Improving The Service Experience

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Improving The Service Experience
CUSTOMER EXPERIENCE CASE FOR CHANGE

• FRANCHISEE MODEL

• DIGITAL TRANSFORMATION

• KNOW YOUR CUSTOMER
Intention

• PRIORITIZE CUSTOMERS WHO NEED HELP

• ALERTS TO TRIGGER ACTION

• INSIGHTS TO INFLUENCE
PRIORITIZE CUSTOMERS WHO NEED HELP

Voice of the Customer
Customer Feedback Channels
ALERT TO TRIGGER ACTION
INSIGHTS TO INFLUENCE
Efficiency

Case Volume

Engagement

Customer Feedback

Insights

Satisfaction Impact

93%

600%
WHAT’S NEXT: INTENTIONAL DESIGN

- Make it easier to share feedback
- Activating ad-hoc targeted surveys
- Developing proprietary CX scoring
- Linking customer satisfaction to store level financial and business performance
Be Curious
Have A Buyer
Allies->Champions
Respect The Culture

lessons
learned
Q&A