

Virtual Work Experience

CX Activity



Designing a Customer Strategy

Before anything is scoped, or developed – you need to understand what you want the customers experience to be and what your companies ‘customer strategy’ is. This starts with understanding the companies purpose and ambition. At Covéa our purpose is to protect customers from the worst, and put it right if it happens – our ambition is to be the most trusted insurance company in the UK.

Consider what your customers ambition would be? It could be for an example, to be able to protect themselves from missing the start of an exam due to sleeping in late in a fun and cost effective way.

Then you look at the customer principles – so how are you going to achieve that ambition?

You could say “We go above and beyond to ensure you get up on time!” “We make it easy” and that could be by having an app that your able to link to google maps, which takes traffic into account so it knows that the alarm needs to sound earlier so you can get there on time as the buses are running behind. Something along those lines.

And they you have your desired customer experience – So in this example I would say my desired experience is that “Customers are able to get to school on time with little stress” or something along those lines.

There is no wrong answer to any of these. It is personal to what you want your company to be known for and what you want your customers to experience. Have fun with it – and check out google to see the variety of customer strategy’s that are out there!

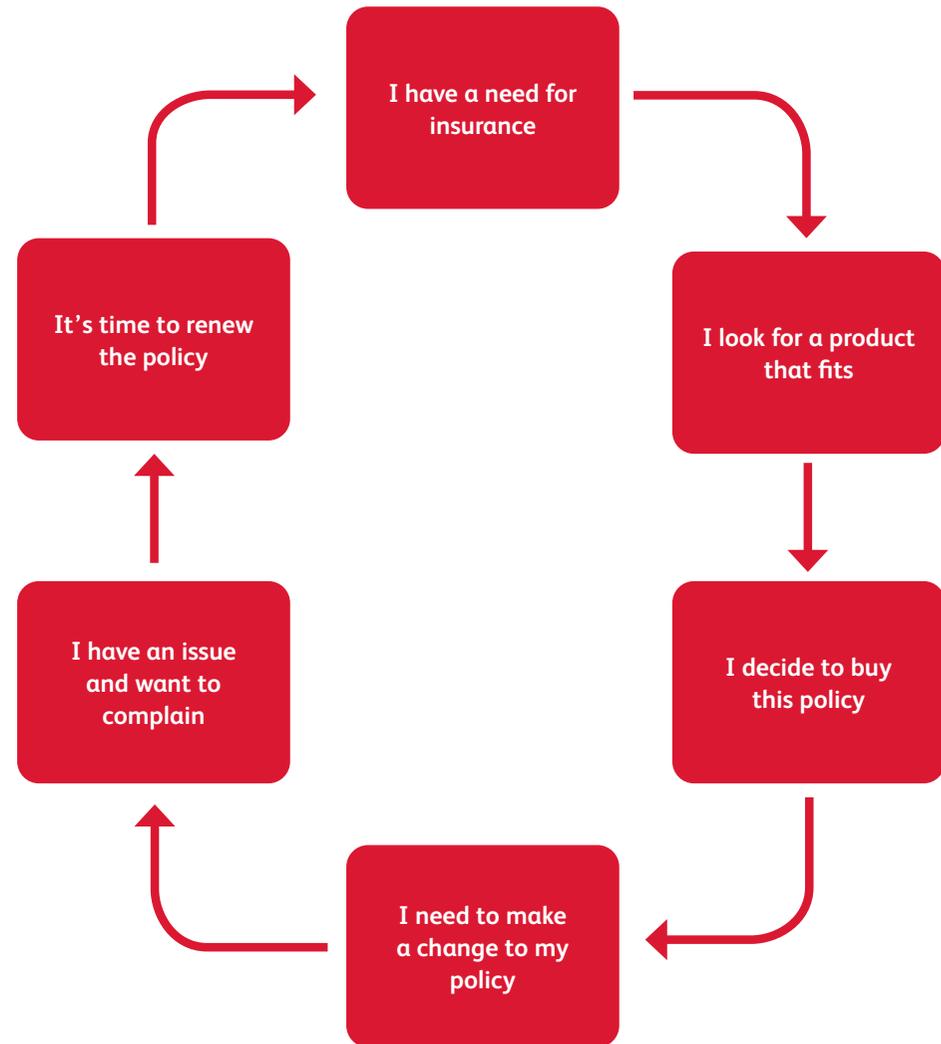
OUR PURPOSE		
OUR AMBITION	CUSTOMER AMBITION	
CUSTOMER PRINCIPLES - To achieve this we will:		
THE ‘DESIRED CUSTOMER EXPERIENCE’ (If we get all of this right)		

Zero Level Customer Journey

A zero level customer journey is essential to understand the steps that your customer will go through out the life of your policy.

