



Customer Experience



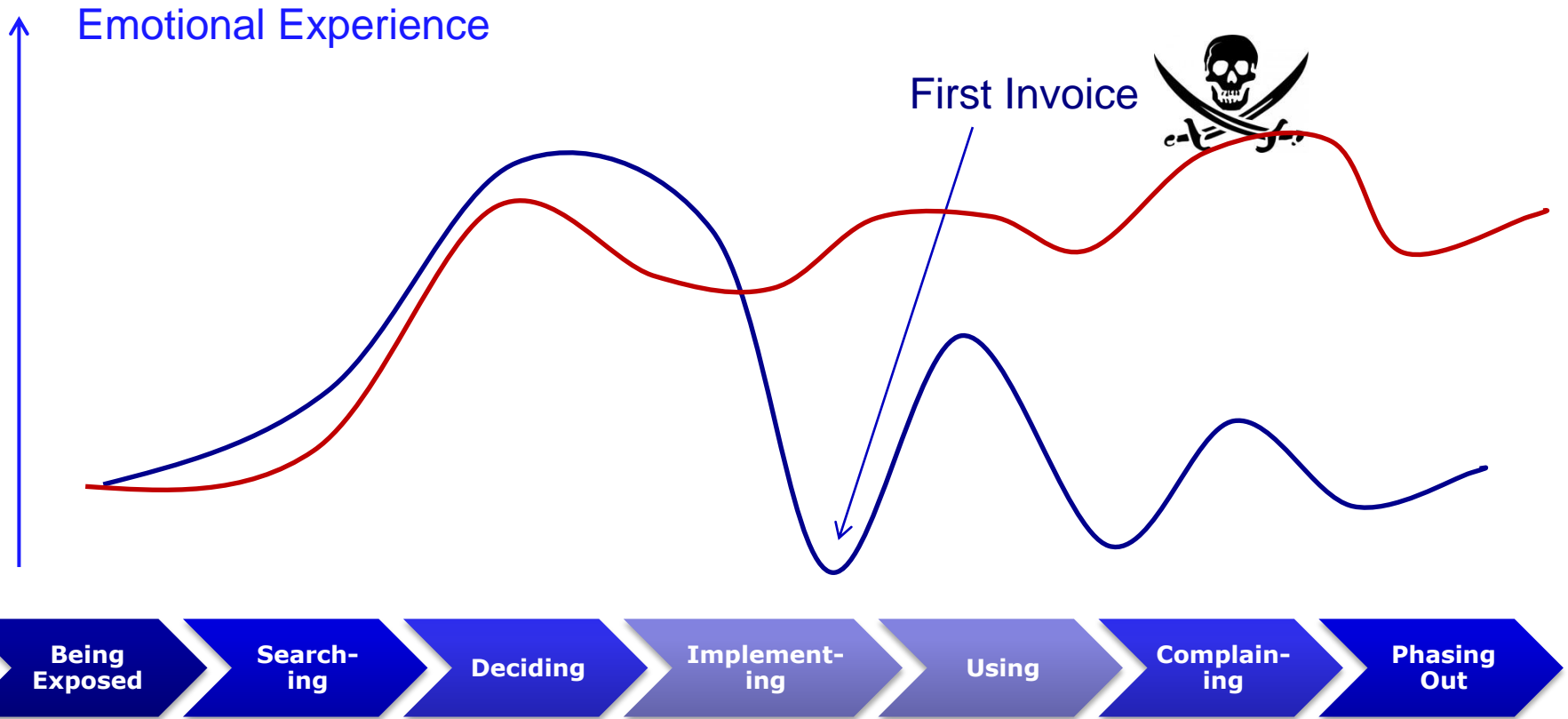
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Martin Bednář

