



# Guide to Winning on Customer Experience

How to modernize your customer experience program and connect your frontline to the bottom line

# Shine<sup>SM</sup>



## CHRIS FISHER

Founder & CEO, *Shine*  
Home Services Industry

Meet Chris. He runs a home services franchise with 40 locations and plans to add 5 new locations this year. He needs to spend most of his time helping his franchisees grow their business. He knows that they compete on customer experience and that their ability to make every customer experience awesome is what will drive their continued success.

To help all of the locations grow, Chris needs to get a better handle on what each location is doing well, where they need to improve, and how to help his franchisees coach and manage their frontline teams through recognition and refinement.

Like most of his competitors, Chris has been trying to help his franchises measure and understand their customer experience. They have anecdotal feedback from customer surveys and insight from online reviews. However, most of that feedback is backwards-looking. By the time they have it, it's too late for their teams to address it. And that doesn't help them learn to improve their customer experiences going forward.

It's clear to Chris that what separates a customer experience that's average from one that's awesome is the frontline staff. Chris and his franchisees know what it takes to deliver on their brand promise, but their location managers can't be at every job site to make sure that is happening. They don't have data on how each location and employee are doing—or a way to provide their frontline workers with personalized feedback on where they shine and what they can improve.

In a perfect world, Chris would have customer feedback on each location and each employee. The location managers would have time for a 2-minute coaching conversation with every employee every day, guiding them on what to focus on and letting them know what they're doing well.

Chris doesn't just need a way to measure every customer experience but a way to get that feedback into the hands of the franchise owners and equip them with the information on how their frontline teams are doing and how to coach them to make every customer experience awesome.

The good news? Chris doesn't have to settle for a customer experience system that can't give him or his franchisees the real information they need. He's found AskNicely. More on Chris and AskNicely later.

In this guide, you'll learn how a modern customer experience platform can help you measure every customer experience, motivate your frontline teams, and win more repeat business and referrals. You'll discover:

- **Why the old way of measuring and managing customer experience is flawed**
- **The six key benefits your customer experience platform should deliver**
- **How to make the switch, so you can be up and running in just one day**

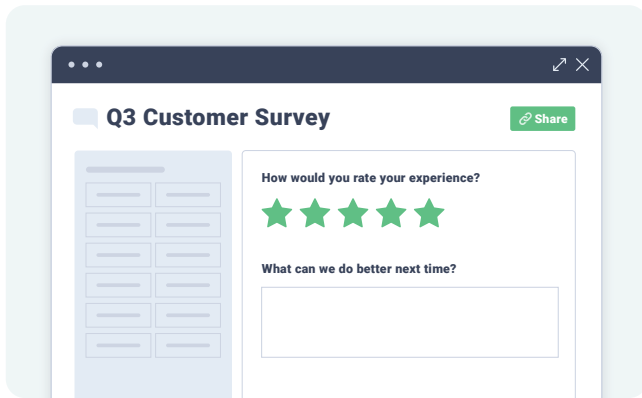
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**72%**

**of customers will share a positive experience with 6 or more people.**

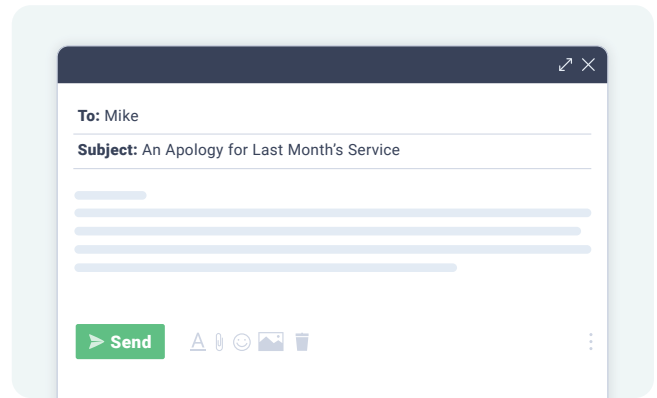
# Why the old way of looking at customer experience management is flawed

Most customer experience systems are designed to collect feedback at a specific point in time. They don't measure interactions when they happen, so you're left with limited data about what happened months ago. Plus, they don't allow you to share data with your frontline employees—the ones who can make a difference. That leaves you wondering why some locations are growing and others are failing.

