



COVID-19 WEBINAR



Victor Iancu, PhD

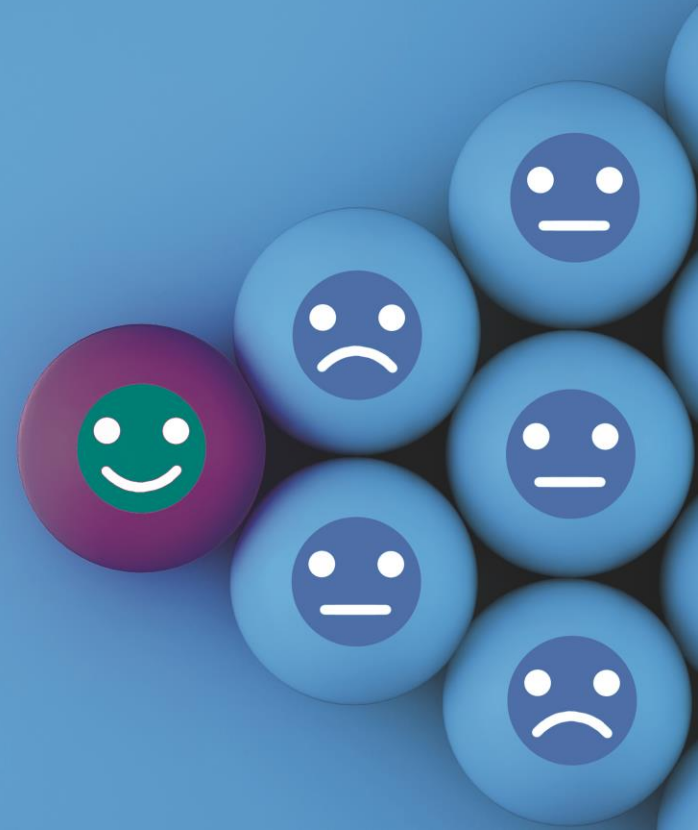
Director,
Customer Advisory Lead
KPMG in Romania



Julian Lukaszewicz

Manager,
Strategy & Experience Design
KPMG in Romania

Customer Experience: Vital strategies in times of uncertainty



Who we are and what we do

Firstly, we would like to introduce ourselves:

- **Victor Iancu**, Director,
Customer Advisory Lead
- **Julian Lukaszewicz**, Manager,
Strategy and Experience Design

Simply put, we help companies become human-centric, by designing memorable customer experiences and consistent employee experience



The Customer Experience Academy

Detailed CX training tailored to specific audiences (e.g. Board, Management, operational staff)



Customer Experience Strategy

Corporate strategy analysis and reshuffle built around customer centricity principles and insights



Customer Insight

Employing data analytics tools and methodologies to surface valuable information and drive customer segmentation and behavior mapping



Customer Experience Design

We use our design language (The Six Pillars) for designing both the customer and the employee experience



The Connected Enterprise

Customer Centric corporate transformation, bringing together the front, middle and back-office into a comprehensive, relevant and disruption proof Target Operating Model

Webinar Structure

1. How people and society are changing during this pandemic
2. How businesses need to adapt their CX strategy due to the pandemic
3. Closing Thoughts and Conclusion
4. Q&A

