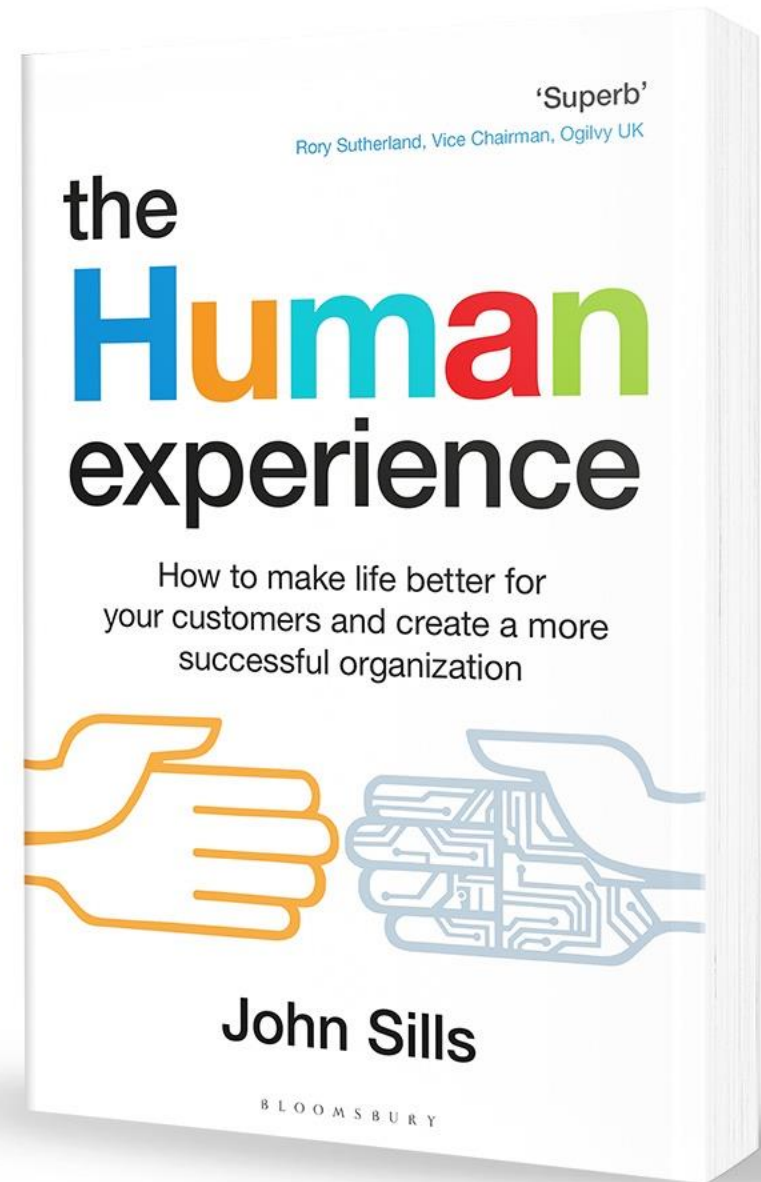


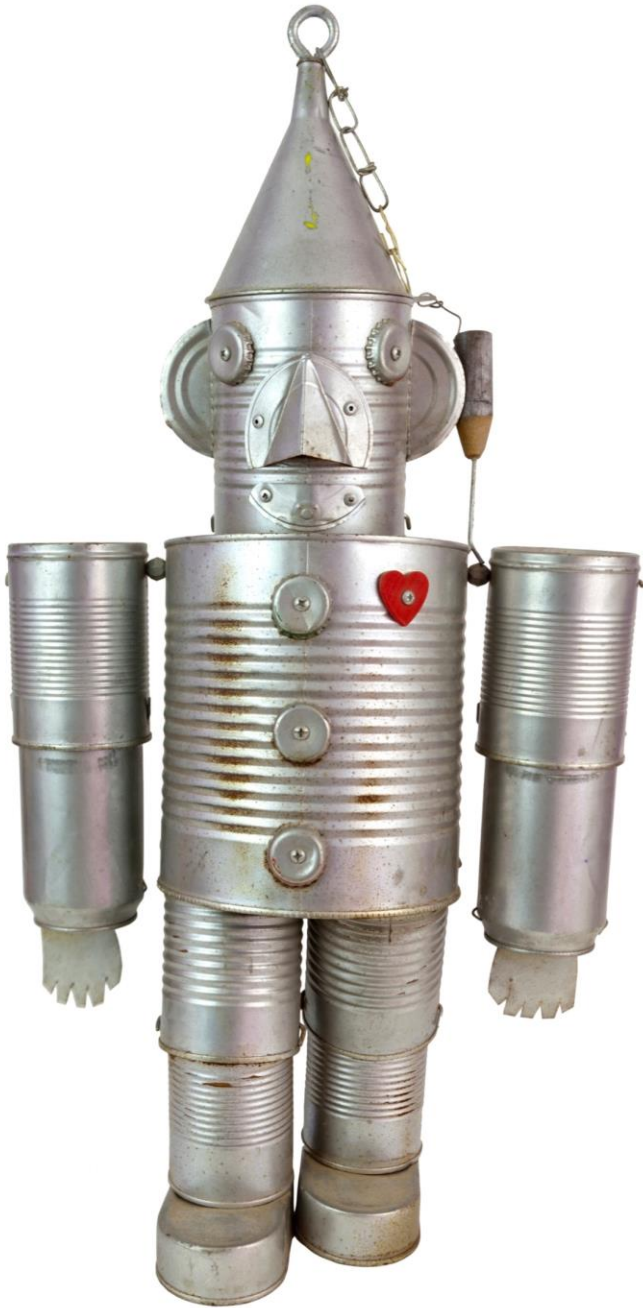
# The Human Experience: How leaders can create a truly customer-led culture

