

Customer Experience - Getting to the Real Story

ACSA 33rd National Summit Presentation

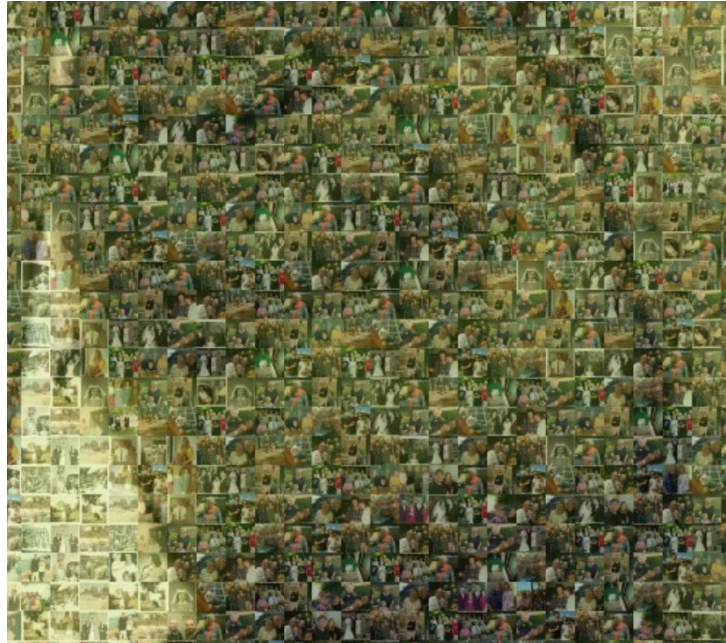
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18 May 2021

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Generic customer metrics will only go so far...

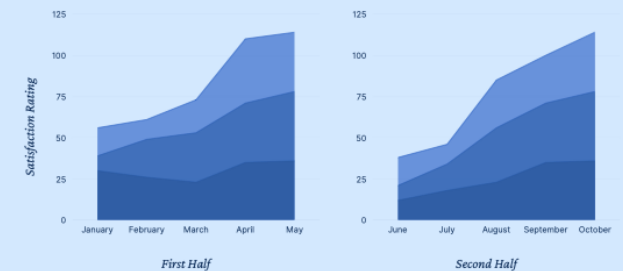
Customer Effort Score (CES)



Customer Satisfaction Score (CSAT)

Sales

Employee Satisfaction




Good business includes keeping a strong focus on employee satisfaction.

Net Promoter Score (NPS)


Average Time Resolution

Knowing what's important to customers

- Reliance on providers for almost aspects of their life

- 
- Treated with respect
 - Safety protected
 - Preferences understood

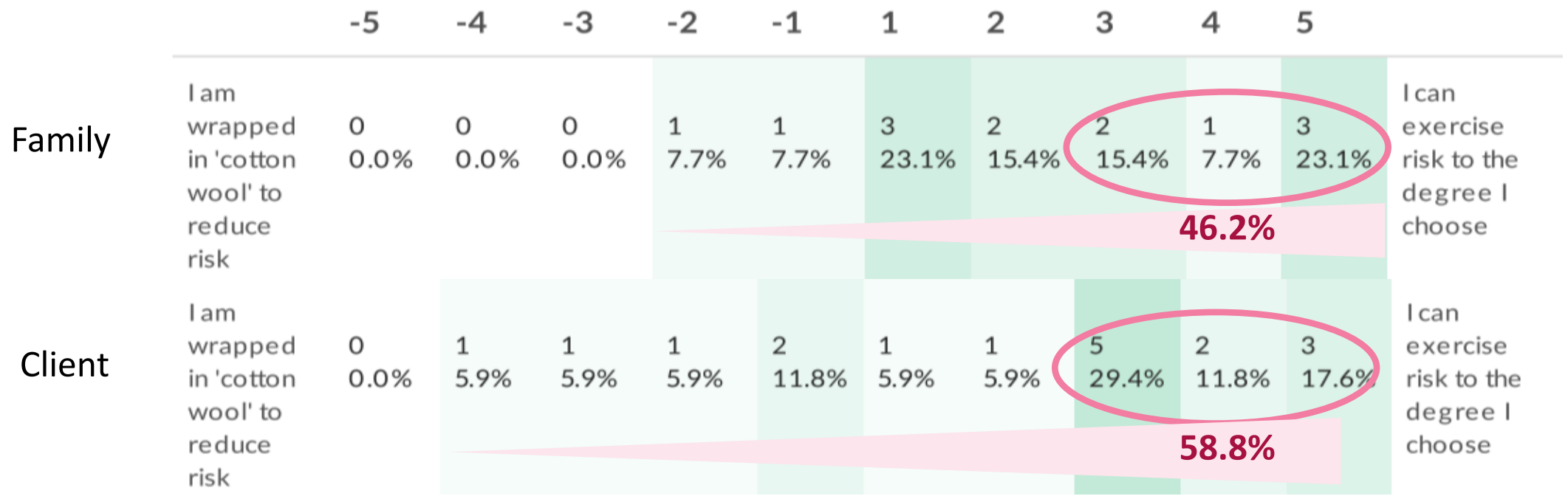
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- Emotional wellbeing
 - Social connection

