

Creating a Strategic Roadmap for Change

KATE SHOWALTER

Senior Director, Customer Service
and PMO at Crate and Barrel Holdings

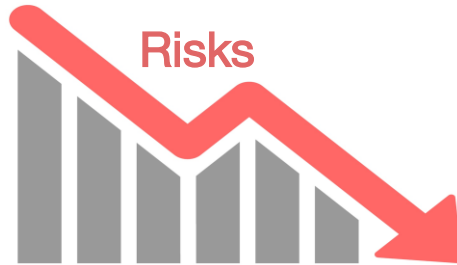
Crate&Barrel **CB2** HUDSON | GRACE



Execs In The Know

The only constant in Customer Service is CHANGE

The Key to Success is creating an adaptive service model that measures success in accountability to the Customer Experience.



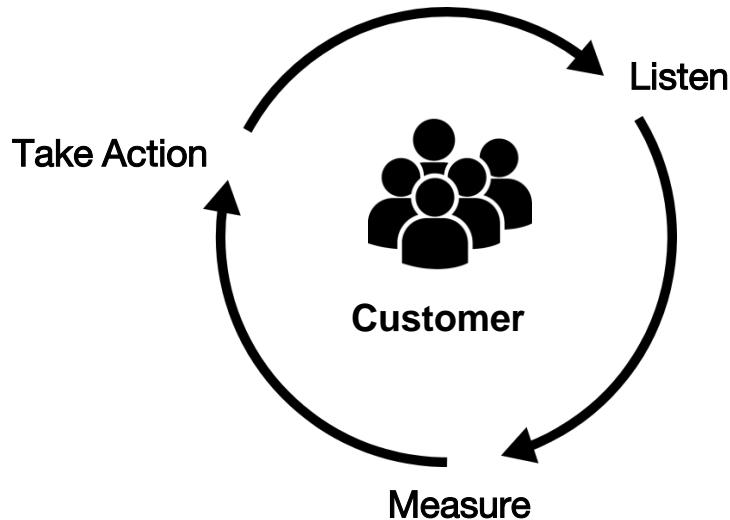
- NEW Customer Expectations
- Increased Digital Commerce
- More Fulfillment Options
- Customer Data Challenges
- New Customer Feedback Platforms
- Technology Options



- NEW Customer Expectations!
- Universal Agents in an Omni-Channel Model
- Re-prioritized Measures of Success
- Reduced Associate Effort and Increased Engagement
- Empowered Leaders

A Service Model able to adjust to new conditions.

As the market quickly evolves with changing Customer Expectations, it is critical that we engage in a robust **Voice of the Customer** process to take Quick Action to consistently improve Customer Experience.



Listen:

- Social Media Listening Tools
- CSAT and NPS
- Product Reviews
- Web Feedback
- RNPS Surveys
- Text Analytics

Measure:

- AI Analytics to provide insights on trends and sentiment
- Keyword Analysis Review
- Evaluating Contact Drivers

Take Action

- Weekly Executive Level Report
- Cross functional routines to respond quickly
- CX Task Force group working cross functionally to drive improvements

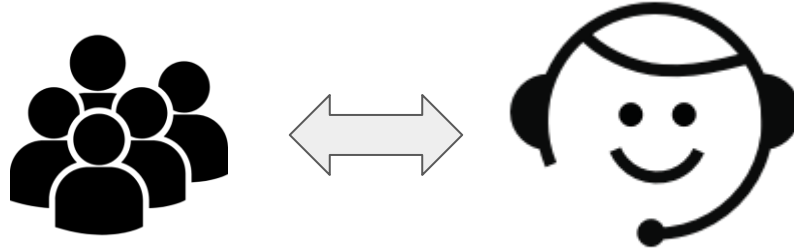
Universal Agents in an Omni-Channel Model

Connecting with the customer in the channel they chose and where it works for them in the moment



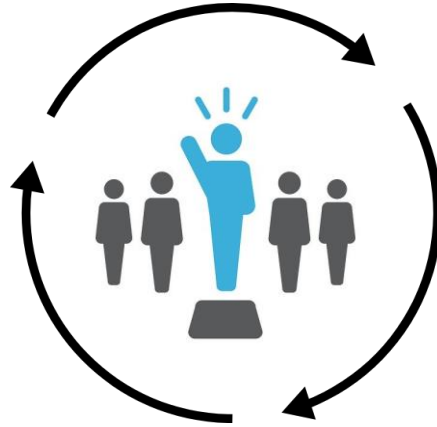
- Meet the Customer in the Communication Channel of their choice including multiple channels in a single conversation
- Contacts flow based on SLA simplifying your labor forecast to be based on totals vs. by channel
- Reduced staffing especially during hard to schedule, lower volume times when agents can now work across channels
- Increased associate engagement with less channel burnout
- Improved Contacts per Hour

Make Customers part of your TEAM



- Re-prioritize Measures of Success to focus on the Customer Experience
- Create incentives and engagement focused on Quality
- Shift to “Specialized” vs. “Dedicated” teams
- Daily updates and engagement around our performance, brand initiatives and the customer response
- Simplify tools, resources and systems where possible to prioritize them as User Friendly

Empowered Leaders set the Daily Customer Priority



- Supervisors QA their own team's contacts
- Supervisors create performance plans and schedule their teams into Training
- Work collaboratively between teams to share resources and ideas
- Set their own Team Contests or Rewards with a gift card budget
- Goaled and Incentivized on their own Team performance including metrics around team retention, engagement, training and advancement



Thank you for attending this session. This event will be available for on-demand replay.