Institute of Leadership

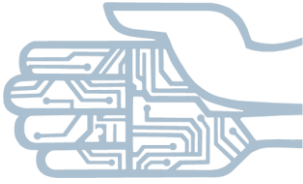
29<sup>th</sup> June 2023







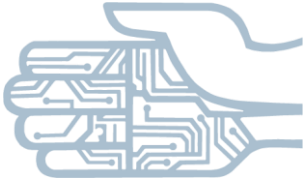
**Organisations are  
full of humans who  
aren't allowed to  
act in a human way**



# 85%

Organisations often feel impersonal and have lost their 'human' touch

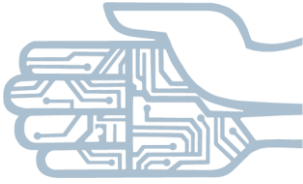




# 83%

Organisations take their customers for granted

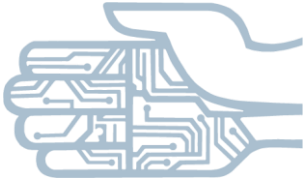




# 81%

Organisations are more interested in cutting costs than creating a good experience





# 78%

Organisations send too many emails and requests asking for feedback





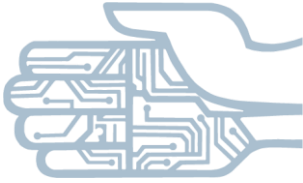
# The Three Myths

1. The Myth of Customer Feedback
2. The Myth of Customer Loyalty
3. The Myth of Return on Investment





## The Pointless



Thinking about your experience of cancelling your standing order, how likely are you to recommend HSBC UK to a friend or family member?

0 Not at all likely

**Why did you give this score?**

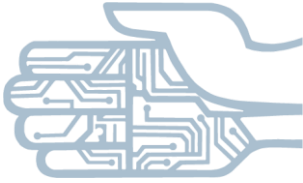
*Please do not include any personally identifying data about yourself or anyone else in your comment below*

Because no one in the history of the world has recommended a bank based on the ease of cancelling a standing order. Why are you wasting customer time with this?





## The Demanding

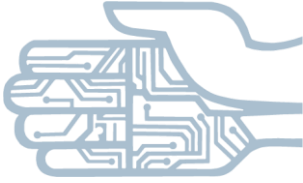


- **Sweaty Betty** 04:50 >  
Have you reviewed your activewear?  
Thank you for shopping with us! You have great taste.  
You are our best critic and we'd love you to take a few...
- **Sweaty Betty** Tuesday >  
Have you reviewed your activewear?  
Thank you for shopping with us! You have great taste.  
You are our best critic and we'd love you to take a few...
- **Sweaty Betty** 09/07/2021 >  
Have you reviewed your activewear?  
Thank you for shopping with us! You have great taste.  
You are our best critic and we'd love you to take a few...





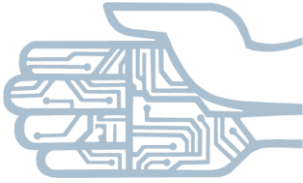
## The Inappropriate



We would like you to think about your recent experience in the Accident and Emergency Department at Colchester General Hospital. How likely are you to recommend our Accident and Emergency Department to your friends and family if they needed similar care or treatment?



# The Immoral



**NPS**

Have you received an email from us about feedback?

If so... This is how it works!

Detractors Passives Promoters

Net Promoter Score = % Promoters - % Detractors

Your feedback is important to us and allows us the opportunity to improve YOUR club and YOUR experience...  
Let us know how we are doing by filling out the Net Promoter Score (NPS) feedback email.

If you are happy with our service, give us a 9 or 10 and you will receive a **FREE DAY-PASS** for a friend or family member.

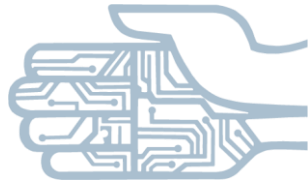
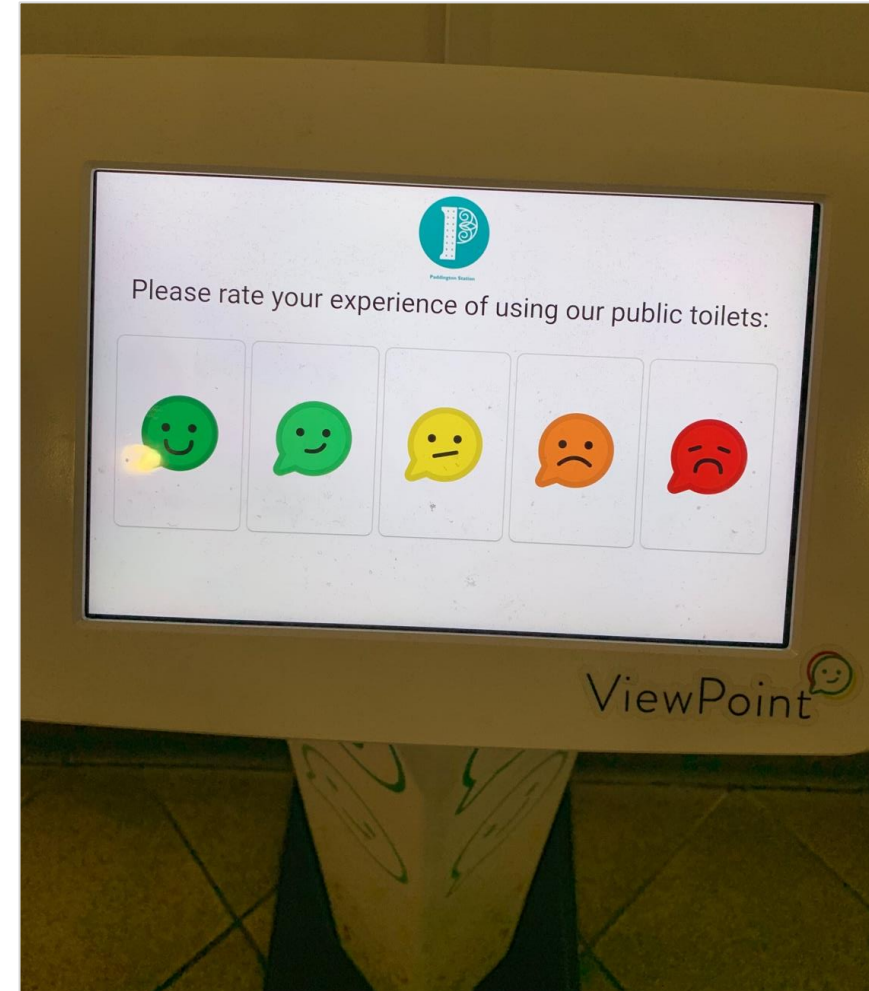
😊 Thanks in Advance! 😊