Let's look at a typical customer experience management process:



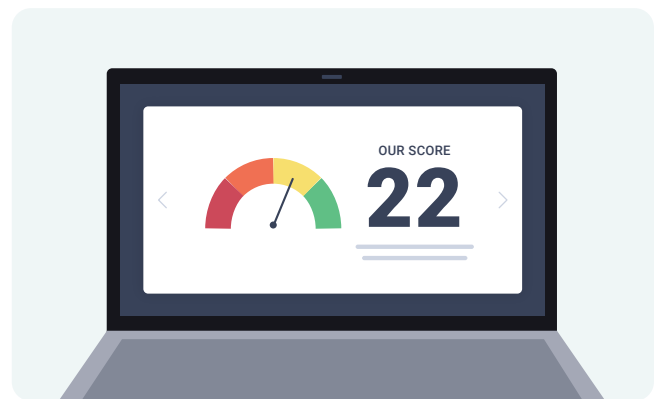
**1** Customer surveys go out every 90 days instead of right after an interaction -- too late to follow up on feedback.



**2** Someone in the corporate office follows up on negative feedback, which never makes it to the frontline employees who can actually make a difference.



**3** Data gets collected and crunched. Reports get prepared. And frontline employees still don't have the coaching they need.



**4** An NPS number is shared with the company but there's no action plan.

## THE OLD WAY

What's wrong with this workflow? First off, the tools are designed for people who sit behind desks all day. They're collecting feedback, responding to it, crunching it and publishing it in a silo—far from the frontline teams who can truly make a difference.

To move the needle, you've got to get the information out of the home office and into the hands of the managers and frontline workers who can use it to make a difference.

Second, the focus is all on the rear-view mirror. You may be spending your time on the 15% of customers who responded to your survey—working on repairing that last visit that went poorly and promoting the one that went well. That means you're missing out on the countless interactions happening right now.

Your frontline teams are continuing to engage with customers and still don't have insight into their performance with each customer. So, how can they improve?

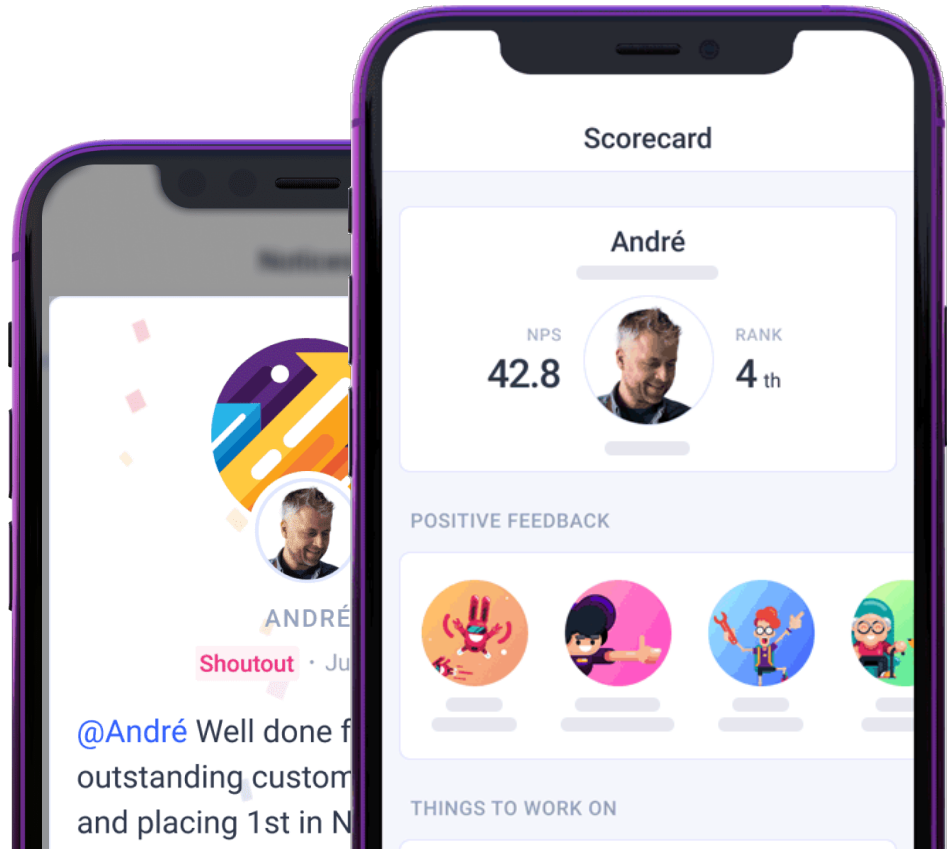
Lastly, you're left with an NPS number on a presentation slide that doesn't compel anyone to take action.

## Sound familiar? There is a better way.

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### 80%

of companies think they deliver superior customer service, but only 8% of customers think they're getting great service.