This is an example of the basic journey a customer will go through for an insurance product.

By using this it helps you ensure that you've considered each touch point.

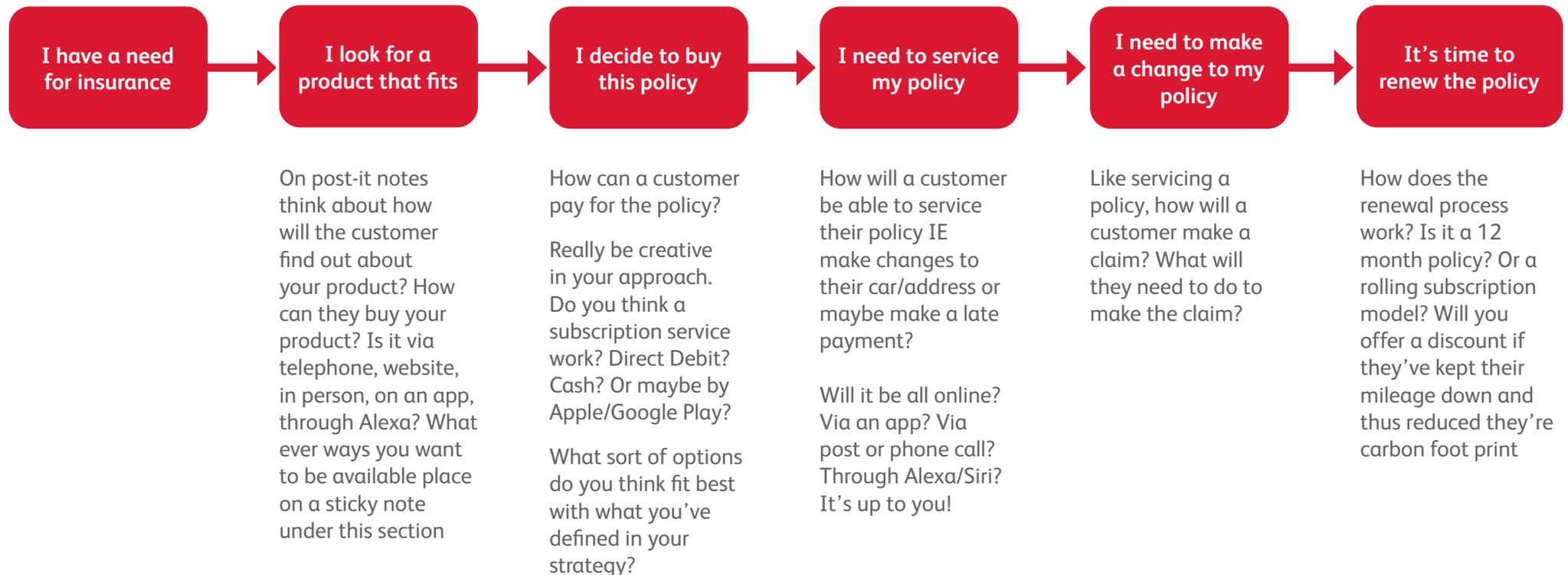


Creating a Customer Journey

Following from the Zero Level Journey which outlines the customers basic path into and through the company, we need to define exactly what happens to the customer at those specific points.

You can use either post-it notes on the wall, a digital representation like below or a tool like 'Miro' which is free and available online.

You need to consider what you've said when detailing your customer strategy – what you want a customer to feel and experience. So if you've outlined that you want customers to know your company as being carbon neutral you certainly wouldn't want to send a lot of letters and documents via post. Below are suggestions on the sorts of things that would come in to each step. If you're struggling to come up with ideas, google is the ultimate resource.