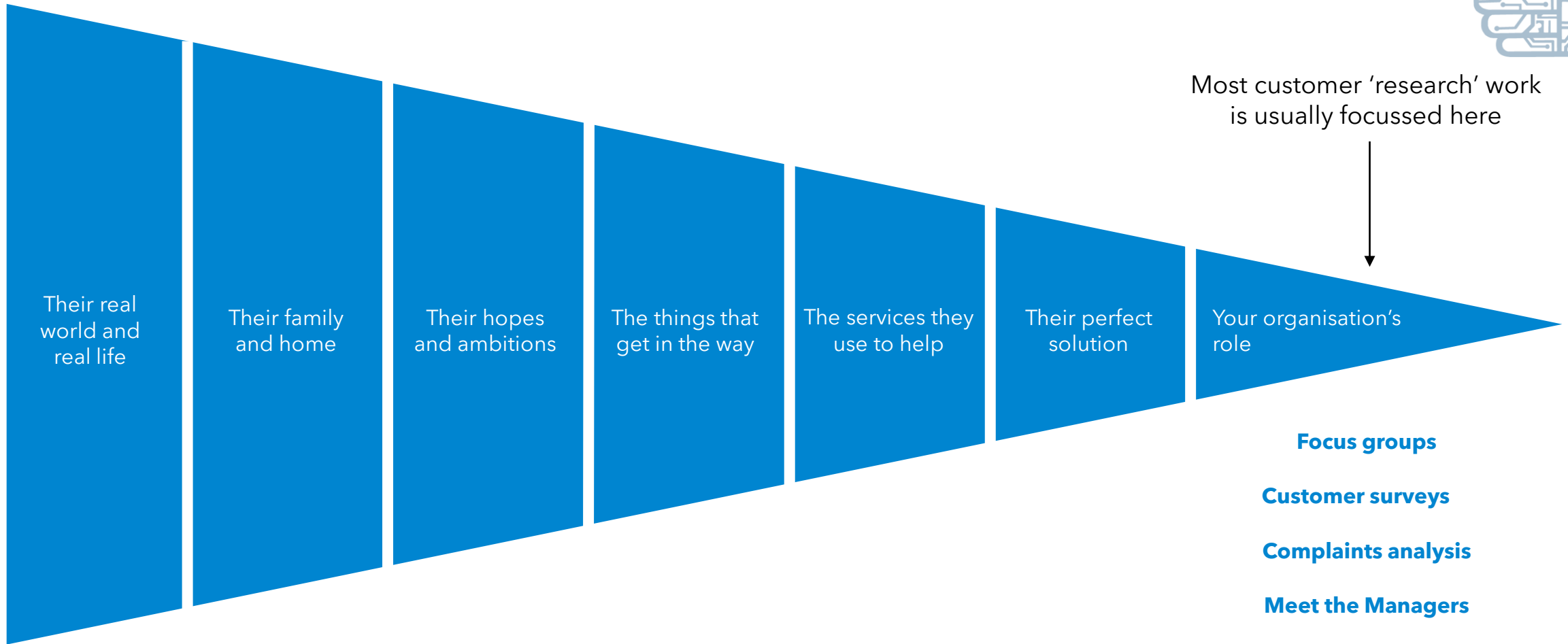
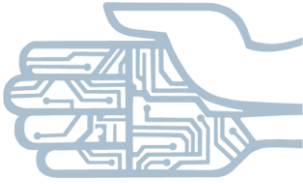
PUREGYM

FIND OUT MORE  
f t s PUREGYM.COM



## The Weird





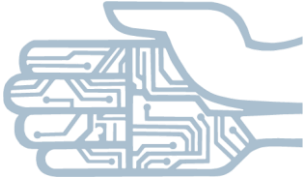
**Focus groups**

**Customer surveys**

**Complaints analysis**

**Meet the Managers**





**It convinces leaders they're close to  
what matters to customers,  
when they're only close to  
customers' opinions of their business**

