

2018 Customer Experience Excellence for Australia



2018 Global Study Scope



14

Countries



54,231*

Consumers



c. 1,400

Cross-sector brands



593,355

Individual evaluations

*includes 2,502 Australian consumers

Customer Experience Themes

CX leaders exemplify alignment around what good will look like for their customers and deliver on that vision across the front, middle and back of house.



Excellence

- Commitment to excellence
- Organised around the customer



Execution

- Attention to detail
- Constant monitoring



Engagement

- Alignment of employee experience (EX) and customer experience (CX)
- Motivation and passion



Economics

- Attention to detail
- CX links to value
- Experience optimisation

Key Metrics: The Six Pillars of Customer Experience Excellence (CEE)



Personalisation

Using individualised attention to drive an emotional connection.



Time and Effort

Minimising customer effort and creating frictionless processes.



Resolution

Turning a disappointing experience into a great one.



Integrity

Being trustworthy and engendering trust.



Expectations

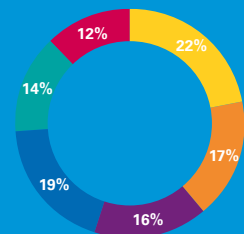
Managing, meeting and exceeding the customer expectations.



Empathy

Achieving an understanding of the customer's circumstances to drive deep rapport.

Pillar Impact of Customer Experience Excellence



Personalisation Time and Effort
Expectations Integrity
Resolution Empathy

Australian consumers rate Personalisation as the key driver for Customer Experience Excellence

Insights From Australia's Top Rated CX Brands

#1 - Singapore Airlines

Highest ranked CX brand in Australia and market leader in Integrity and Empathy

"As I was dozing off, a stewardess gently put a very comfy blanket over me. I don't know why but that really impressed me – they are the best surely – everything was just perfect."

CEE Australia Respondent

#3 - Bendigo Bank

Best ranked Australian brand and market leader in Resolution, and Time and Effort

"They contacted me with information about changing my account to one with a better return for me."

CEE Australia Respondent

Australian Top 10 CX Brands

Individual CEE score out of 10

- 1  Singapore Airlines (7.94)
- 2  Emirates (7.91)
- 3  Bendigo Bank (7.90)
- 4  Paypal (7.83)
- 5  Bunnings (7.56)
- 6  The Body Shop (7.56)
- 7  Dan Murphy's (7.56)
- 8  Grill'd (7.53)
- 9  ING (7.52)
- 10  Millers (7.50)

Australian Leading Sectors

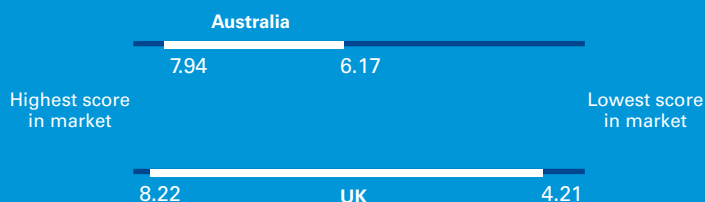
Sector average CEE score out of 10

- 1  Grocery Retail (7.26)
- 2  Non-Grocery Retail (7.25)
- 3  Travel, Hotels and Airlines (7.23)

CX in Australia is perceived as flat

Australian consumers are 'flat' on their experiences, with little noted differentiation compared to other markets

Distribution of CEE scores in market



Key Takeaways

-  International companies are providing leading customer experiences
-  Personalisation is the most appreciated CX attribute
-  Trust is becoming more important
-  Australian consumers perceive most experiences as lacking differentiation
-  Current environment offers a great opportunity for sustainable growth



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