

The Customer Experience Challenge

Test your customer experiences know-how this Christmas and learn how to “wow” your Customers. Choose the correct answer to each of our 10 questions below.

1. A complaining customer is:

- Always right
- Trying to get more for less
- Often lying
- Always the customer and the source of your future sales

2. In general customers who complain:

- Have had childhood issues
- Genetically always see the worst in every situation (the moaners in life!)
- Have trouble in their relationships
- Are helping you identify where your weaknesses are in your business or organisation and therefore hold valuable insights

3. The best reward for your Customer Experience Representatives is;

- Loud music to numb out the complaining voices
- A day at a Health Spa for massage and detox
- Recognition, appreciation and reward on your part for work well done
- Anger management seminars

4. CRM stands for:

- Customers Really Matter
- Cannot Recall Much
- Communicating Random Meanings
- Customer Relationship Management

5. Customers who complain want . . .

- Something for nothing
- Time taken to be heard and understood
- To be angry just for the fun of it
- To obtain a position in the company where they think they could do better

6. Customer Service departments:

- Are the afterthought Departments that clean up the chaos others in the company may cause
- Build customer loyalty and growth by supporting the cause of great customer experiences
- Are those people that never call you with good news
- Make coffee and generally chat with other staff.

8. Call Centres should always have:

- A location where complaints and problems are resolved successfully for your Customers and your Company
- A premium rate telephone number to generate revenue to offset costs
- Under resourced teams with and lots of Temps
- A high turnover of staff to keep faces fresh

9. Customer Care is:

- A service that provides Healthcare for your staff
- A phrase that looks good on your Company Website and Blogs
- A new incentive where Customers care for themselves
- A philosophy wherein a customer is wrapped in excellence at every level even before a problem surfaces

10. A Customer Centric Culture is:

- A type of yogurt made especially for you
- Behaviour being analysed in a Petrie dish in laboratories for company statistics
- A Cult or Club where everyone smiles and welcomes you whenever you meet
- A way of doing business where the customer experience is at the heart of everything you do and where short term profits are not put ahead of long term loyalty.

Overall Answers For You to Ponder!

1. The customer is not always right but they are always the customer. They have an opinion and feelings toward your brand. Whether you think they are right or wrong depends upon the situation but they should always be respected and empathised with. Understanding how you are making your customers feel whenever and however is an underpinning objective of any serious customer experience initiative. A complaint can be seen either as a pain to deal with or an opportunity to turn a negative situation into a positive one. If handled correctly a complaining customer can become a champion spreading positive word of mouth about how well you recovered from the original fault.
2. Customers who complain are a gift because they bring situations to your attention. They are the ones that have taken their dissatisfaction to a level where you can learn from them, their feedback is vital, not a source of irritation. They often represent all of those customers who have either not had the time to or have been bothered to complain, but instead have just gone to your competitors without you even realising.
3. A company's employees deserve to feel appreciated and recognised for the work they do. A "great" company will always take time and care to celebrate success with their staff either as a team or on an individual basis. It is so important to make both customers and employees feel valued, important and fully appreciated throughout the year at regular intervals.
4. Customer relationship management (CRM) is a widely-implemented strategy for managing a company's interactions with customers, clients and sales prospects. It involves using technology to organise, automate, and synchronise business processes—principally sales activities, but also those for marketing, customer service, and technical support. It's a myth however that you can manage relationships. You can manage interactions, you can manage the process but you can't really manage the relationship. You can only manage the process of communication and therefore to some extent influence the relationship.

5. Complaining customers have many needs. The most important is to be heard and for their complaint to be acknowledged. Those in the frontline must let them know that they completely understand their grievance. Demonstrating empathy is key to helping defuse a customer complaint. Empathy is in essence the ability to stand in 'the customer's shoes' and to understand how the other person is feeling. Solving the problem is equally important. Doing one without the other is not the answer. Emotion drives everything. Listening to your customer gives you a valuable insight into your companies service and product shortfalls and strengths.
6. Customer Excellence in a company or organisation must run at the very heart of the business, all departments and all individuals from the CEO to the troops on the ground must understand their role in delivering a great customer experience.
7. Customer experience can be defined in many ways. We describe it as "how you are making your customers feel whenever and however they do business with you." This means looking at the whole organisation along holistic and considering everything that has an impact upon the customer experience either directly or indirectly.
8. Call Centres should be centres that drive customer experience and reduce customer frustration not cause them. The goal should be to maintain the call centre level that is optimal for your business, but with managers having time to talk; agents having clear career paths; an encouraging and empowering environment and with meaningful, transparent measures in place all working to optimise the customer experience.
9. Customer Care has to transcend the whole experience the customer is given, not just to solve a problem. It should be there in its entirety. Care and Customer Excellence from start to finish will not only "wow" your customers but bring them back time and time again. The Customer Experience culture must run through every person in every department from sales to legal from HR to management and beyond.
10. A Customer Centric Culture is a way of doing business where the customer experience is at the heart of everything you do and where short term profits are not put ahead of long term loyalty. It's a culture where the customer is placed at the heart of the business where systems and processes work for the benefit of the customer not the organisation. Customer Centricity refers to the orientation of a company to the needs and behaviours of its customers, rather than internal drivers (such as the quest for short term profit).

