

Plenary 1:

Customer service through innovation and leadership

Speaker: Tim Wade, Smith+Co

Chaired by: Shaun Aldis, Wolverhampton Homes

Room: Ballroom



National Housing Maintenance Forum

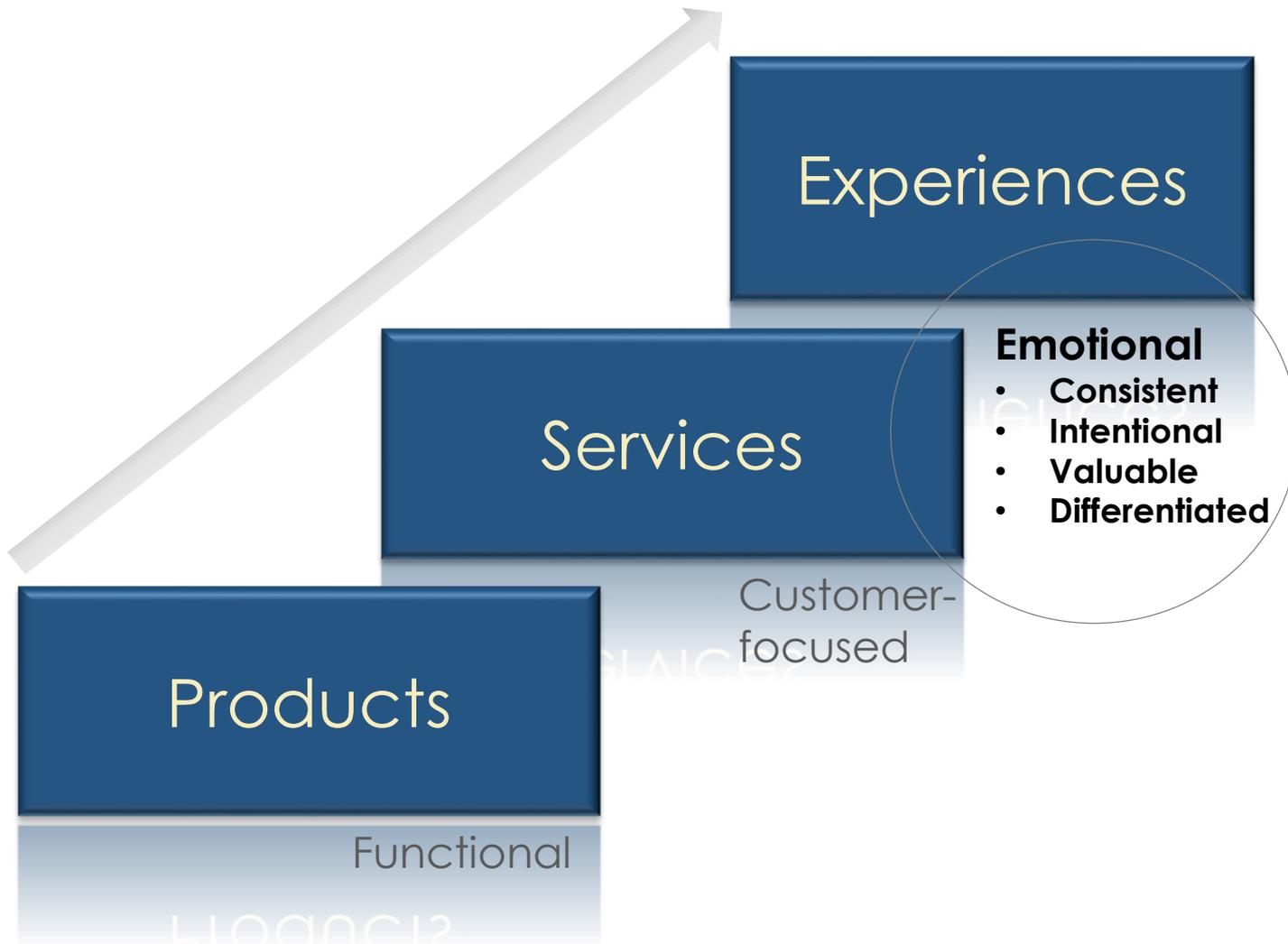
serviced by



Tim Wade

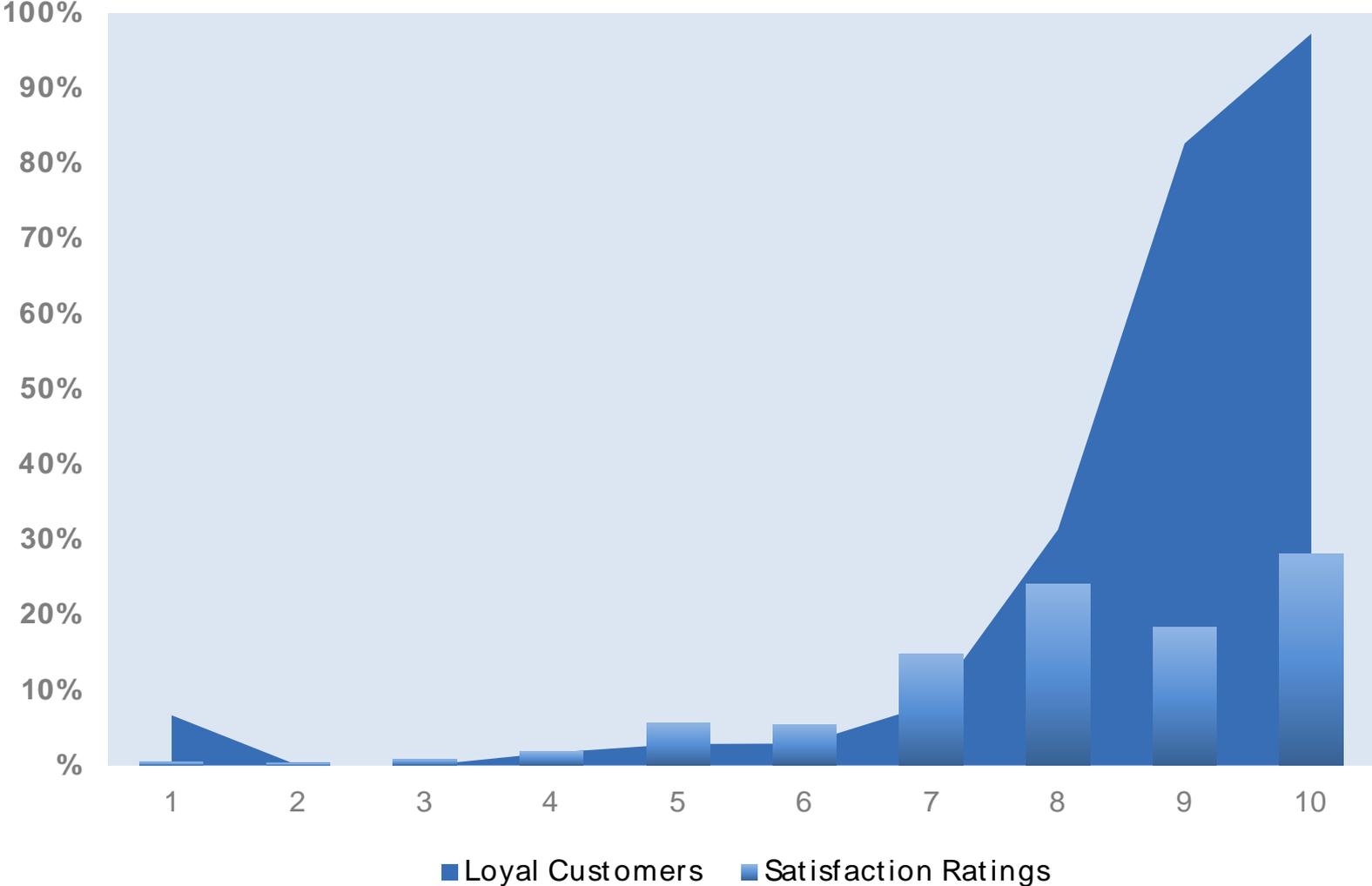