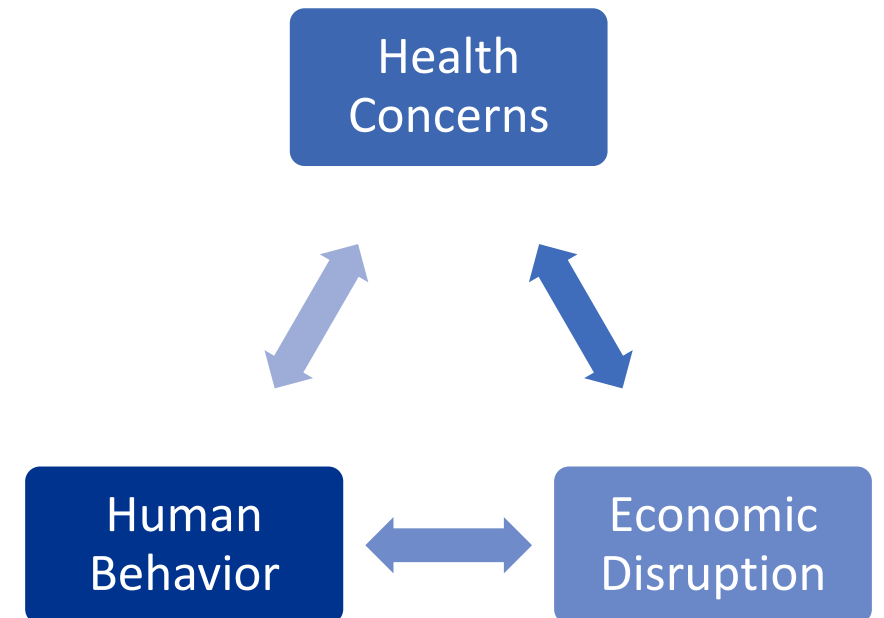


People's behavior is being changed by the pandemic

The COVID-19 pandemic **is changing people's behavior**, and this is likely never to return to its previous state.

With an dramatic shift to **digital interaction**, people are turning to services which are available online, **accelerating economic disruption** to many business, because they want remote access, in a safe manner.

At the same time, due to health concerns, people want **to limit physical interactions**, or the latter are outright forbidden.



Triggers behind the behavioral change

Demand for home delivery

Disturbed work/life balance

Prohibitive Travel Restrictions

Unstable Financial Security

Global increase in unemployment

Need for Social Distancing



Image Source: Freepik.com

Rise of Remote Working



Your customer yesterday is not the same as today



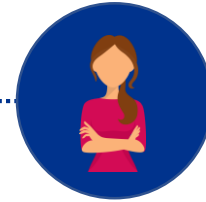
Before the pandemic

Employment Status:
Full-Time employment

Financial Security:
Stable with 2-months' savings

Dominant Feeling:
Happiness and Confidence

Lifestyle: **Active Social Life with friends and Frequent Traveler**



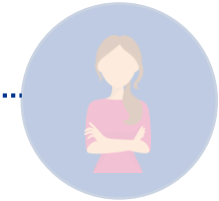
During the pandemic

Employment Status:
Furloughed

Financial Security:
Dipping into savings

Dominant Feeling:
Fear of the uncertain future

Lifestyle: **Staying at home with family**



After the pandemic





Employment Status: ?

Financial Security: ?

Dominant Feeling: ?

Lifestyle: ?

People's personal values are changing as well

-  **1** Safety/Security (*physical and psychological*)
-  **2** Increased care for Family/Loved ones
-  **3** Honest communication (*There's a lot of "noise" in the media these days*)
-  **4** Distrust of consumerism (*Do I need all this stuff?*)



Faced with changing customer behavior, companies need to adapt their CX approach

1

Customer experience (CX) matters even more in a recession. It is a major factor in determining how well your organization can weather the downturn.

2

This situation is unique; as a company, you need to recognize that and give your customers the flexibility and empathy that they are expecting from you.

3

Use this opportunity to adapt, digitize, create new value, get to know your customer and build long-lasting relationships.



The 6 Pillars of Customer Experience can guide you to adapt in these extraordinary times

Ten years of research done by the KPMG **Customer Experience Centre of Excellence** shows that every outstanding customer relationship has a **universal set of qualities**.

The Six Pillars have been validated across sectors and customer types. Businesses that understand and deliver against **The Six Pillars** have proven to deliver enhanced outcomes, grow more quickly and **deliver greater shareholder value**.



Integrity
Being trustworthy and engendering trust



Resolution
Turning a poor experience in a great one



Expectations
Managing, meeting and exceeding customer expectations



Time and Effort
Minimising customer effort and creating frictionless processes



Personalisation
Using individualised attention to drive an emotional connection



Empathy
Achieving an understanding of the circumstances to drive deep rapport

1st Pillar: Integrity



Integrity comes from consistent organizational behavior that **demonstrates trustworthiness**.