# Connect your frontline to your bottom line

## How your customer experience management platform should perform

If your real business goal is to create consistently awesome customer experiences, retain customers, win new customers and grow revenue, you need a system designed to deliver on those outcomes.

You need the insights to understand what separates your top performing locations from the rest and the tools to coach and motivate your employees to deliver on your brand promise. All tied to real customer feedback.

**Your customer experience platform should deliver these six key benefits.**

### THE OLD WAY

### THE BETTER WAY

1

#### **Collect feedback at the right time for the highest impact.**

Measure every customer experience. Automatically and easily collect feedback at the right time for a higher response rate.

Every touch point impacts the customer experience—even the surveys your customers receive from you. When they're pre-programmed instead of sent out following each interaction, they tend to have low response rates. You end up putting in the effort for a poor return.

Your customers will respond better when you start conversations—not interrogations. Customize email, SMS or web surveys, and send them when interactions are fresh in your customers' minds. When you collect feedback at the right time, you'll get industry-leading response rates.

2

#### **Share feedback where your teams can see it—and respond to it.**

The fresher the feedback, the more likely it'll inspire behavior change.

All too often, businesses have someone in the home office only review their customer data quarterly to look for trends. Then they share it in a presentation deck and it's filed away. NPS scores become vanity metrics instead of business drivers in the hands of those who can make a difference.

Instead of sitting idle on customer feedback until it's too stale to act on, publish it as it comes in to the right screen for each role—directly to a mobile app, TV dashboard, PowerPoint, or your CRM.

3

#### **Close the loop on every piece of feedback you get.**

Take action. Make sure your customers get timely responses to their feedback. Acknowledge the promoters, and drive reviews and referrals. Make things right for the detractors.

Typically, there's one person or one team charged with responding to feedback, fixing problems that already happened. And they usually sit behind a desk in the home office.

The ones who should be responding and learning from the feedback are your frontline employees who are providing the experiences.

When you empower your frontline to follow up with their customers immediately, you'll build a more loyal following.

Deliver specific customer feedback directly to the frontline employee who provided the service, so they can take immediate and relevant action. It's a forward-looking approach designed to make future customer experiences even better.

## THE OLD WAY

## THE BETTER WAY

4

### **Tie feedback data to what's driving great results at your best locations.**

Identify your top-performing locations and what they're doing differently to make your customers happy. When you use the insight to coach the rest of your locations, you'll drive revenue.

When you've got someone responsible for rolling up a generic laundry list of action items for all your locations, your employees don't know what they can work on individually.

If your to-do list isn't location-specific and doesn't tie back to data, it's tough to get at what's actually driving performance.

Telling your teams to try harder isn't the answer.

Share the data with frontline managers at each location so they can see what they're doing well and where they need to improve. Connect all the dots from daily employee habits through to business results.

5

### **Guide frontline teams on what to focus on every day.**

Employees who know exactly where they're succeeding and where they need to improve are empowered to make every customer experience better.

One-off training that's not specific to each location or employee tends to go in one ear and out the other. The same is true for scheduled employee reviews that focus on what's already happened.

Without timely and contextual guidance, your teams don't know what actions to take to improve.

Give every employee a personal coach. Launch automated playbooks that ensure each frontline employee is focused on the right issue, every day.

Show frontline workers their own customer experience score, ranking, shoutouts and areas to improve. All on their phone.

6

### **Make sure frontline employees feel valued and appreciated.**

Engaged employees are happier, more productive and provide better service to customers.

Focusing too much on what employees are doing wrong is demoralizing.

If your teams don't know how to succeed, they're less likely to be engaged. And that leads to high turnover, recruiting costs and poor customer experiences.

Instead of dwelling on employees doing things wrong, you should be reinforcing positive results if you want real change.

Coaching that sticks is about regular incremental improvement and positive reinforcement.

Make sharing recognition, ideas and development a regular feature of every day, with simple tools and clever automation.