smith+co Defining customer experience

The market is changing

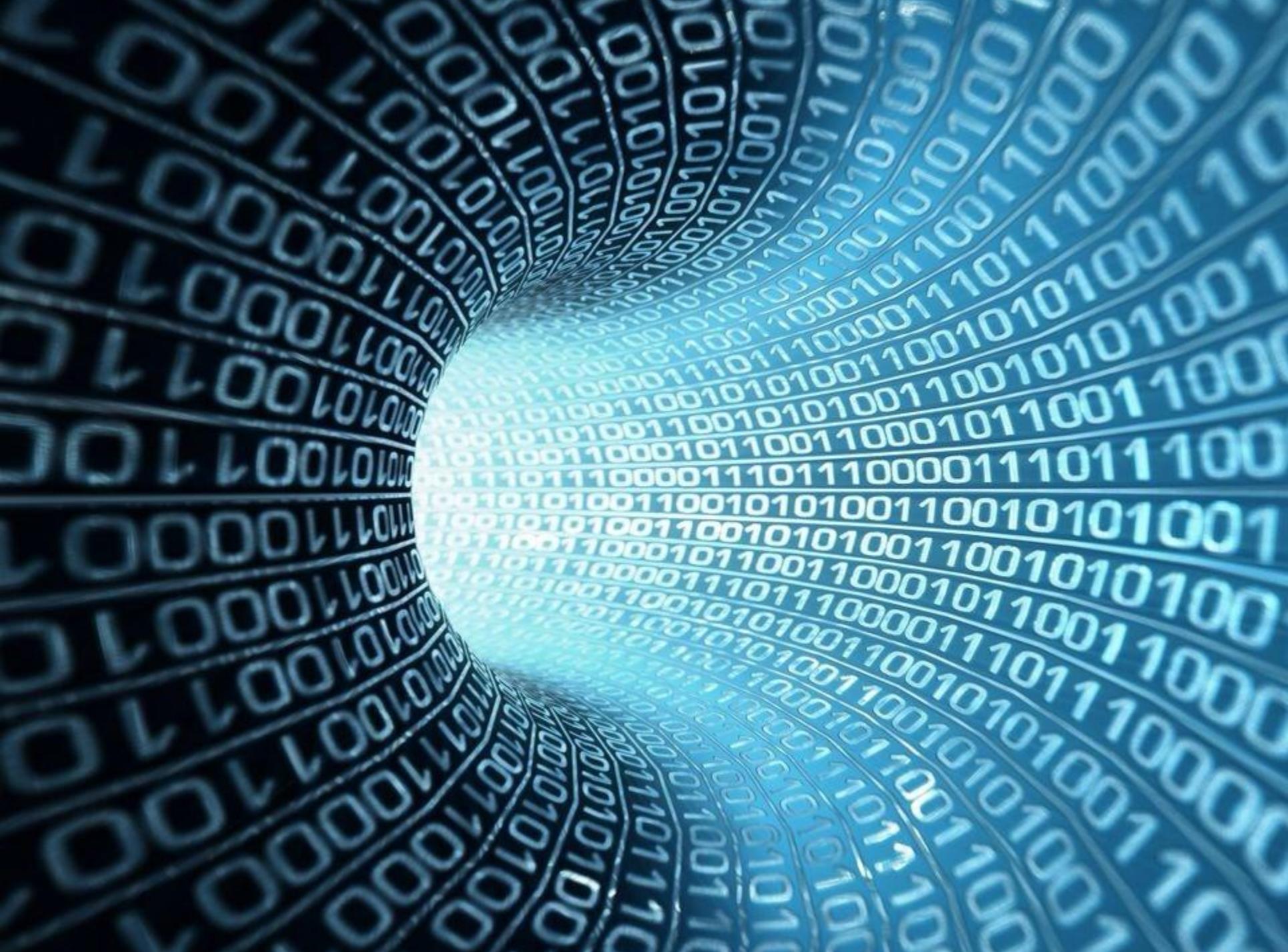




Satisfaction is not enough













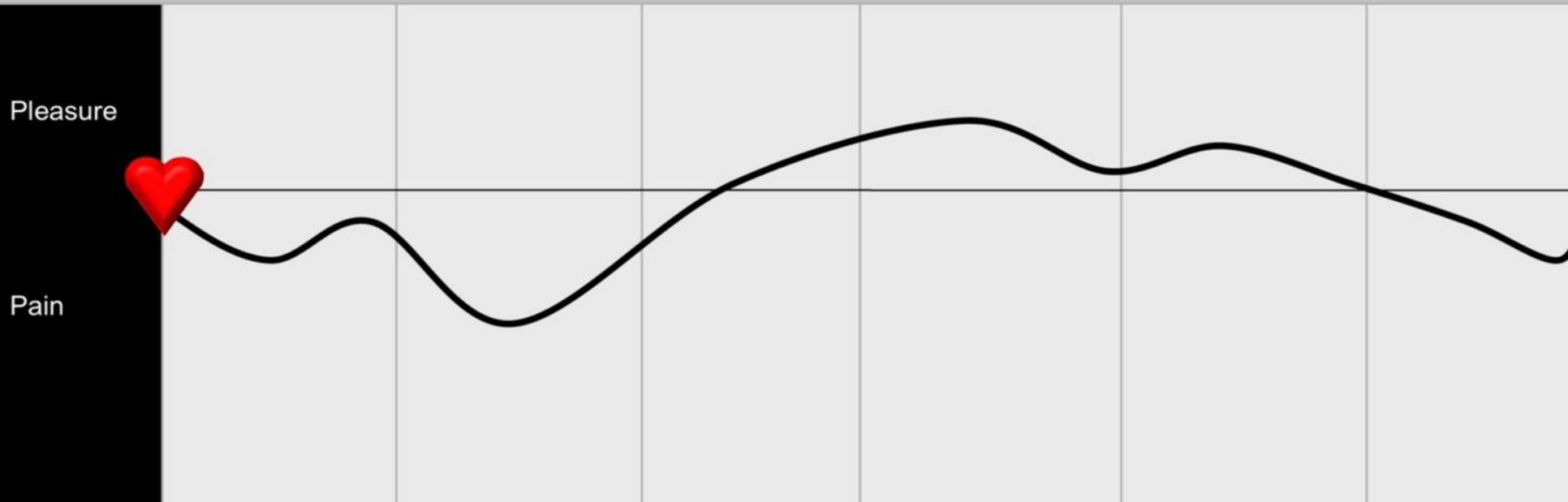
How do you build an experience that people remember?

1. Create your hallmark
moments

THE CUSTOMER JOURNEY

Customer Touchline	Getting to the airport	Check-In	Comfort until Flight	In-Flight Comfort	Arrival	Getting to Destination
Customer Experience Issues	<ul style="list-style-type: none"> Stressful Complicated Parking Lugging 	<ul style="list-style-type: none"> Long, frustrating lines Security hassles 	<ul style="list-style-type: none"> Want/need to work Want/need to relax 	<ul style="list-style-type: none"> Planes are uncomfortable by nature Long-time spent in a seat Boredom 	<ul style="list-style-type: none"> Unkempt Un-showered Clothes a mess 	<ul style="list-style-type: none"> Traffic Unfamiliar place

