ITSM 16

Improving CX Makes the Difference!
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itSMF UK

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Sopra Steria

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ISO/IEC 20000 (Service Management) UK Committee
ISO/IEC 30105 (ITES-BPO) International & UK Committee

SOPRA STERIA: an end-to-end service offering to address our clients' digital transformation challenges

- One of the most **comprehensive solutions** portfolios in the market
- A large scale capacity to transform **legacy systems**
- Leading position in **Business Process Services and Outsourcing**
- **Specialist vertical** service offerings

Aims

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Share a case study on how improving CX made a huge difference…

- Short timescales
- Limited cost
- Big impact

…and mechanisms to sustain for the future

…for IT, Customers & the Business

Identifying key CX techniques used

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Understanding CX

What is CX?

Beyond Philosophy:

- A customer experience is an interaction between an organisation and a customer as perceived through a customer's conscious and subconscious mind. It is a blend of an organisation's rational performance, the senses stimulated and the emotions evoked and intuitively measured against customer expectations across all moments of contact.

Forrester Research:

- How customers perceive their interactions with your organisation

- CX Index: Thinking of your interactions over the last 90 days?
  - How enjoyable were they to do business with?
  - How easy were they to do business with?
  - How effective were they at meeting your needs?

Customer Perceptions

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The Good!	The Bad!

The Good! (green boxes):
- Good customer relationships
- Handling higher volumes
- SLA performance

The Bad! (red boxes):
- Poor service
- Not proactive
- Managing escalations
- Updating Customers

→
- Poor customer satisfaction
- Poor view of IT
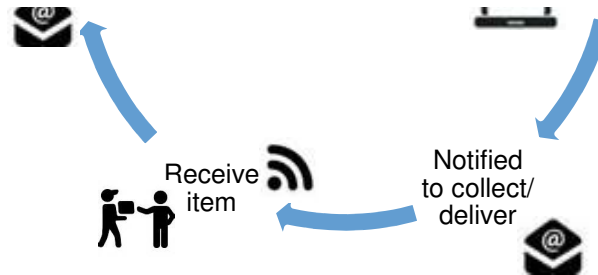- IT seen as impacting business outcomes

↓

Bad CX!

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The Approach

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- Understand the facts from the perceptions
- Determine root cause by mapping customer journeys
- Identify key customer pain points & improvements
- Short intense execution of improvements
- Sustain improvements

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Incident Management

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Manage Customer Expectations
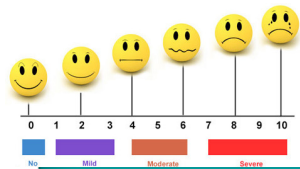
Understand the business need

Good status updates available

Fix during initial call

Resolve within business need

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Escalations

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User

Findings
- 50% escalated within SLA

Internal

Findings
- Automatic notifications
- Too passive if higher

Improved Customer Focus

Actions
- Business education & communications
- Proactive user engagement

Actions
- Proactive escalation management
- Defined thresholds for executive engagement

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Problem Management

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Problem Manager	Reactive	Proactive

Findings →

Customer Collaboration

Actions →

Problem Manager	Reactive	Proactive
Expert support Improved reports & reviews	N/A	More focused analysis Business aligned Collaborative Surgeries

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Outcomes

Sustainable

- Effective request fulfilment
- Business knowledge & regular customer updates
- Effective escalation management
- Effective proactive collaborative problem management
- Reduced backlogs, calls/incidents, escalations

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✓ **Improved customer satisfaction**

✓ **Improved SLA performance**

✓ **Improved perceptions of IT**
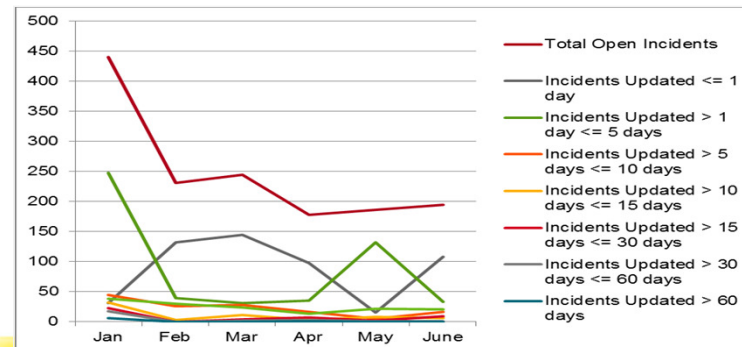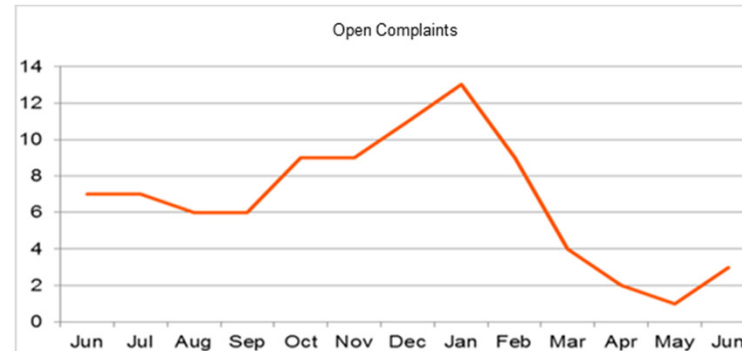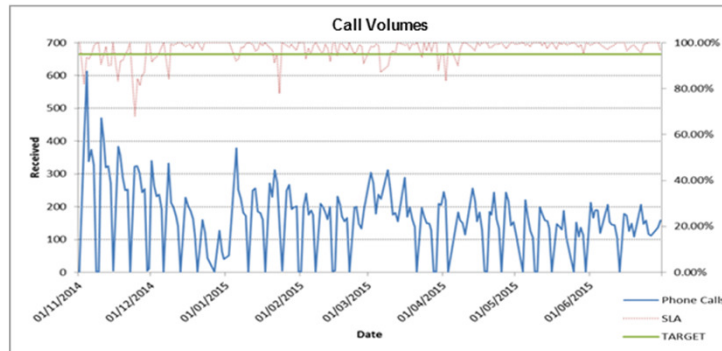
✓ **IT supporting business needs**

Good CX!

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Achievements

Lessons

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- Manage customer expectations
- Raise CX awareness …why CX is important
- Ensure commitment & open to improve
- Customers expect to collaborate & co-create
- Monitor, measure & communicate
- Share wider

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Remember!

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! Customer perception is your reality – own it, address it, improve it

! Good customer service costs less than bad customer service

! Put yourselves in their shoes - be honest – is the CX good enough, would you be happy?

Managing CX really does make a difference!

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