- 
- Enough staff
 - Right skills
 - Great attitude



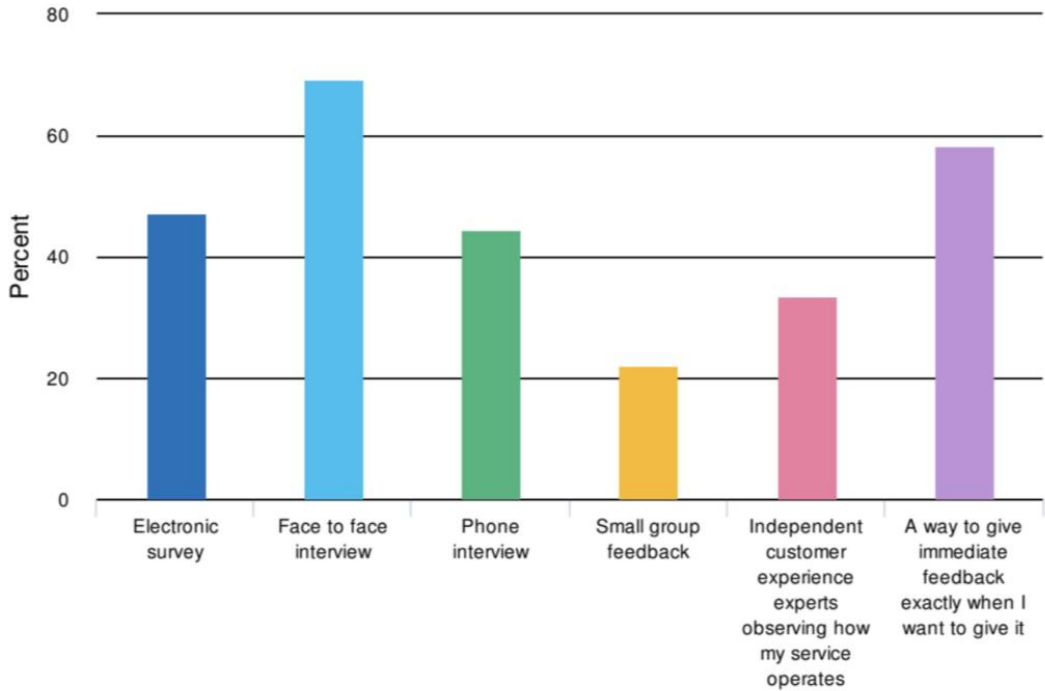
Knowing who to ask

- Important to get all voices – direct customers and those people who support them
- Family members of today are the customers of tomorrow, so important to include them in feedback