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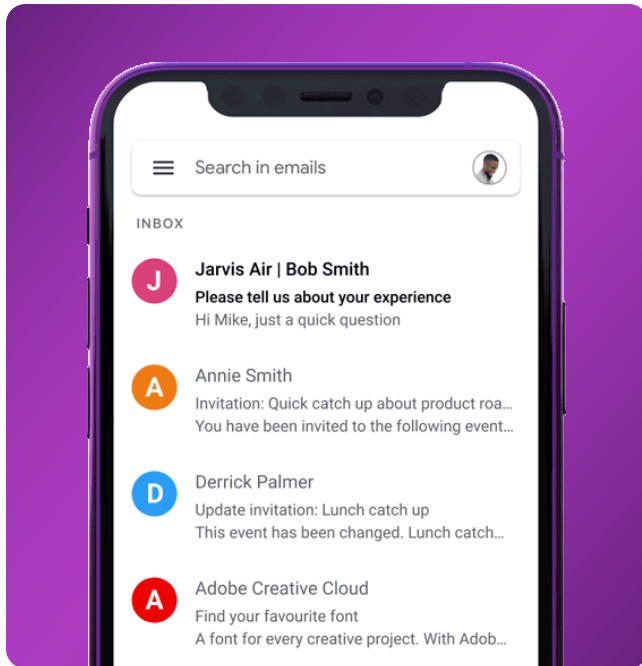
# 65%

of U.S. consumers say a positive experience with a brand is more influential than great advertising.

# The customer experience platform for the mobile workforce

With a modern system like AskNicely, you can have real intelligence based on actual customer feedback, to coach, motivate, and empower your frontline workers to make every customer experience awesome. All from an app that fits in their pockets. And it only takes a couple minutes every day.

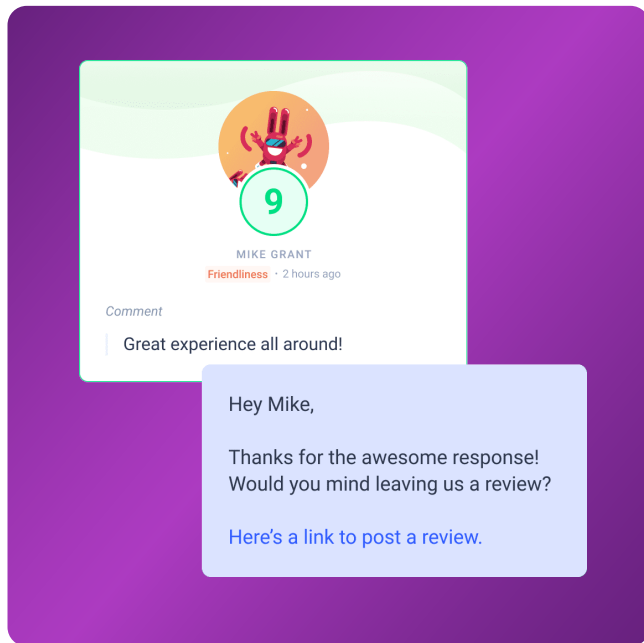
**Here's how you can make every customer experience awesome with AskNicely.**



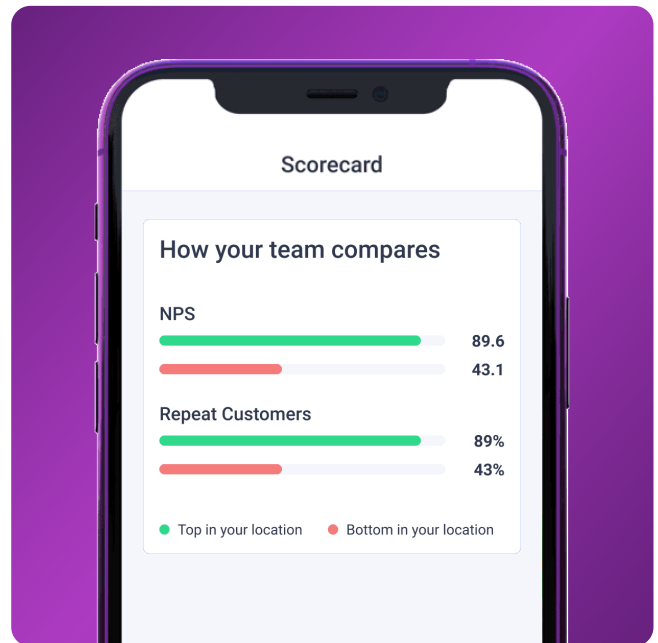
**1** Automatically collect feedback at the right time.



