

# **Improving Customer Experience by Reviewing Existing Customer Service Strategies**

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## *Regularly reviewing customer service*

- Covid 19 exiated our work in this area
- New norms where expectations have been created
- Checking in and measuring' new ways of working is essential
- Benchmarking against peers and customers in other sectors

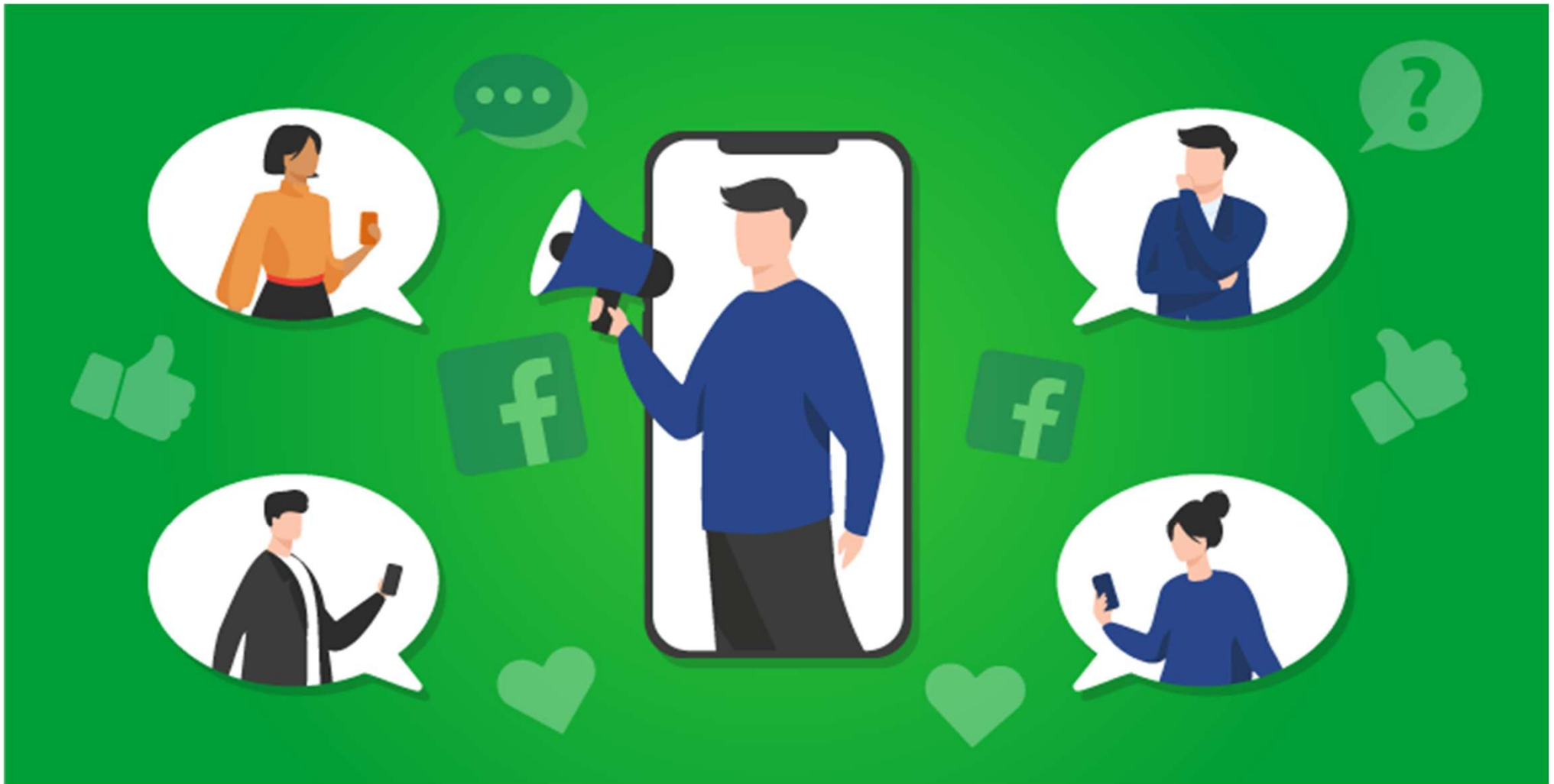


# Insights into improving customer service



- Customer, staff and stakeholder engagement in creating customer facing strategies and policies
- Sequencing systems and service improvements with the customer in mind, with the right balance of business capability and real impact to the customer experience or journey
- Agile and Creative thinking
- Good is good enough

# Increasing engagement



# Increasing engagement

- Seeing all customer interactions as an opportunity
- Diversity of thought and representation
- Consistently asking who is in the room and who is missing and how do you capture these views
- Open to hearing feedback , both formal and informal
- Using varied channels
- Being willing to hear uncomfortable feedback

## Working in partnership



- Open to learning
- Knowing the priorities of your partners and demonstrating how can help meet their needs
- Being able to share feedback on your customer experiences and your forward plan
- Knowing where you want to showcase and influence
- Benchmarking can help tell your story
- Stakeholders are supportive when you are open with feedback and can genuinely articulate understanding of your customer

