



European Customer Consultancy

Customer Manifesto



Customers' lives are disrupted by the uncertainty

Routine has been broken by the enforced isolation:

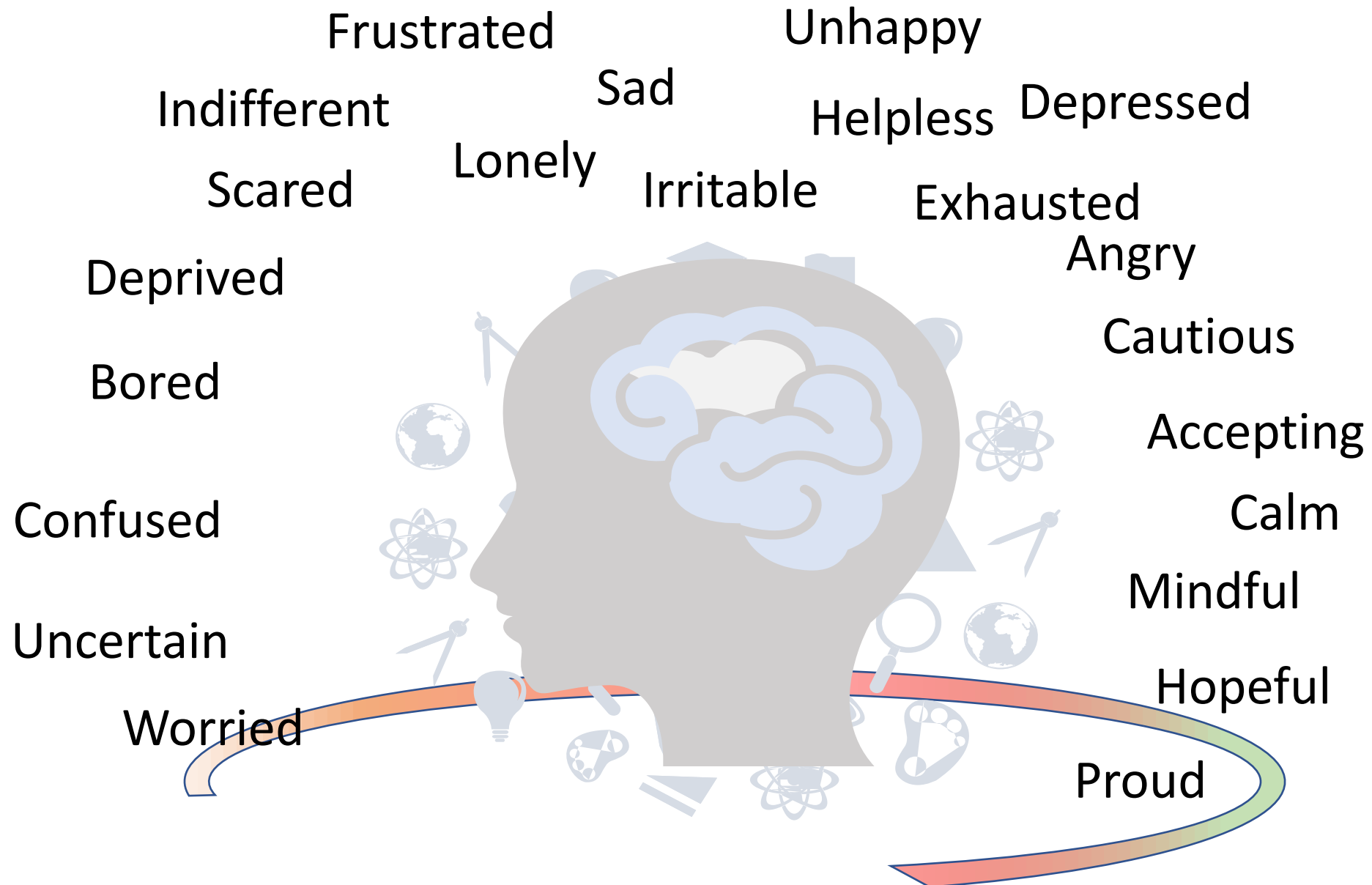
- Social
- Professional
- Extended family
- Pleasurable activities & hobbies