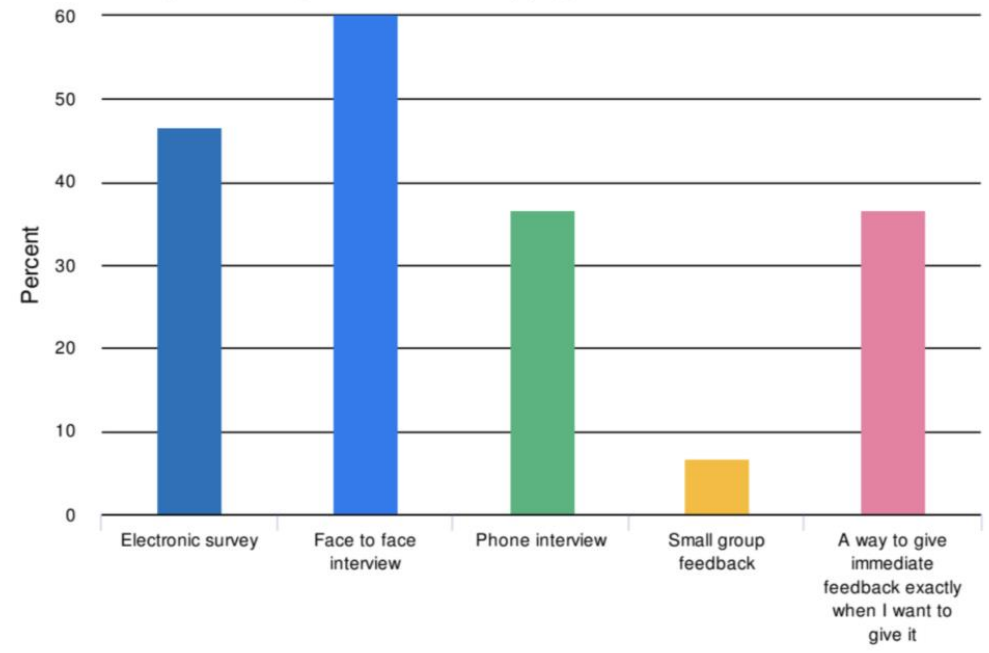
Knowing how to ask

Residential Care



(All Family member respondents)

Home Care

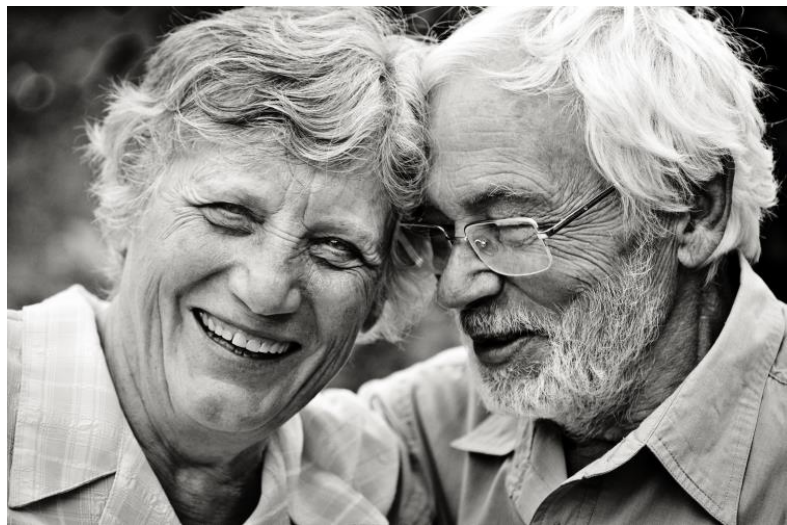


(40% family member and 60% client respondents)



How are things changing?

Changing customer



Customer centric services

New Aged Care Act

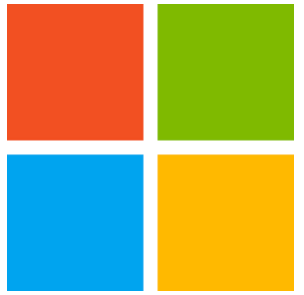
Government Star Rating System



	Royal Commissions	Standards In Sector	Competitive Environment	COVID	Consumer Pressure
RC	✓	✓	✓	✓	✓
HC	✓	✓	✓	✓	✓
RV	✓	✓	✓	✓	✓