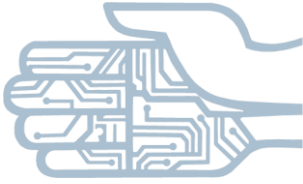




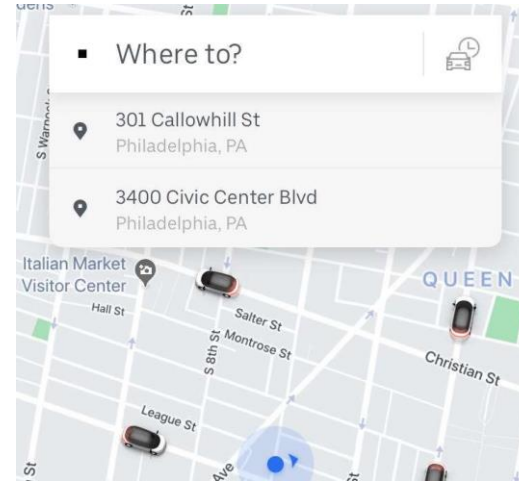
# The Three Myths

1. The Myth of Customer Feedback
2. The Myth of Customer Loyalty
3. The Myth of Return on Investment

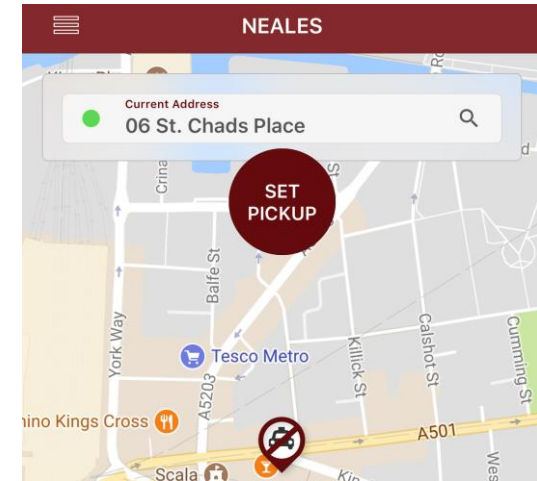




Lots of cars  
Low prices  
Pre-book  
~~Cash only~~  
~~'Just round the corner'~~

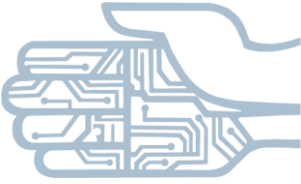


Some cars  
Low prices  
~~Pre-book~~  
Pay by card  
Know where car is



Lots of cars  
Low prices  
Pre-book  
Pay by card  
Know where car is



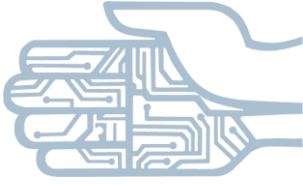


# WOOLWORTH'S



# B&S



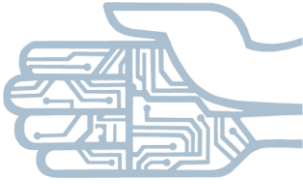


**If leaders believe customers  
are 'loyal', then they stop  
trying to impress them**



So what?





**donotreply@onetravel.com**

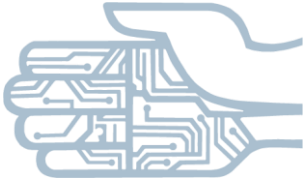
We want to hear from you!

0345 602 3523

15:51













# Inbox

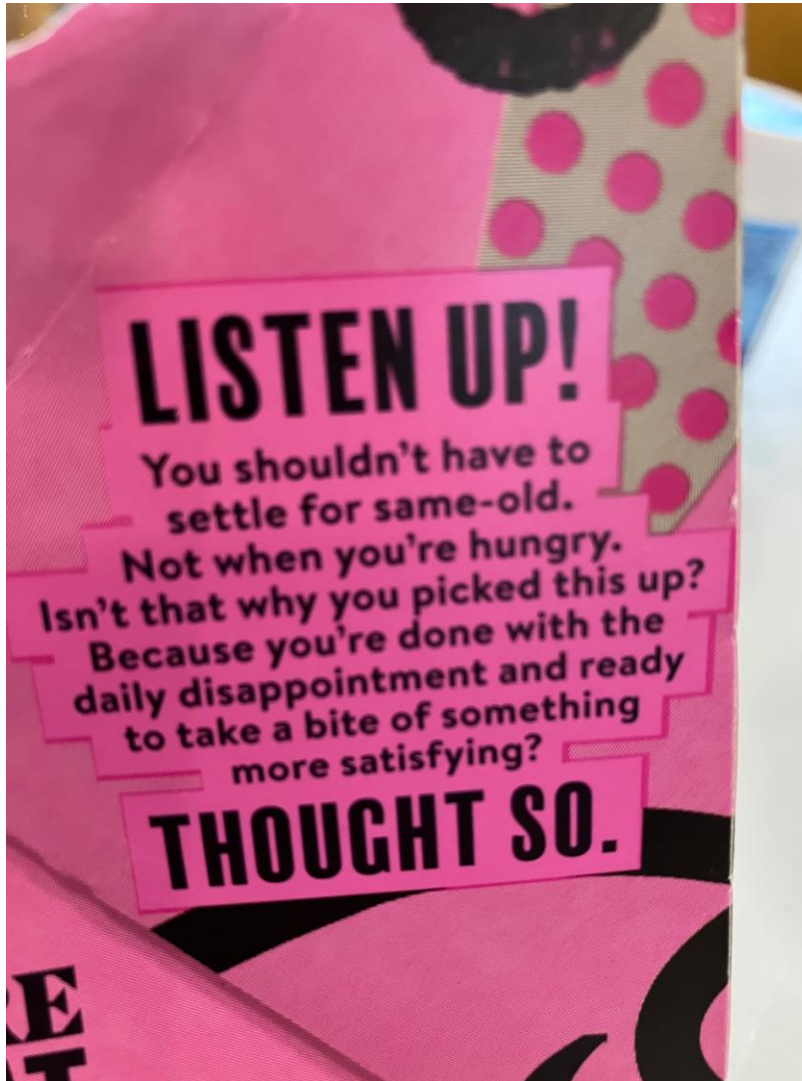
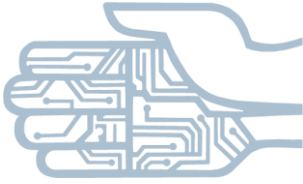


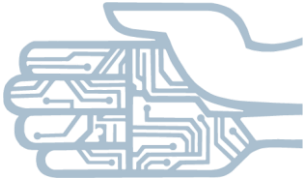
-   **Headspace** 08:30  
Your new priority: do nothing  
Brilliant things happen in calm minds START  
MEDITATING Our minds make 30 times mor...

Yesterday

-   **Headspace** Saturday  
👋 Just until tomorrow: 20% off
-   **Headspace** Saturday  
Do you have a minute?  
Headspace would love to hear from you. You  
did a great thing for your mind when you si...