Leading to concerns over:

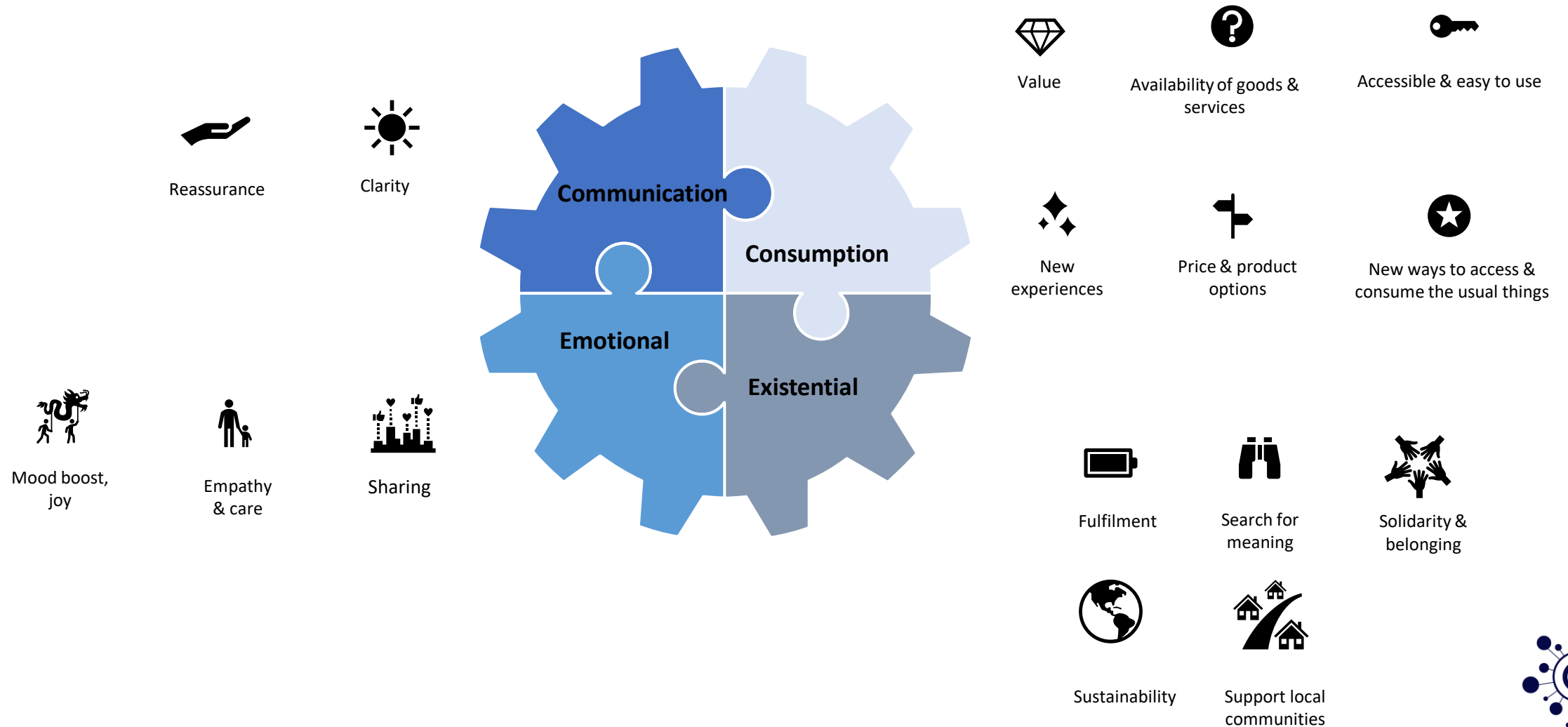
- Finances
- Career
- Family
- Social interactions
- Education
- Individual habits, values & lifestyle
- Health (virus, general immune response, wellbeing, substance abuse, mental health)
- Safety (crime, domestic violence)