CUSTOMER EXPERIENCE



Virgin

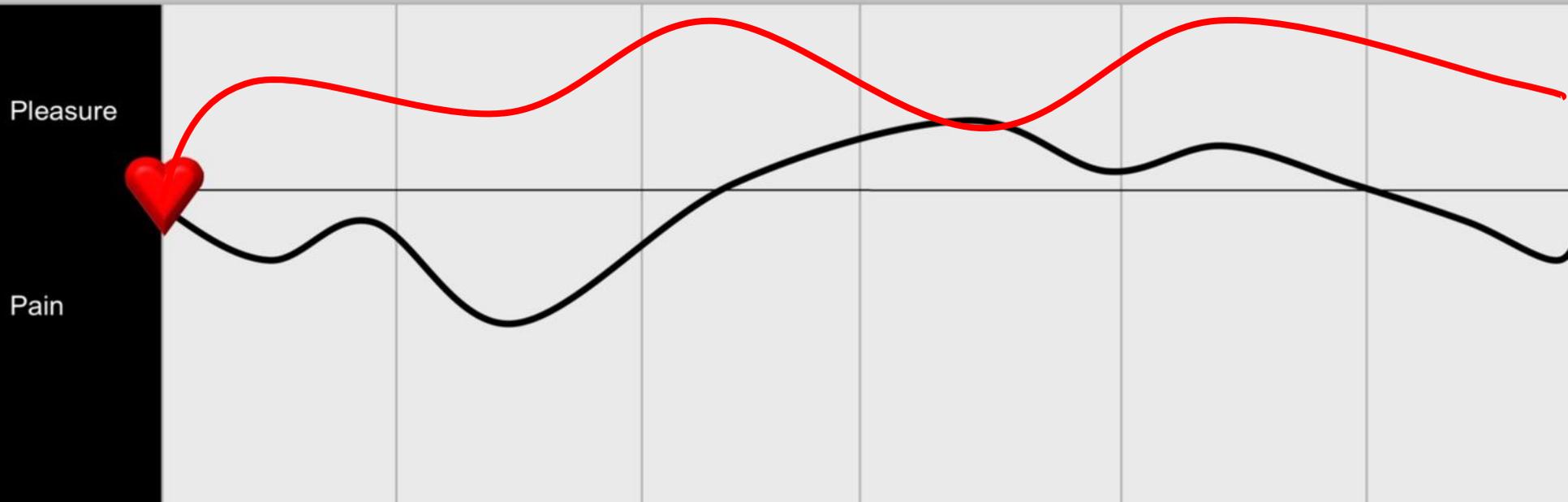


VALUES: Fun, entertainment, irreverence, innovation

THE VIRGIN CUSTOMER JOURNEY

Customer Touchline	Getting to the airport	Check-In	Comfort until Flight	In-Flight Comfort	Arrival	Getting to Destination
Customer Experience Issues	<ul style="list-style-type: none"> Stressful Complicated Parking Lugging 	<ul style="list-style-type: none"> Long, frustrating lines Security hassles 	<ul style="list-style-type: none"> Want/need to work Want/need to relax 	<ul style="list-style-type: none"> Planes are uncomfortable by nature Long-time spent in a seat Boredom 	<ul style="list-style-type: none"> Unkempt Un-showered Clothes a mess 	<ul style="list-style-type: none"> Traffic Unfamiliar place