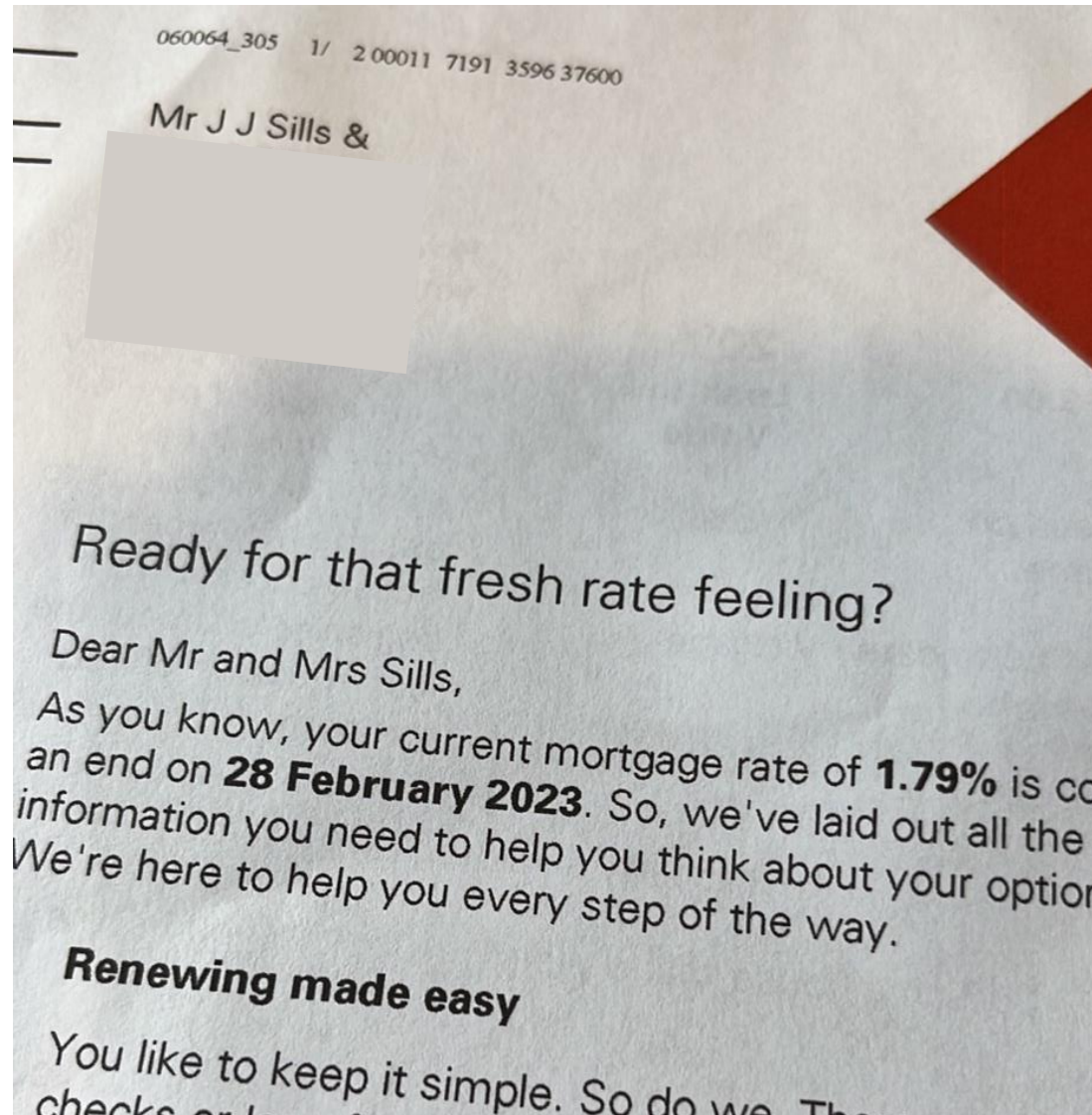
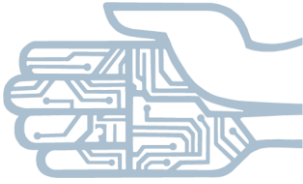
# Large hole left in pavement for six weeks after gas works

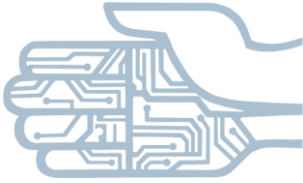
Cadent Gas has said the site was left in that way due to an "admin error" and has apologised for any inconvenience



📍 The hole is situated in the middle of the pavement in St Margarets Avenue and Cadent Gas has said the site was left in that way due to an "admin error"







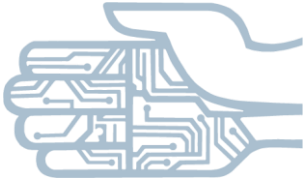
**Our acquisition teams are open:**

Monday to Friday 8am - 9pm

Saturday & Sunday 8am - 8pm

ACT\*\*\*\*8065 20DEC 22:31 You are using your arranged overdraft but have not been charged arranged interest as your arranged borrowing is within the interest free amount.

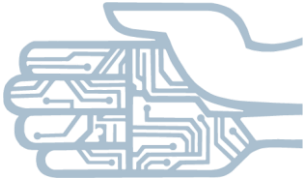








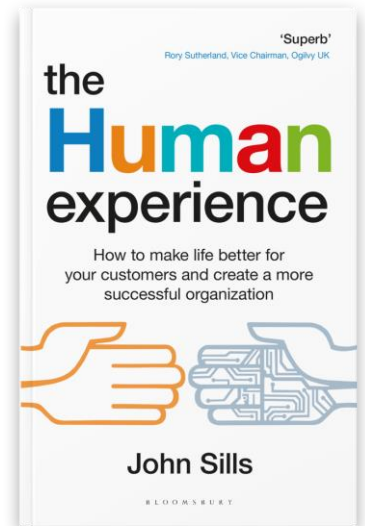
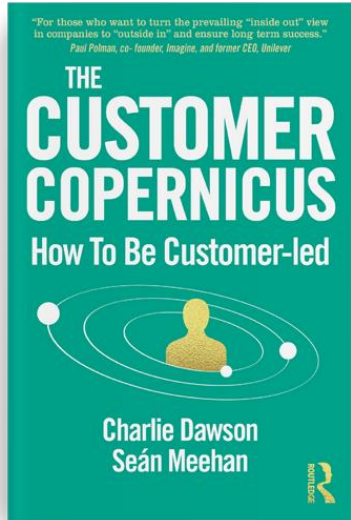
# Customer Pioneers