Responding to a Complaint

Another crucial skill that is required for any business is to be able to respond correctly when a customer is unhappy with the service you've provided. There are a few ways in which companies do this and it really depends on what you want your brand to be known for. Some companies such as the American fast-food company 'Wendys' are renowned for their tongue-in-cheek response to customers on twitter, while Amazon are quick to just send you out a new product if you are dissatisfied with little question.

Below is an example of a complaint, and the summary of what the company stance on this complaint is. Using the brand guidelines provided, produce an email response which outlines the customers complaint points and the consideration that the company has taken in their response. Consider if you find it easy to stay on brand while you are composing this email. If you were to create your own brand guidelines – how differently would you have approached this complaint?

Complaint Details and Outcome

1. Customer is unhappy with paying £25 fee for a changing of address as they feel we are penalising and robbing them.
2. We are not willing to waive or reduce the fee to £5, using our initiative that it's not his fault that he's had to change address.
3. Customer is unhappy they were told "it's in the policy documents and terms and conditions and you've signed it and that's what it is"
Considerations: PH would rather cancel and go with someone else.
4. To do change of address there is a refund of £39.28 (including the fee) so customer chose to stay with us although will not be renewing.
5. Policy holder requested email from us to confirm.

Agreed outcome

It is business decision to charge the fee and customer agreed that this would be payable upon any changes when taking out the policy. This information can also be found in his policy documents that we suggest in the welcome email the customer reviews. Offer our apologies.

See next slides for Brand Guidelines



Brand Guidelines

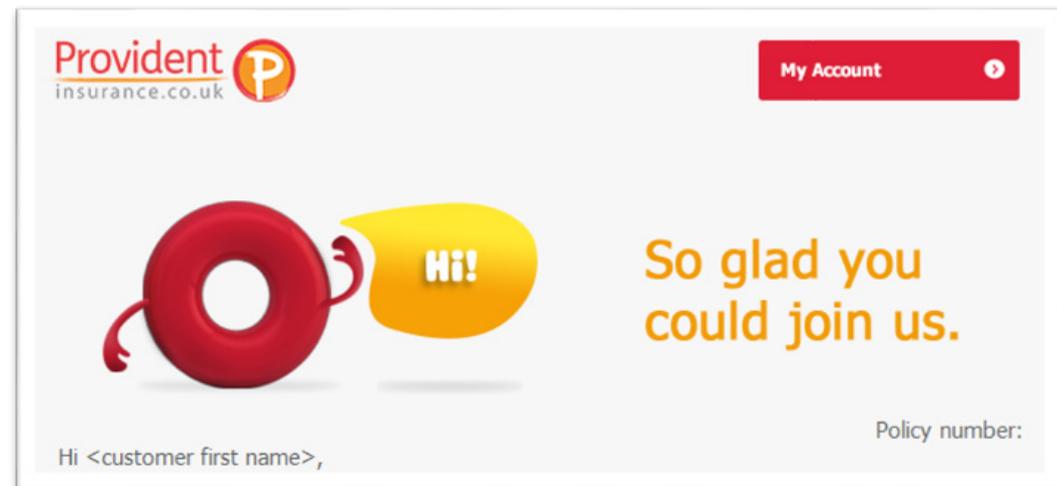
Right then, what do I need to know?

We're not expecting everyone to know the Brand Guidelines inside out and upside down.

For your role, the most important part of the Brand Guidelines is to inform our tone of voice, which boils down to how we talk to our customers.

We are:

- Relaxed and chatty
- Warm and reliable
- Informative and useful
- Simple, clear and not misleading



Brand Guidelines

Relaxed and chatty...

It's about having conversations and building relationships, like talking to a friend to let them know what's going on.

We want to have great conversations, build trust with our customers and make us easy to do business with.

We say "Hi" instead of the more formal "Hello" and we say "I'm sorry" instead of "I apologise".

We always make a conscious effort to avoid using an overly formal tone. We would say "It was lovely speaking with you yesterday" rather than "As per our conversation yesterday"



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