

# KINETIC™

YOUR BEST OPTIONS IN MOTION



## Customer Experience Check List

Telecom Industry

## **Why is Customer Experience an important topic?**

The answer to this question should be relatively clear to industry professionals. To summarise: the telecommunication industry relies on retention and growth of its customer base to prosper. Having one without the other simply does not work and will often lead towards unprofitability.

Margins in the telecommunication sector are shrinking and market penetration rates increasing.

Having staff in a company focused around delivering a “great” customer experience enables it to produce better products, provide better network services, and deliver an overall better customer experience than their competitor.



The empirical evidence for companies delivering industry leading customer experience and profitability is well documented and convincing. A high customer experience rating leads to loyalty which in turn can evolve into advocacy.

## **Is your company a leader in its delivery of great customer experiences?**

Numerous companies may think they are providing leading customer experiences to their customers but in fact are only delivering product-centric experiences. So how do you evaluate what type of company you really are? To answer this question we have provided a brief check list to enable self-evaluation before determining which direction to proceed in.

## **Are you winning and retaining new customers faster than your competition without compromising margin?**

The first place to start in your self-evaluation is to answer the above question. If your response is that you could improve results based on what your competitors are achieving then you should read on.

## **Has your company undertaken a formal evaluation of each department's views on customer centric delivery of services?**

It's easy to claim you are customer focused but it's only when you ask some targeted questions that you clearly know whether a team member knows what is truly expected to become customer-centric. It is important to undertake a gauge of where your company is on the scale of customer-centricity

## **Do the senior managers of the company understand the value of a customer centric company and are seeking to improve how the company operates?**

It is critical that before any project around customer experience is undertaken that there is a clear understanding and willingness to change and improve the customer experience. No customer experience improvement program will work if there is no support from the CEO and senior managers of the company.

## **Is there a customer centric strategy and framework in place with clearly aligned measurements for all staff?**

You may have a customer focused strategy in place already but often we come across strategies that don't stretch across the entire organisation. Similarly we do not see measurements that are properly aligned to the strategy. Review your measurements and see if they are more aligned to a transaction or product than an actual overall customer experience.

Are the measures in place currently delivering tangible benefits to the business?

## **Has your company mapped out the various customer touch points and identified the hot spots that have the greatest impact on your customer experience?**

Having a current customer touch point and knowing where the hot spots are is critical to ensure you can prioritise your initiatives. It is erroneous to think that a customer touch point map older than 12 months is current and sufficient for addressing issues affecting your customers.



## **Does your company have a governance model in place to ensure the ongoing and proper deliverance of your customer experience program?**

Does your company have a chief of customer experience? What power and authority does this chief have to influence customer experiences in your company? A key factor in having a successful corporate culture focused on delivering great customer experiences is having the proper governance model to ensure team members are adhering to the company's strategy.

## **Has your company undertaken any research with customers to ask them what they think about the company's products, services and various distribution channels?**

Knowledge from your customers about how you are performing is an essential component to determining the areas in your company that need addressing.

The themes that come out of the research will ultimately enable you to determine what your customers define as a "great" customer experience.

## **Do you have a structured training and coaching program specifically designed around improving the skillsets of team members to improve customer experiences?**

If you have not undertaken the proper customer research and reviewed your customer touch points then it is unlikely that your training program will adequately address the necessary skill-sets and competencies required to generate the uplift needed to take your company to the forefront of the market.

## **How engaged are the employees in your company?**

Employee engagement plays a vital role in the success of any customer experience improvement program.

The first stage is to measure how engaged your staff are with your company. Do you really know the "happiness" factor of your team members? It is

important to know what type of culture currently exists in your organisation and determine what degree of change may be required to transition team members to the desired behaviour to reach your desired customer experience outcomes.

Your team members need to become advocates of your brand and have a clear understanding of what is required from them to deliver great customer experiences.



## **Are employees empowered to deliver the desired customer experiences?**

Often we come across employees who feel they are operating with their "hands tied behind their backs". Employee empowerment is required to enable front-facing staff to make decisions that keep your customers happy and not frustrated.

## **Does your technology and processes enable your team members to deliver great customer experiences?**

No company has perfect processes or technology but knowing which ones cause the greatest pain for your customers is an essential aspect of reaching your desired customer experience goals.

**If you would like to know more about how we can help you improve your customer experiences then contact us at:**

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