octopusenergy



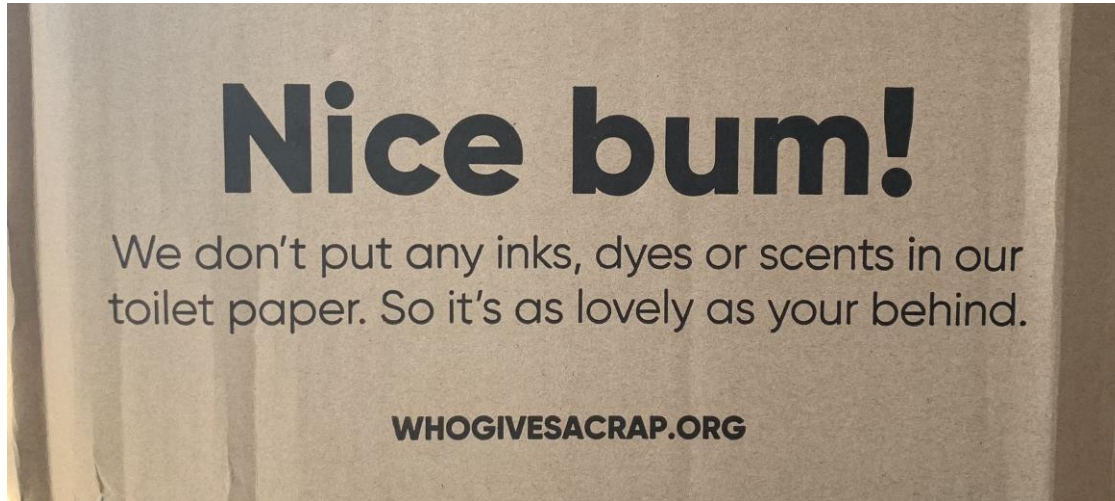
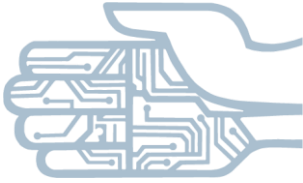
Citymapper



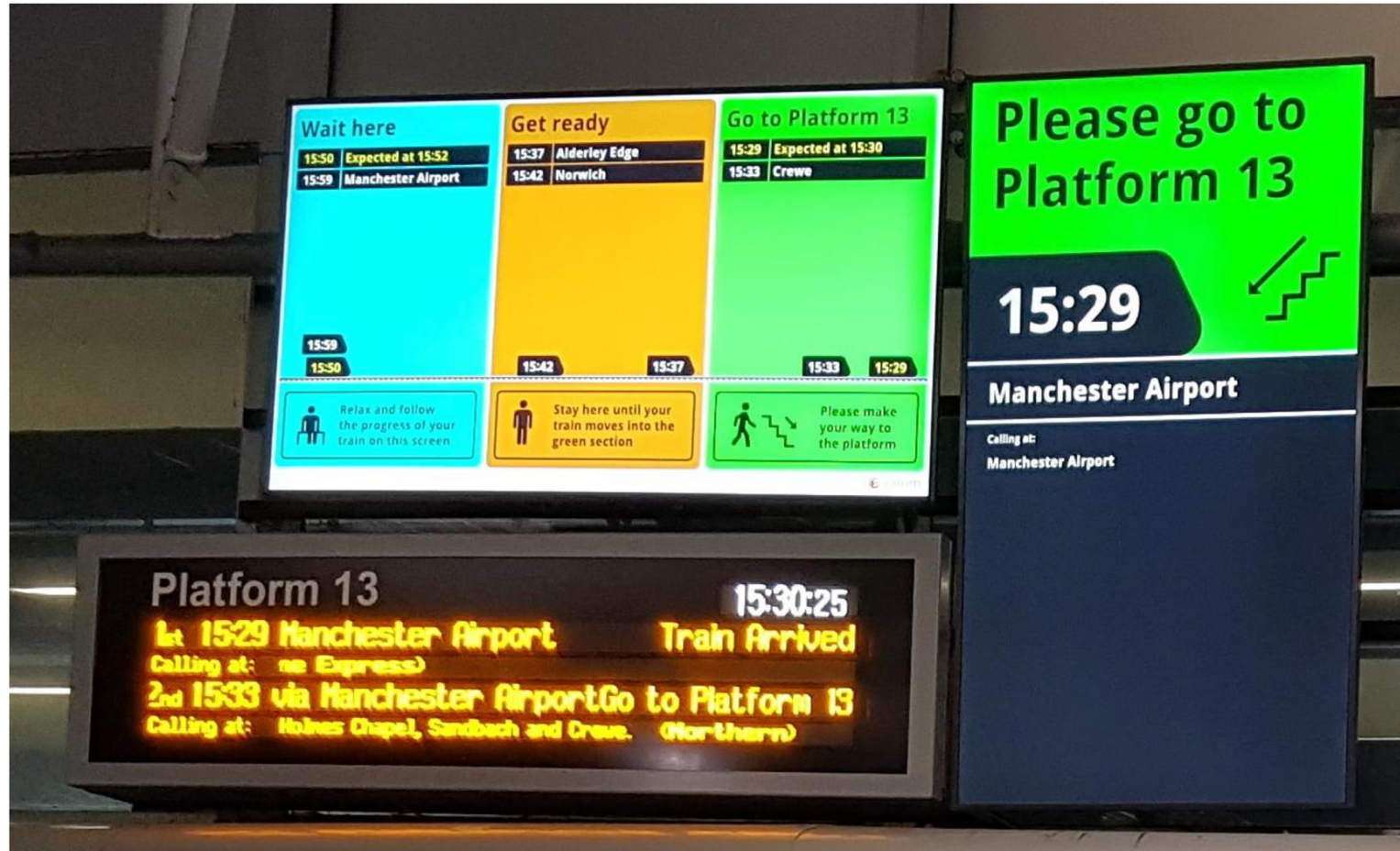
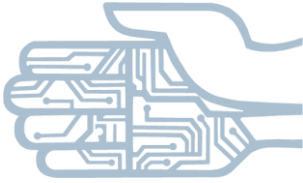
Handelsbanken