The emotional spectrum is fast-changing and unpredictable

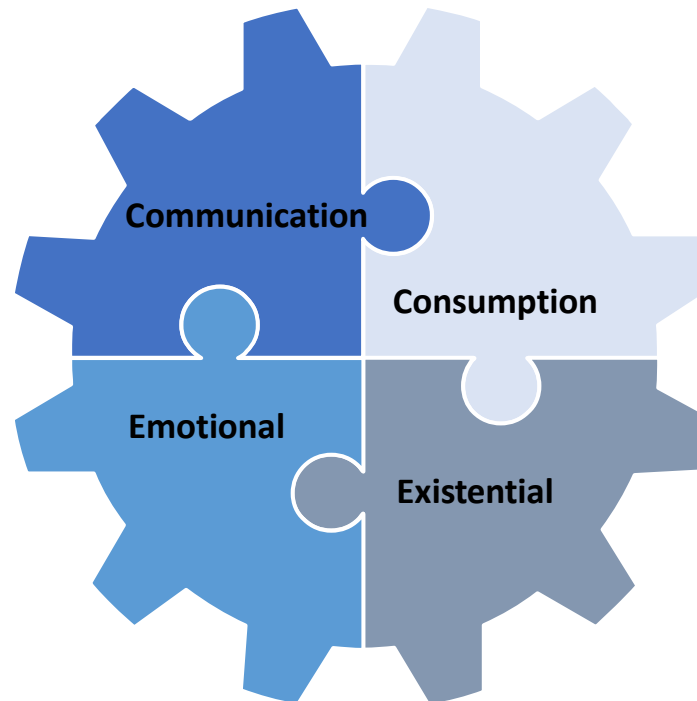


This time of uncertainty means the customer needs are amplified



Key customer activities expected from businesses to fulfil the critical customer needs

- Clear, regular (daily), proactive and relevant communication
- Accessible call centre experience delivering empathy, accuracy and solutions
- Engagement on personal level
- Tailoring services and marketing activities based on personal circumstances



- Easy digital experiences for all
- New design for physical experiences to ensure comfort & safety
- Launching new services to respond to new needs
- Flexible pricing
- Embracing sharing economy, e.g. collaboration between industries and with the government
- Ensure the basics are working, even if they haven't before
- Doing the right thing even if it costs more in the short term
- Act ethically
- Protecting emotional and physical well-being of the employees
- Provide trust and safeguard things



Focus CX effort on customer understanding

Identify new at risk segments based on:

- Psychological risk profiling based on family status, extrovert / introvert behaviours, etc.
- Short –term and long term price sensitivity for tailoring propositions
- New vulnerability, e.g. previously non-digital groups
- Age and gender
- New and fundamental needs

Decide which segments are crucial to focus on right now based on:

- Potential positive outcomes (loyalty, revenue) post-COVID
- Risk of doing nothing
- Segment stability – how long will the customers stay in this segment



Using agile CX Management tools will help you set and follow through on the right priorities

1. Define no more than 5 critical projects that are well-aligned with the overall business goals
2. Describe each project in an unambiguous way: goals, purposes, success criteria, timing, key tasks, dependencies, risks
3. Set up a project group for each project (cross-functionally) and ensure weekly progress & planning meetings
4. Agree daily tasks (a task always starts with an action verb, has more than 5 words and will be as clear if revisited in 2 years' time) and check progress in a daily 15-minute call
5. Regularly check progress against the business objectives and customer needs. Be prepared to re-focus fast

- ✗ Map customer journeys
- ✓ Organise a groups of 5 colleagues from Marketing, Service, Customer Experience, Finance and Distribution by 10th of June to map 3 priority customer journeys (X,Y,Z) that have the biggest impact on customer value.



And you will enjoy the benefits

- Customer retention through fixing the basics
- Optimised expenses by focusing on what really matters to customers and 'fail fast' approach'
- Securing revenue through innovation
- Increased customer trust and loyalty