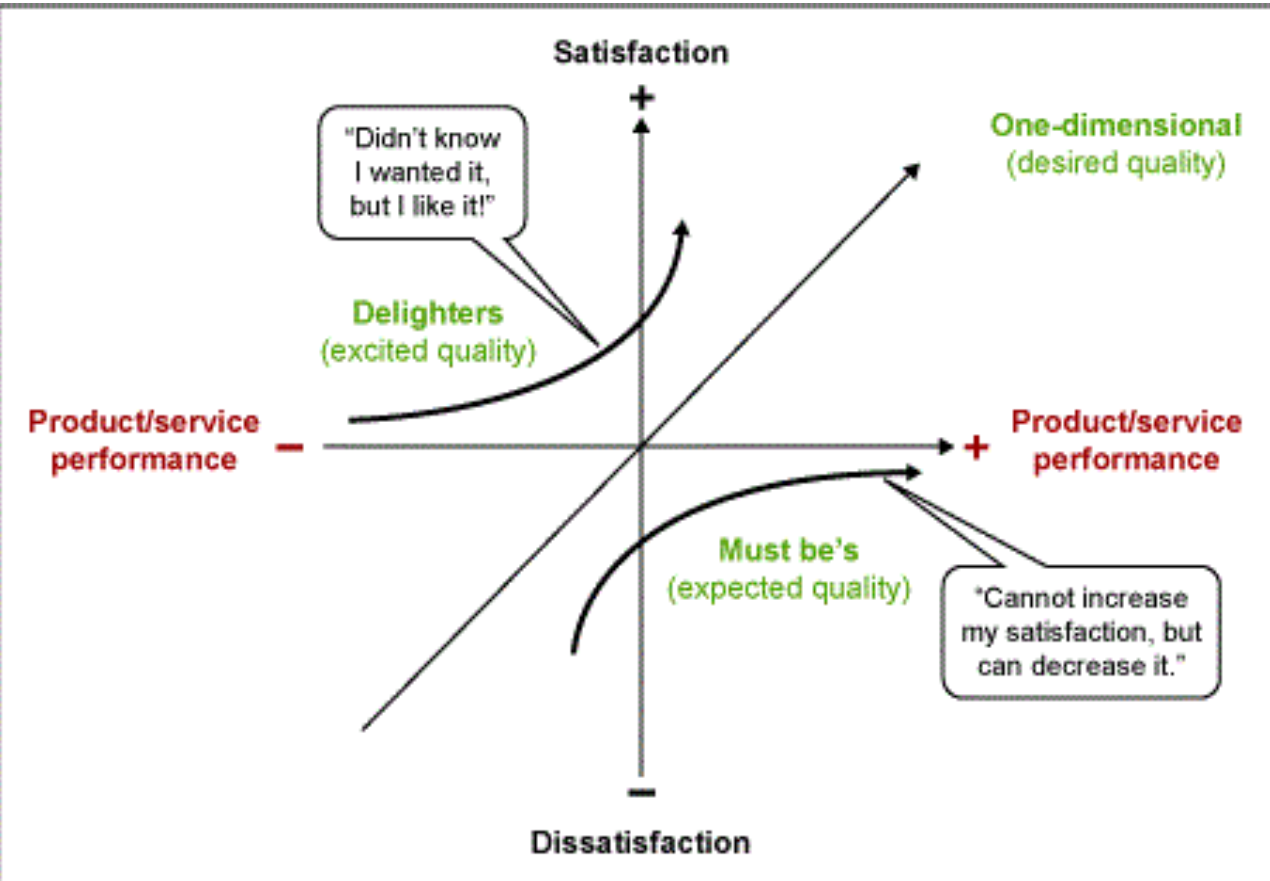
CX Inspiration from Other Sectors



FOUR SEASONS HOTEL
Hampshire



CX Models of Interest



<https://www.isixsigma.com/tools-templates/kano-analysis/kano-analysis-customer-needs-are-ever-changing/>

SOCIAL IMPACT



Self-transcendence

LIFE CHANGING



Provides hope



Self-actualization



Motivation



Heirloom



Affiliation/belonging

EMOTIONAL



Reduces anxiety



Rewards me



Nostalgia



Design/aesthetics



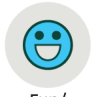
Badge value



Wellness



Therapeutic value



Fun/entertainment



Attractiveness



Provides access

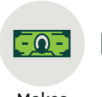
FUNCTIONAL



Saves time



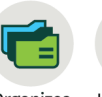
Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects