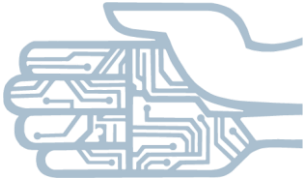
## Consistent



# Proactive



Respectful

A graphic on a dark blue background. On the left, a circular cluster of colorful icons representing various environmental and technological themes: solar panels, wind turbines, trees, recycling symbols, a globe, a car, a house, a lightbulb, and a megaphone. A trail of smaller icons leads from this cluster to a larger megaphone icon on the right, which is being held by a blue hand. Below the icons, the text "Shut up and hold me" is written in white. At the bottom, a paragraph of text explains the Octopus Energy customer service policy, and a link is provided to find a customer's "Octopus jam" based on their birth year.

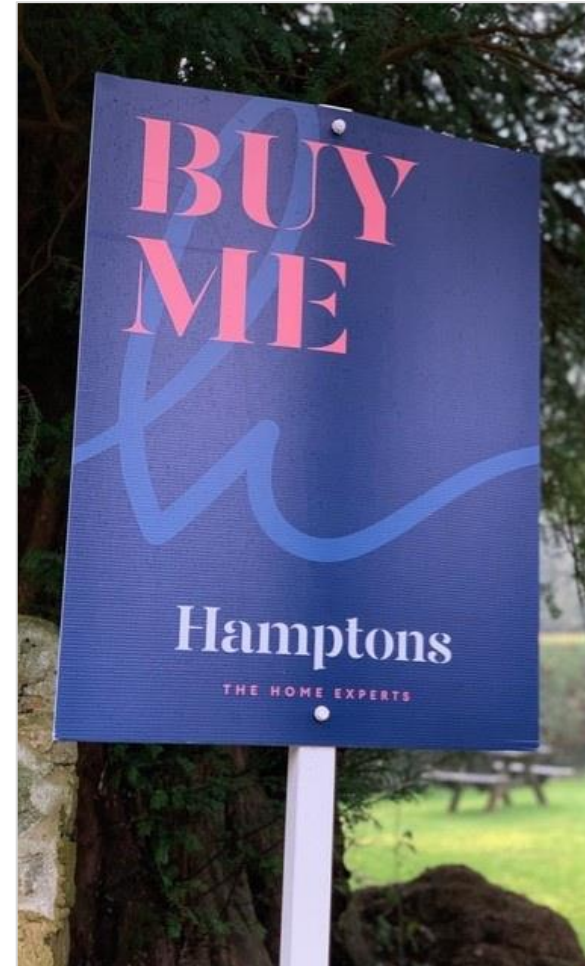
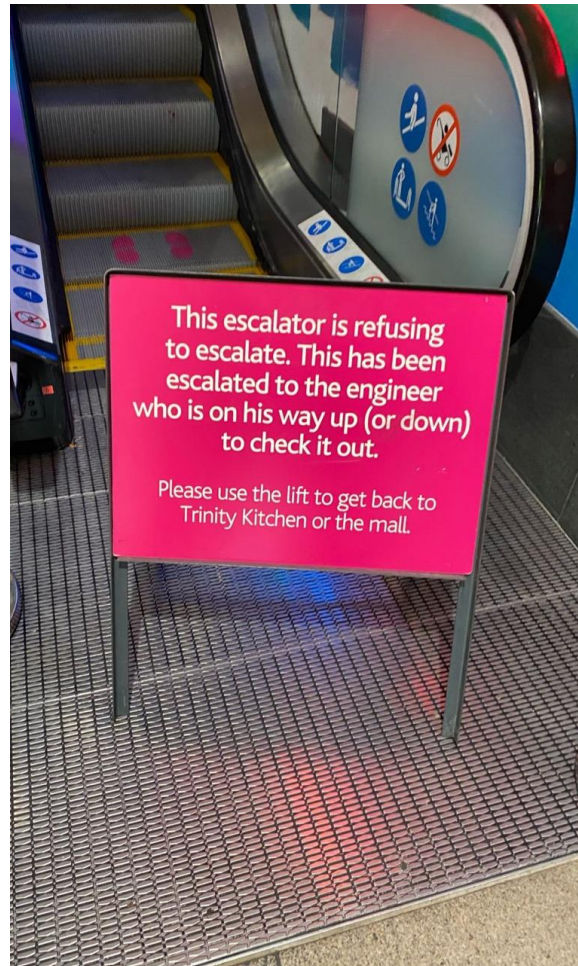
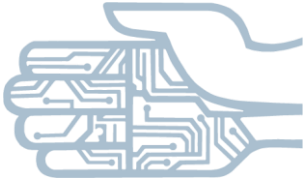
**Shut up and hold me**

At Octopus Energy, everything we make starts with the customer. So what does that mean for hold music? Well, if we have your birth date on file, we'll play the song that was #1 when you were fourteen years old.

