to achieve and why. Understanding why their role is important and how it contributes to your objective ensures complete alignment.

This can often be done by using tools such as mission statements, design principles or values. Each work on their own merit, but fundamental to the success of each is ensuring that whatever may be written, is consistently practised by all members of the organization, starting from the top down.

It's all about Service.

95%

of customers cite customer service as important in their choice of and loyalty to a brand.

61%

of customers switch brands based on poor customer service.

1 in 3

customers are willing to pay a fee to receive a higher level of customer service.

And it's all about partnership.

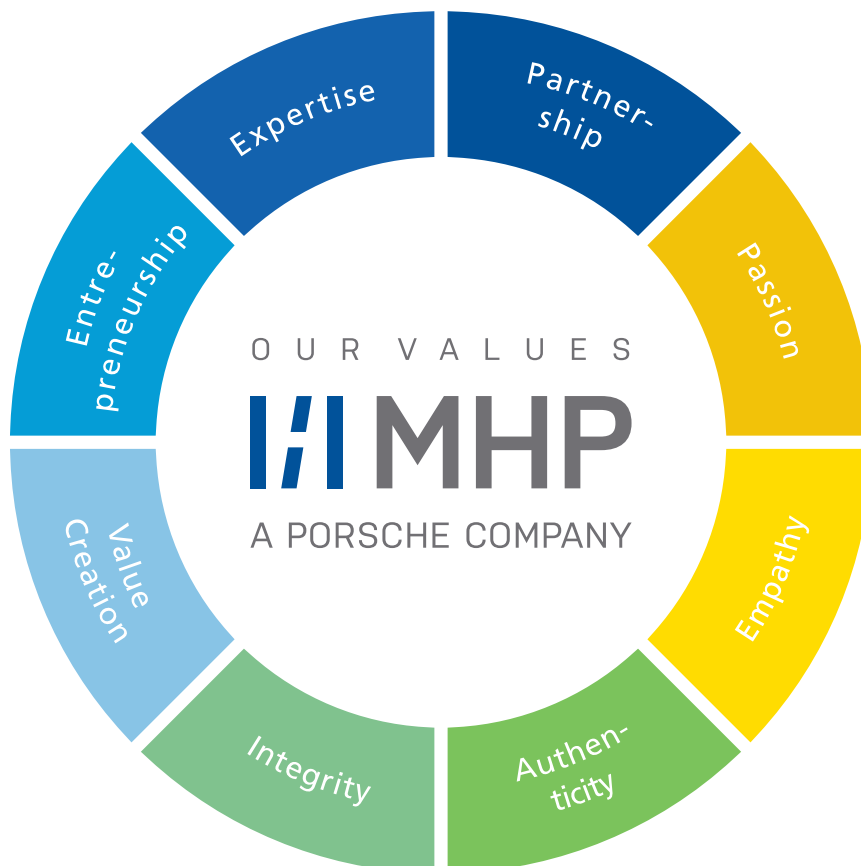
We believe in working in partnerships with our clients, using our Customer Centric Organization Design approach to deliver sustainable solutions in each of the four areas identified above.

Our team of experts deliver End to End solutions, supporting our clients throughout their journey from defining the enabling strategy, creating the framework for change, delivering leading technology solutions and supporting the teams with the transition to BAU.

About MHP.

Excellence is our fundamental philosophy. We strive for excellence in everything we do – from working daily with our customers, to executing our processes, all the way to driving our strategy.

This mindset is being reflected throughout MHP by eight core values that are firmly embedded into our company culture. Excellence, for us, means focusing continuously on the needs of our customers and our employees.



Contact us

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