Reduces effort



Avoids hassles



Reduces cost



Quality



Variety



Sensory appeal



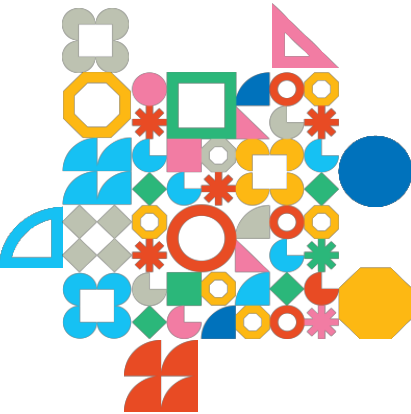
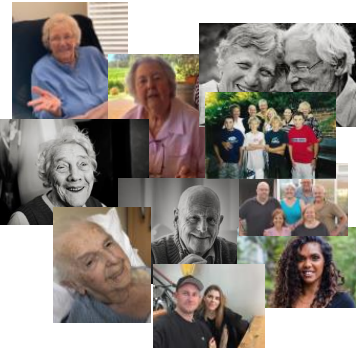
Informs

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Using CX Data to Create Results



Enhanced reputation and resilient growth

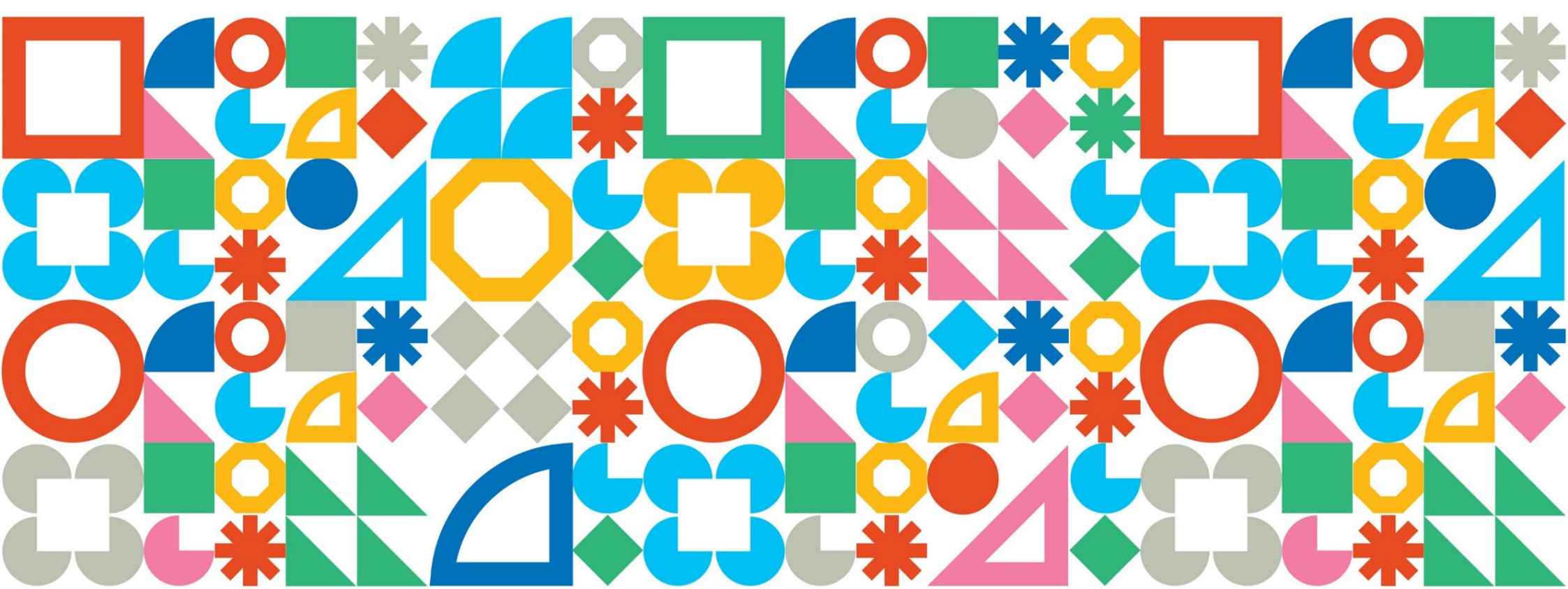
Ask

Analyse

Act

Results





Thank you

Any Questions?

felice

Name

Email

Your message

SEND



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*We are an independent voice that is **shaping care...** because everyone deserves an outstanding care experience.*

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