**Keen to know what your Octopus jam is?** Just select your birth year below and we'll let you know...



# Straightforward



Draw a map  
of the world



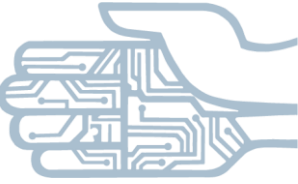


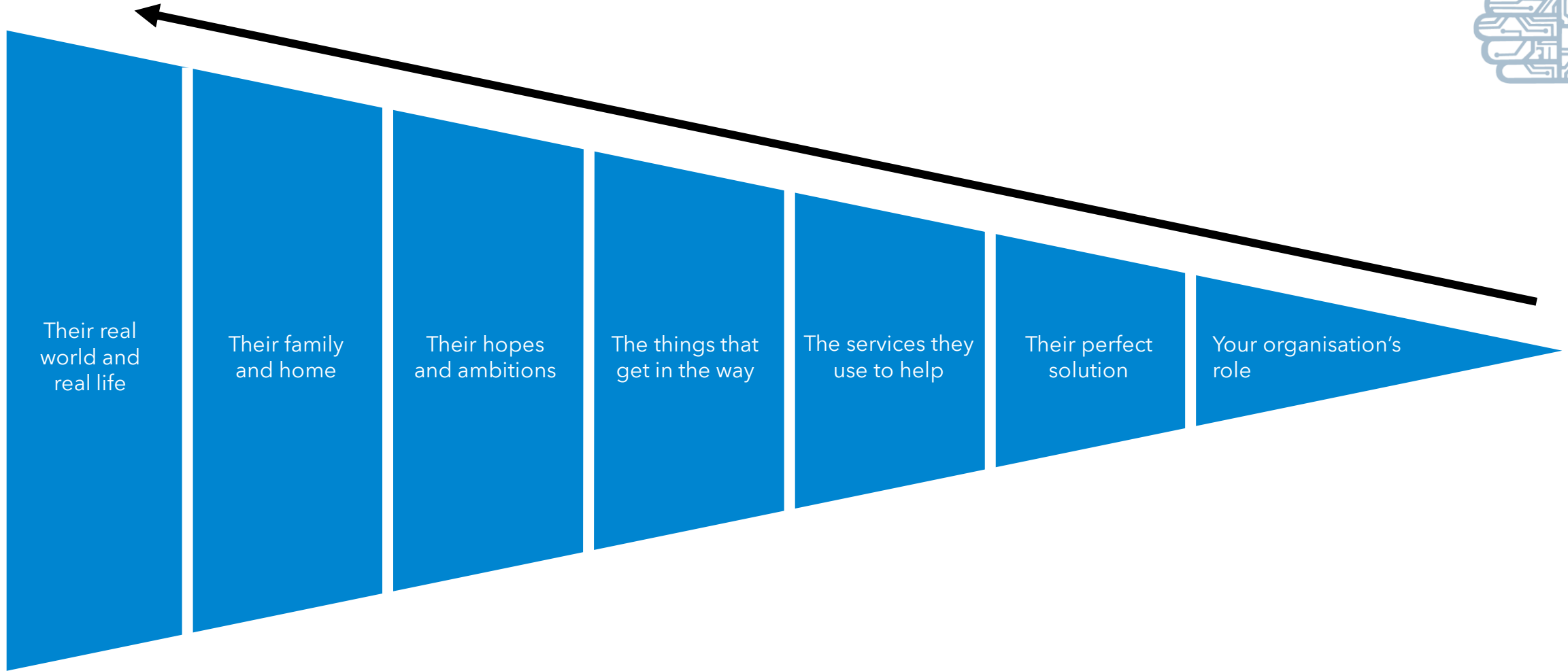
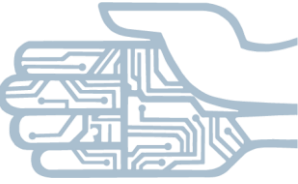
# Enablers

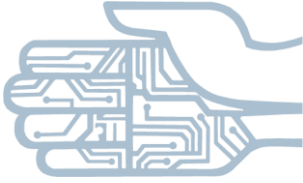
Ambition  
Connection  
Freedom  
Focus  
Perspective



# Connection







# 'The more formal the forum, the less I learnt'

*Alan Riley, Director of Customer Services,  
Chiltern Railways*

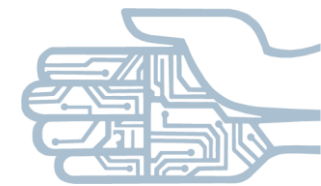


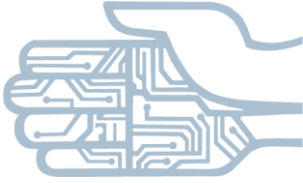


# Enablers

Ambition  
Connection  
**Freedom**  
Focus  
Perspective







**It wasn't the brand I had a  
relationship with, but the people.**

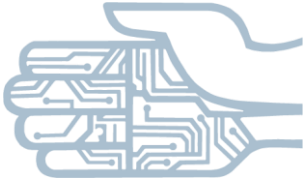
**It wasn't Honest Burgers I was  
recommending; it was Liz.**



Empowerment



## Our Values



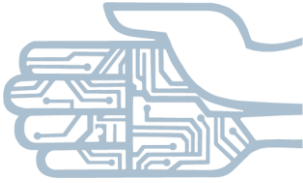


# Enablers

Ambition  
Connection  
Freedom  
**Focus**  
Perspective







You will get a survey I'm going for promotion next month so id be ever so grateful if you can fill this out ticking yes to the questions and a score off 5 who mean ever so much.





# Enablers

Ambition  
Connection  
Freedom  
Focus  
Perspective







BEERCYCLE  
CO. NZ

BEERCYCLE  
CO. NZ

0220362022

BEERCYCLE  
CO. NZ

KGU453



# Enablers

Ambition  
Connection  
Freedom  
Focus  
Perspective





# If in doubt, be human



JohnJsills



CX\_stories



CX Stories

# Let's talk about you



Which of the **enablers** do you think you do well?  
What is most important for you to do better?

**Ambition**

**Connection**

**Freedom**

**Focus**

**Perspective**