There are trust-building events where organizations have the need to **publicly react to a difficult situation**, and trust building moments where individual actions by staff add up to create trust in the organization as a whole.

For all customers, it is the degree to which the organization **delivers on its promises** that is consistently top of mind.



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Focus on trust over short term profit



Put Safety First – Put safety and security of your customers and employees before profits and communicate clearly the steps you take to ensure it. Taking care of people should be a crucial focus at this time.



Build Trust - invest in long-term customer relationships by building trust with your customers, not focusing on short-term sales quotas. All of us now seek reassurance and trustworthiness from the organizations we interact with.



Maintain your M.O. – Don't take advantage of this already bad situation at the expense of your customers. Show that you will honor your commitments and protect the vulnerable in society. Don't add insult to injury.

This pandemic is profoundly a trust-building event in which organizations have to react publicly to this difficult situation.

Things to think about



Have you focused on “trust building moments” since the start of this outbreak?



Have you treated your employees in-line with your corporate values, mission and culture?



How have you proven to you customers that your corporate values are important to you during the pandemic?



2nd Pillar: Resolution



Resolution stipulates that **customer recovery is highly important**. Even with the best processes and procedures, things will go wrong.

However, great companies have ways that not only put the customer back in the position they should have been in as rapidly as possible, but also makes the **customer feel really good about the experience**.

A sincere apology and **acting with urgency** are two crucial elements of successful resolution.



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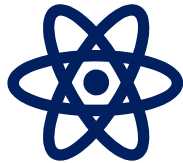




Innovate solutions to new customer problems



Solve problems even faster - In these stressful times, people can't afford to wait for your response. Act with urgency when dealing with customers' issues.



Focus on Innovation - Your customers have emerging needs and are experiencing different pain points right now due to this situation. Seize this opportunity to develop new products/services to fuel your growth.



Adapt your Teams - Create agile teams by removing organizational red tape, so that you can respond to customer problems quickly and capture value from rapidly changing customer needs.

Companies that solve problems naturally will innovate their way out of this crisis; for others, learning to innovate will be essential for survival.



Things to Think about



What are some new problems that your customers would expect you to provide solutions to?



Is your team empowered and agile enough to solve new customer issues?



Are your processes and systems able to tackle the new kinds of problems customers are facing?



3rd Pillar: Expectations



Customers have expectations about how their needs will be met, and these are increasingly being **set by the best brands they have encountered**.

Great organizations understand, deliver and – if appropriate – **exceed expectations**. Some are able to make statements of clear intent that set expectations (“never knowingly undersold”) while others set the expectation accurately (“delivery in 48 hours”) and then **delight the customer when they exceed it**.



Don't wait, reach out to your customers



Be Honest & Transparent– Do not make promises to your customers that you can't keep, given this pandemic. Communicate clearly to your customers, explain how your organization has been affected by this situation and be honest about how it has affected your ability to serve customers.



Reach out proactively - People feel like they have lost control of their lives, because of the virus. Reassure them, by communicating often with them and providing regular updates during their purchase process.



Exceed expectations where you can – customers recognize how hard it is to deliver a service during the pandemic. They are expecting less than before, so use this opportunity to design moments of delight for them at a lower cost.

The management of expectations in an environment of potential panic and general social uncertainty is critical

Things to think about



Do your customers know whether or how your product/service is affected by this pandemic?



Have you adapted your social media strategy?



Are you still able to deliver on your pre-pandemic Value Proposition?



4th Pillar: Time & Effort



Customers are time-poor and increasingly looking for **instant gratification**. Removing unnecessary obstacles, impediments and bureaucracy to enable the customer to **achieve their objectives quickly and easily** have been shown to increase loyalty.

Many companies are discovering how to use **time as a source of competitive advantage**. Equally, there are clear cost advantages to saving time, as long as the other pillars are not compromised.



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The Customer as the new place of business



Offer Convenience - Now, more than ever, people don't want to or simply can't spend time and effort to contact you. Adapt your customer service channels, so your customers can contact you even during quarantine.