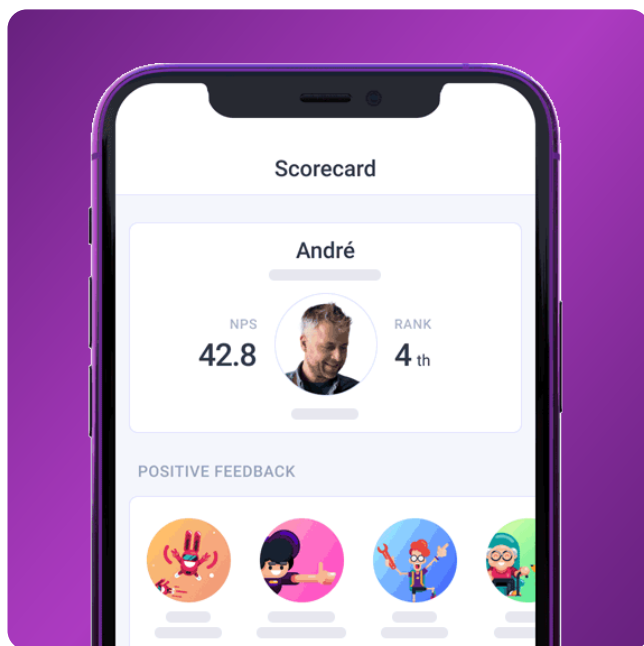
**2** Publish feedback while it's fresh to the right screen for each role.



**3** Ensure customers get speedy responses to their feedback.



**4** Get real intelligence on the impact of customer experience on key growth metrics.

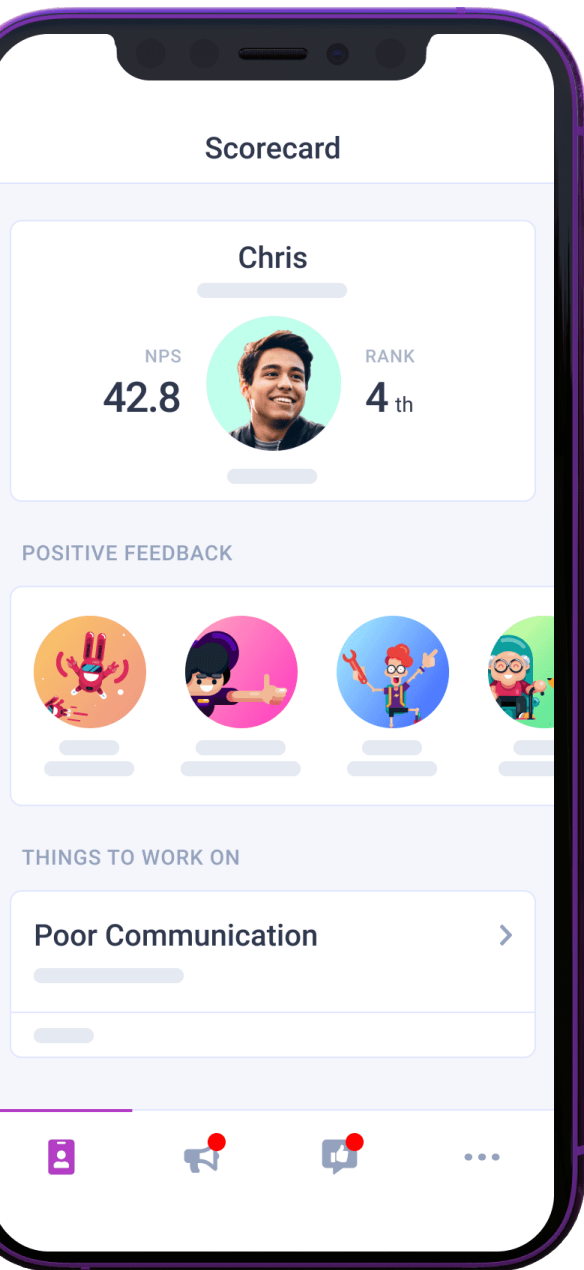


**5** Give each employee a personal coach.



**6** Make frontline feedback, recognition, ideas, and development a regular feature of every day.

# Start leading from the frontline, right away



There's a difference between managing customer experience and managing awesome customer experiences. The key is to empower your frontline with the tools to take ownership. And it shouldn't be that hard.

Your frontline teams don't need a complicated system—and neither do you. AskNicely is easy to implement. You can be up and running in a day, getting feedback from customers and personal scorecards to employees within hours. You can see how your locations are performing and use insights from your best locations to coach the rest. You can pull the data through all your other systems, so you have a seamless way to connect with your customers



**Increasing customer retention rates by just 5% increases profits by**

**25-95%**

And when it comes to scaling your business, you can keep every employee engaged and deliver consistent service across all locations. It worked for Chris and took him less than 3 minutes out of each day.

With AskNicely Chris is now able to:

- **Measure every customer experience and share it where his teams can see it.**
- **Motivate his frontline teams using customer feedback to recognize, coach and engage his teams.**
- **Identify what his best performers do and use that data to lift the performance of the rest of his teams.**

Ready to make every customer experience awesome? Let us set you up with a free trial.

Visit [asknicely.com](https://asknicely.com) to get started today.