

IACC Australia Asia Pacific Annual Conference

Transforming the customer experience

NATALIE
O'BRIEN & CO

My Connection with People





People were at the core to growing an international reputation.

Attracted the who's who in the culinary world including Nigella Lawson, Jamie Oliver, Heston Blumenthal, Anthony Bourdain and Gordon Ramsay.



A Global Brand -
163 International
media travelling
from 21 countries.

Named by the
New York
Times as one
of the top food
events in
2017.



What is Customer Experience?

“Customer service is the experience we deliver to our customer. It’s the promise we keep to the customer. It’s how we follow through for the customer. It’s how we make them feel when they do business with us.” – Shep Hyken

Customer Experience

– 3 stages



Customer Experience
Strategy

Product Design

CX Measurement &
Feedback

1. Customer Experience Strategy

Purpose - Integration with your organisation's overarching purpose and business plans.

Competitive Insights – Identifying your competitors and evaluating their strategies to determine their strengths and weaknesses relative to those of your own product or service.

Consumer Research- Competitive and global insights integrated with customer analytics.

Channels - Review of marketing channels to clarify message, content, accessibility and platform.

Customer Journey - Identification with customer challenges and opportunities through customer experience mapping.

How to Make a Customer Journey Map

Set

Set goals

Conduct

Conduct persona research

Define

Define customer touchpoints

Map

Map current states

Map

Map future states

2. Product Design



3. Feedback

Brian Halligan, CEO of Hub Spot, regarded as a top CEO in America was asked the secret to his success? Brian explained

“Feedback is the breakfast of champions.”

“If we don’t know what’s right, we can’t do more of it. If we don’t know what’s wrong, we can’t do less of it. Without customer feedback, we are destined to fail”.

Collecting Feedback



Observation - Observation analysis through refined skills and knowledge built through real world experiences.



Personally, telephone customers post a visit or enquire during the experience. Hotels and hire car companies send surveys to your phone or via email shortly after the experience to obtain valuable feedback on your experience.



Third party reviews on booking engines, social media and digital platforms are another important source of feedback.



Mystery shopper services are a method used to measure quality of service, or to gather specific information about products and services.



Attuned staff culture who actively observe and truly value.



Software tools available that gathers valuable feedback direct from guests with customisable surveys. The insights can be turned into actions to build guest satisfaction and, by extension, revenue.



Finally, a net promoter score is an important tool that measures the willingness of customers to recommend a company's products or services to others.



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Thank you

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