Be where the customer is - Customers might not want to, or are simply unable to interact with you via your traditional channels; offer them the choice and adapt to be available where your customers are.



Go Digital - Seize this opportunity to digitize your products and services to be able to reach your customers whenever and wherever, no matter the circumstances.

Minimizing effort for key groups is essential. New ways of customer communication and interaction are needed.



Things to think about



Can your customers reach out to you, your products/services without jeopardizing their safety?



How can you adapt your in-person channels that you can't digitize?



Do you provide consistent and effortless customer experience regardless of the channel your customer uses?

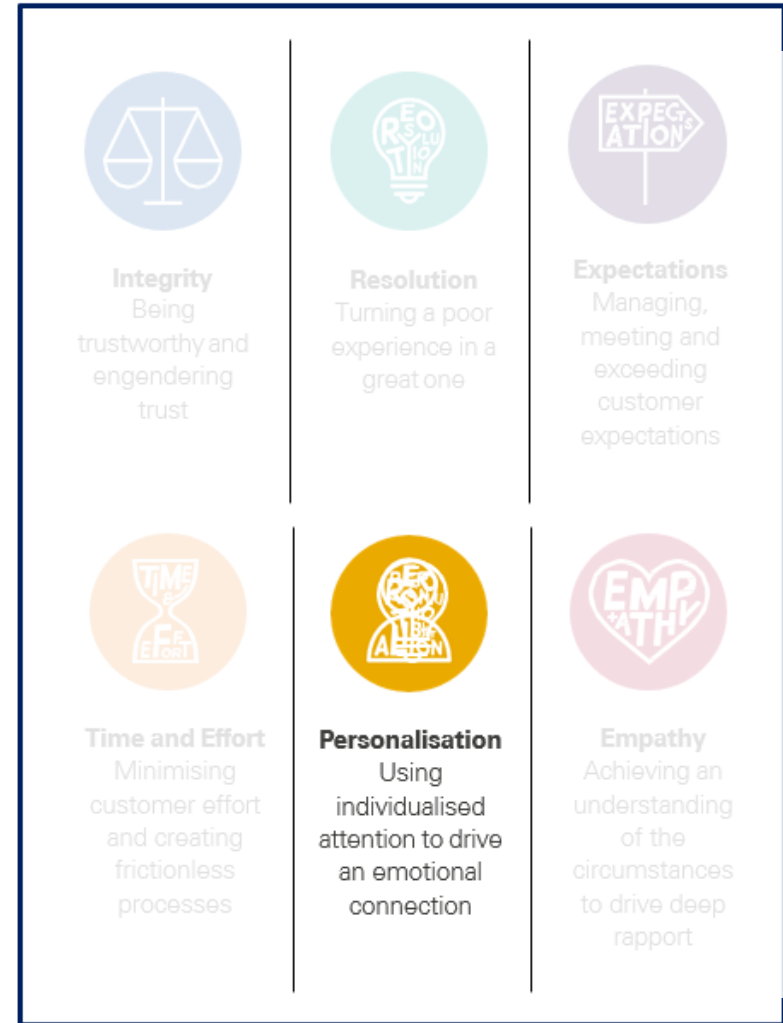


5th Pillar: Personalization



Personalization is the most valuable component of most experiences. It involves **demonstrating that you understand the customer's specific circumstances** and will adapt the experience accordingly.

Use of name, **individualized attention**, knowledge of preferences and past interactions all add up to an **experience that feels personal**.



Customers need individualized interaction more than ever



Invest in Customer Research - Now is the perfect time to invest in painting a much deeper and richer picture of your customers. By knowing how their situations have changed, you will be able to serve them better.



Act on customer feedback – In these uncertain times, double your effort to gather, analyze and act on feedback you get from your customers. Feedback in times of crisis is a high form of loyalty.



Individualize Interactions – Invest in the effort to individualize service to each customer. Now is the perfect time, because of lower demand, so you can spend more time with clients. Operationalize these interactions, so you can scale them up after the pandemic passes.

Understanding a customer's individual circumstances in these unusual and unique times is key to building a compelling customer experience.