Prague, Oct. 2, 2013

UX | Masterclass
Conference

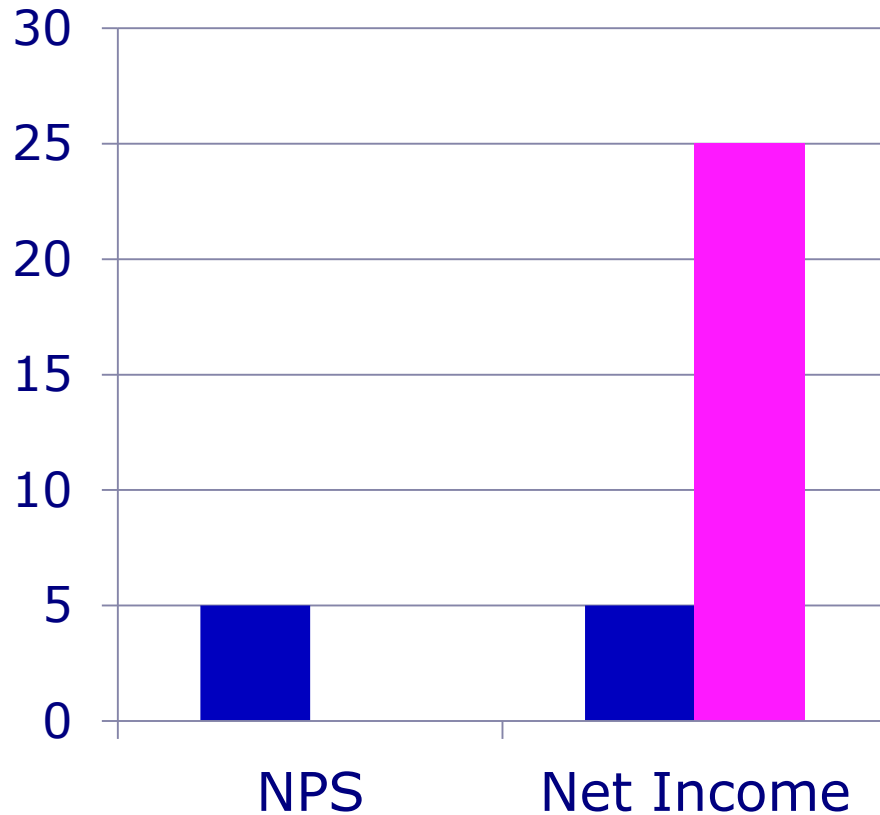
Customer Experience



Why?

www.davecarrollmusic.com

Customer Loaylty and Net Income

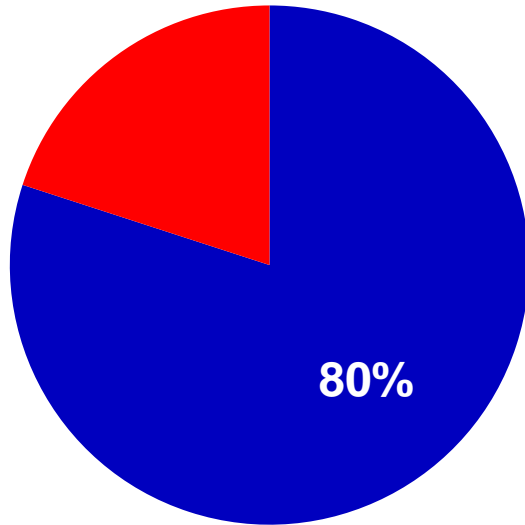


According to Bain & Company:

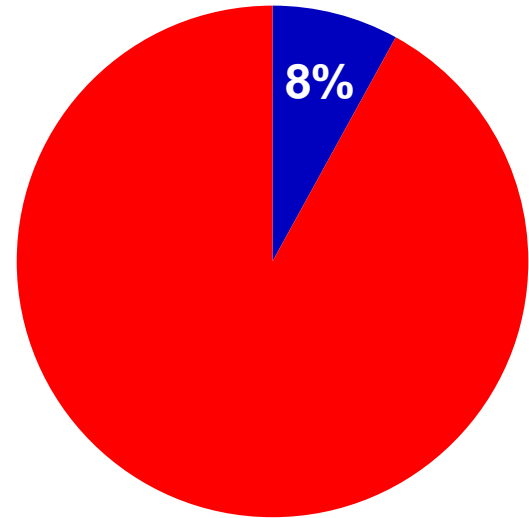
- 5% increase of NPS brings 5-25% increase of NI, depending on industry