CUSTOMER EXPERIENCE

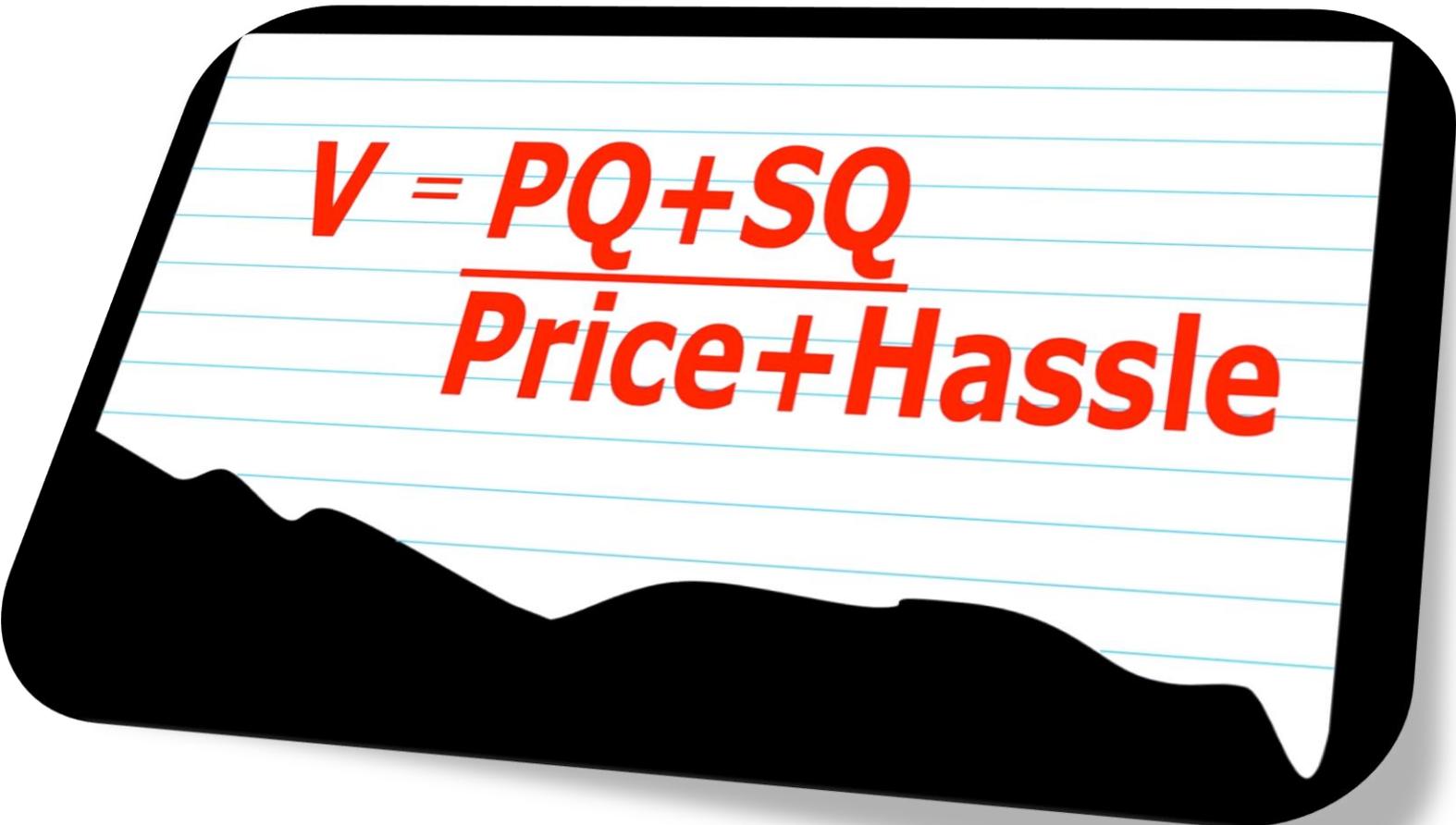






2. Focus on the important things




$$V = PQ + SQ$$

Price + Hassle

3. Empower your people



M METRO
BANK

Dreams
Established & Special

pets

M METRO
BANK

open 7 days

open 7 days



LIVERPOOL VICTORIA

4. Be authentic



tripadvisor®

5. Bring the story alive



LUSH PRESENTS

The Kitchen

Making small batches of exclusive products every day

TODAY'S MENU



INGREDIENT

Rosewood Oil

Antiseptic and uplifting

[Read more](#)

SHOPS

Find your nearest
Lush shop or Spa

Does this really make a difference?



The background narrative

*“Budget sector will grow, luxury and upscale will do well
The middle market is getting killed”*