Customer Service – Different Views

Companies



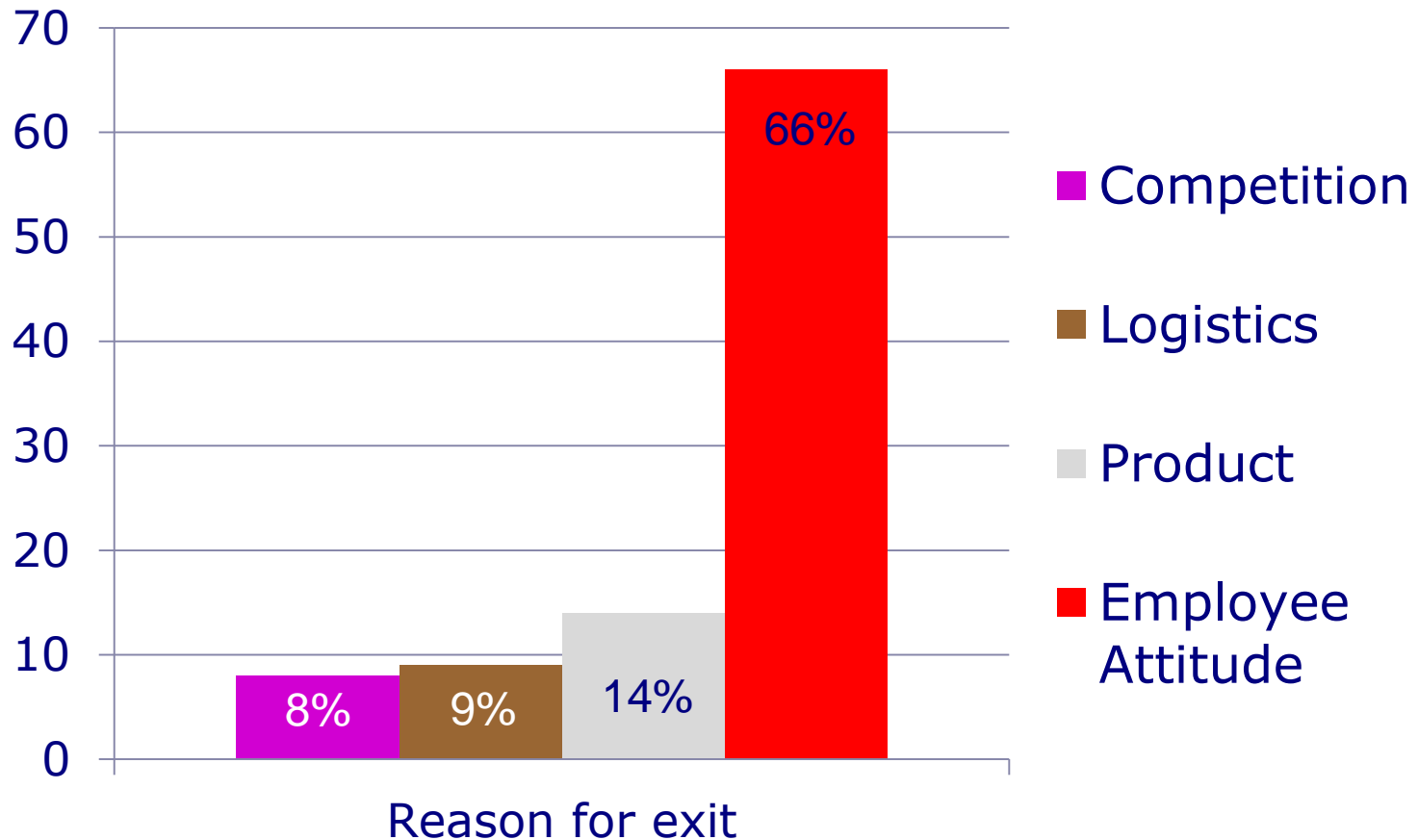
Their Customers



■ Yes
■ No

362 companies asked whether they believe they provide a superior customer service

Why Customers Leave?