PwC UK Hotels forecast for 2010 & 2011



Hotels with personality



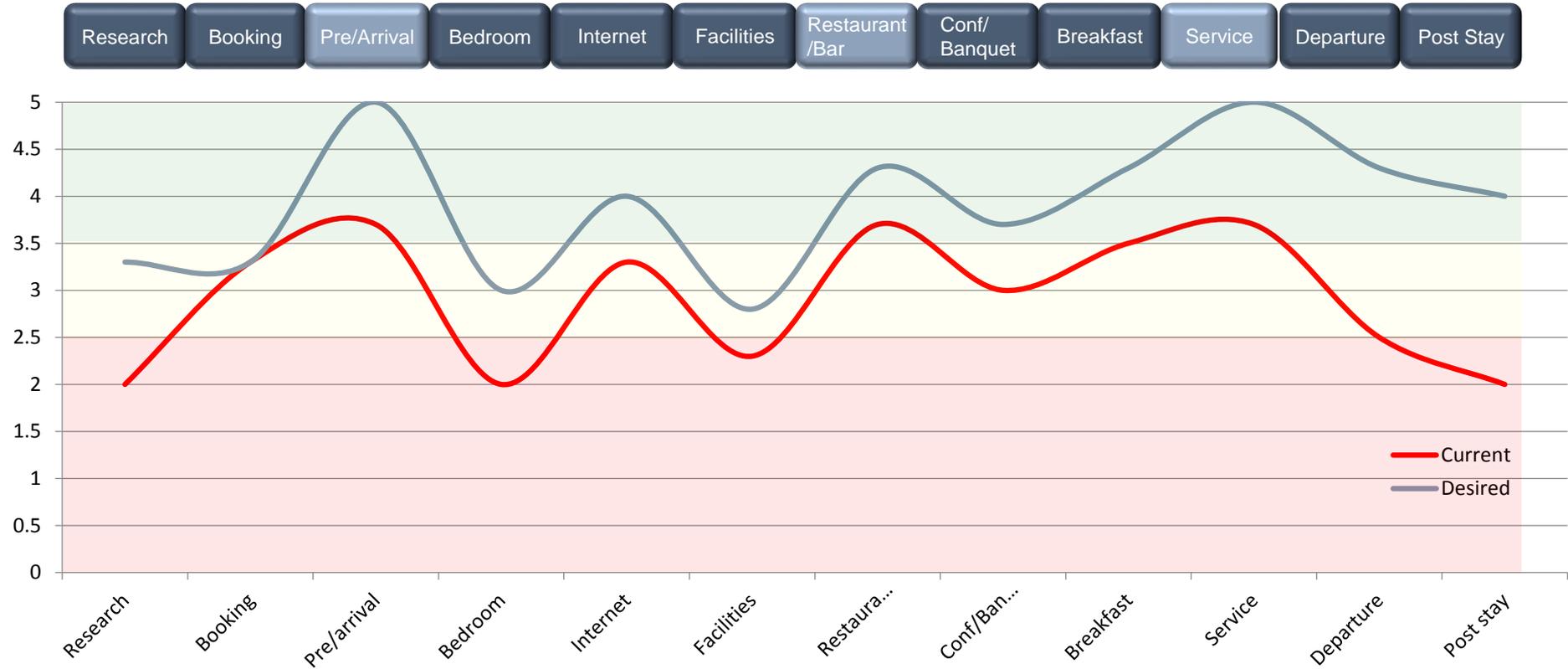
A good story needs a bad guy



Focus on
those that
love you



Create the hallmark moments



The Best Western Personality



MODULE 1

- Vision of the Best Western brand
- The value it brings
- Expectations guests have of a Best Western experience

Our hotel's personality



MODULE 2

- What makes us a Hotel with Personality?
- How we bring our personality to life through the key touchpoints of a guest journey and hallmark opportunities

Our People Personality



MODULE 3

- Our people personality and how we make the difference
- Welcome | Engage | Remember

Making guests part of the story



MODULE 4

- Telling our hotel story
- Creating intrigue
- Inviting them in (up-sell)

Problem management



MODULE 5

- Get upstream
- Stop it in the tracks
- Show empathy
- End it well

Making memories



MODULE 6

- Surprise and delight
- Magic moments
- Sincerity not novelty

Reward & Recognition







over

10%

Growth
each year
since launch

7.4%

Increase in
guests
recommending
Best Western



38%

Increase in
hotel
satisfaction

91%

Increase in
brand index

Then.....at the beginning of 2014

Best Western became...



YouGov Brand Index