Source: American Society for Quality (2000) in association with Disney Institute

Experience ≠ No Problems



Process vs. Common Sense

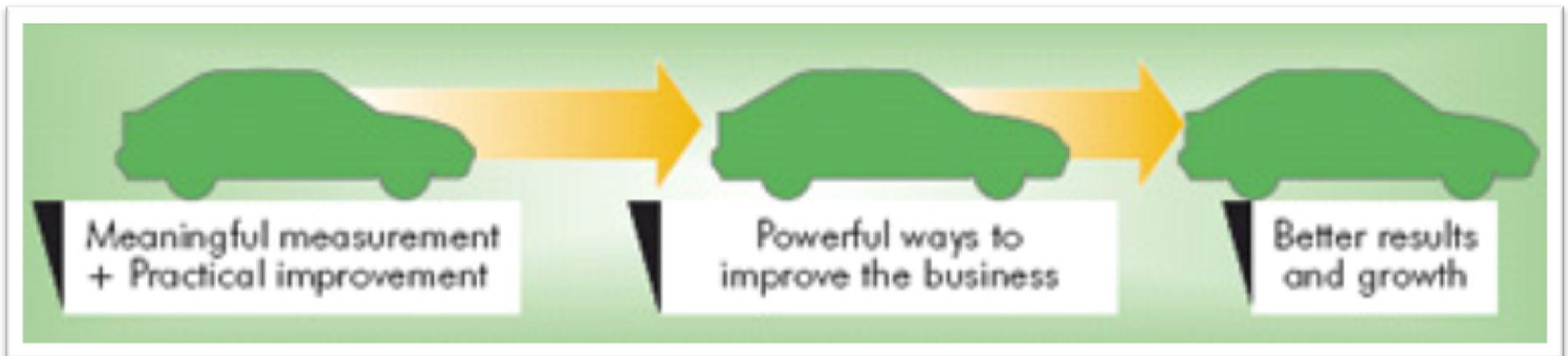


CAFÉ IMPERIAL

Customer Feedback

- Measure
- Monitor
- Reward

- Any issue needs to result in:
 - Customer solution
 - Internal remedy

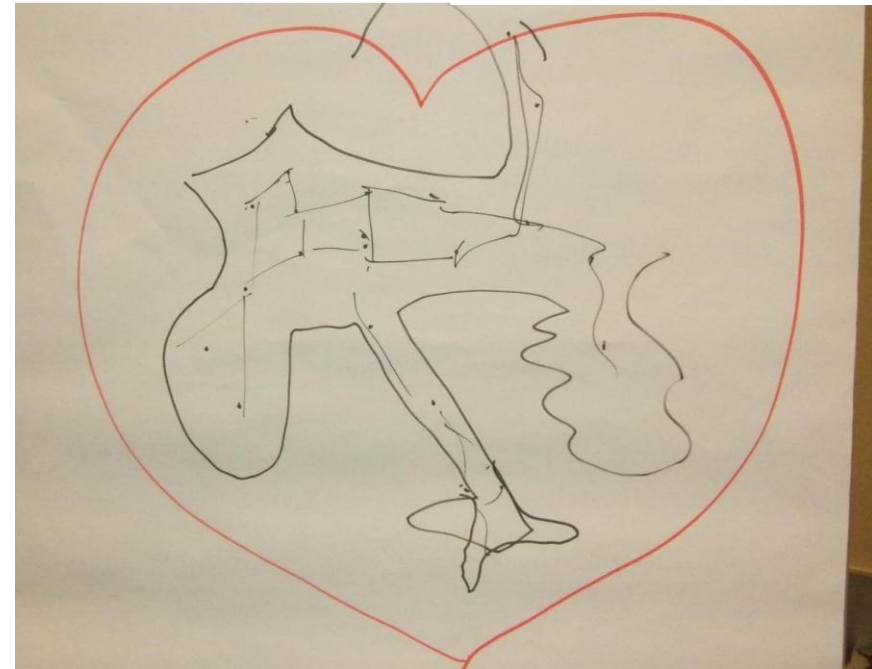
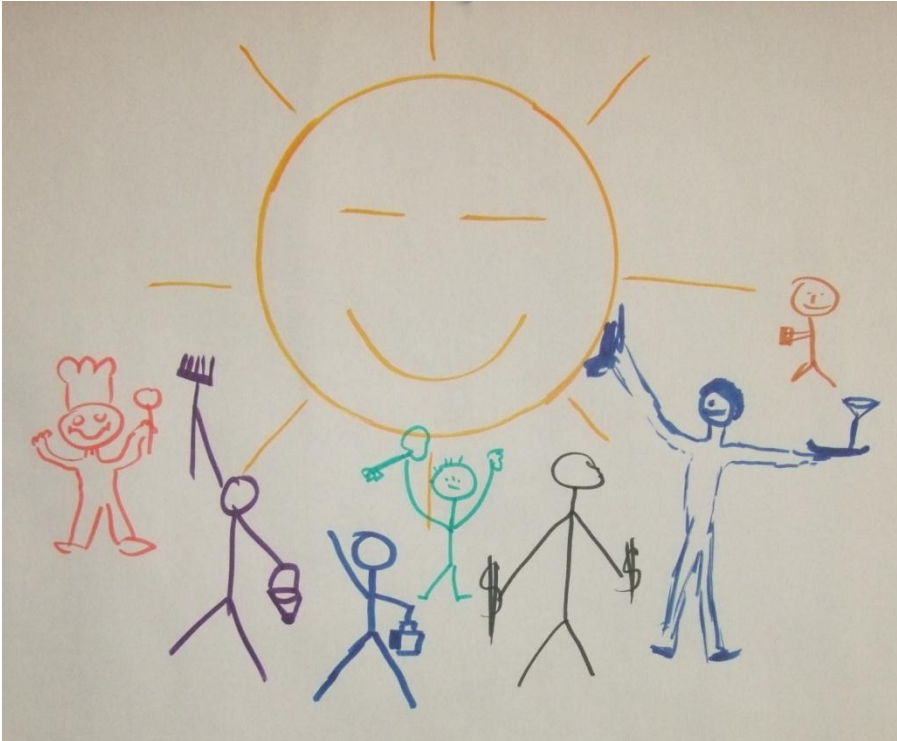


Hiring and Developing

- Good Manners
- Party
- Interview over phone
- Praise
- Support mutual praise



Shared Goals



Thank you for your attention!



BECOME A FAN

Upgrade4Customer
Upgrade4Biz

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