Things to think about



How have you been adapting your ways of treating customers since the start of the outbreak?



Do you know what are the core needs/fears of your customers during this pandemic?



Do you know how your customer segments have changed since the start of the pandemic?

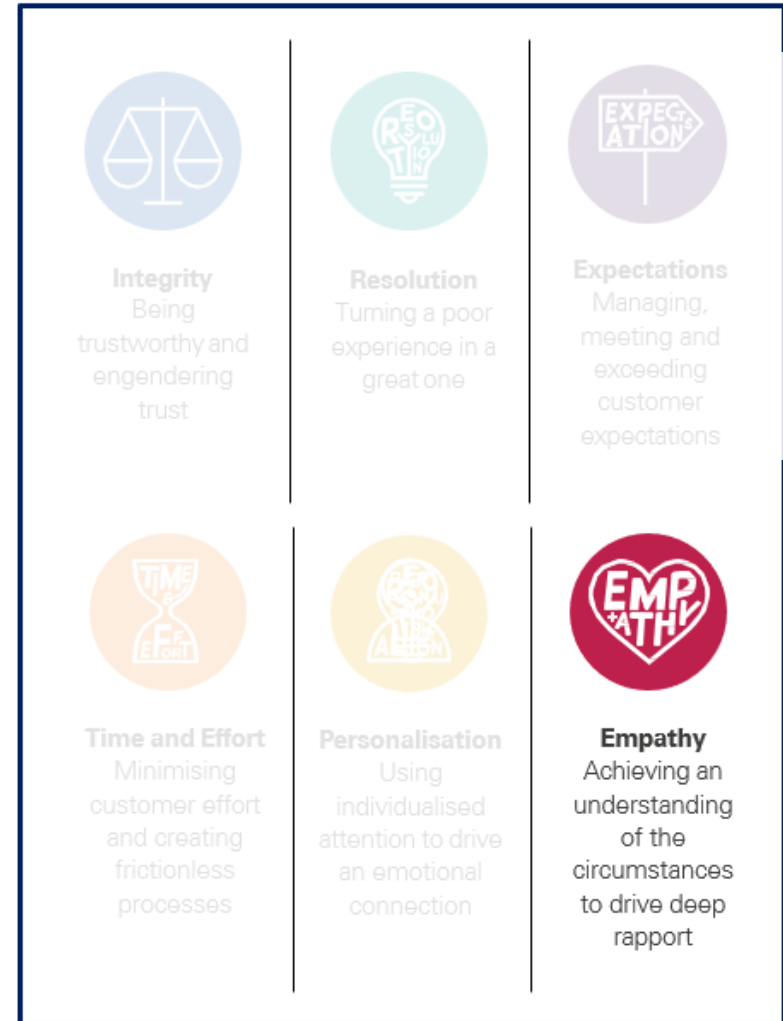


6th Pillar: Empathy



Empathy is the emotional capacity to show you **understand someone else's experience and feelings**.

Empathy-creating behaviors are central to establishing a strong relationship and involve **reflecting back to the customer** that you know how they feel, then going that one extra step because you understand how they feel.





Remember, you are a customer too



Empower Frontline Staff – Allow your frontline staff to be more flexible and allow them to adapt the company customer service policies to the individual circumstances that people find themselves in.



Listen Carefully – Don't be transactional in these stressful times, listen and offer help, even if it might be outside of your core competency. Adjust your communication style to reflect empathy and simplicity.



Listen to Employees – We are all in it together. Gather feedback and experiences from your workforce to improve your company's response and adapt your customer experience strategy.

Understand your customers, put yourself in their shoes and reflect back to customers that you are changing what you do because of that understanding.



Things to think about



Are your employees empowered to solve new customer problems?



What have your employees said are the main challenges your customers face right now?



How have you changed as a customer? What are your new expectations as a customer?



Six pillar spice mix

The 6 pillars are a tested framework for guiding your CX transformation. Make the pillars unique to your business, so that they play to your strengths as an organization **to create a differentiated customer experience** and establish CX as a competitive advantage.

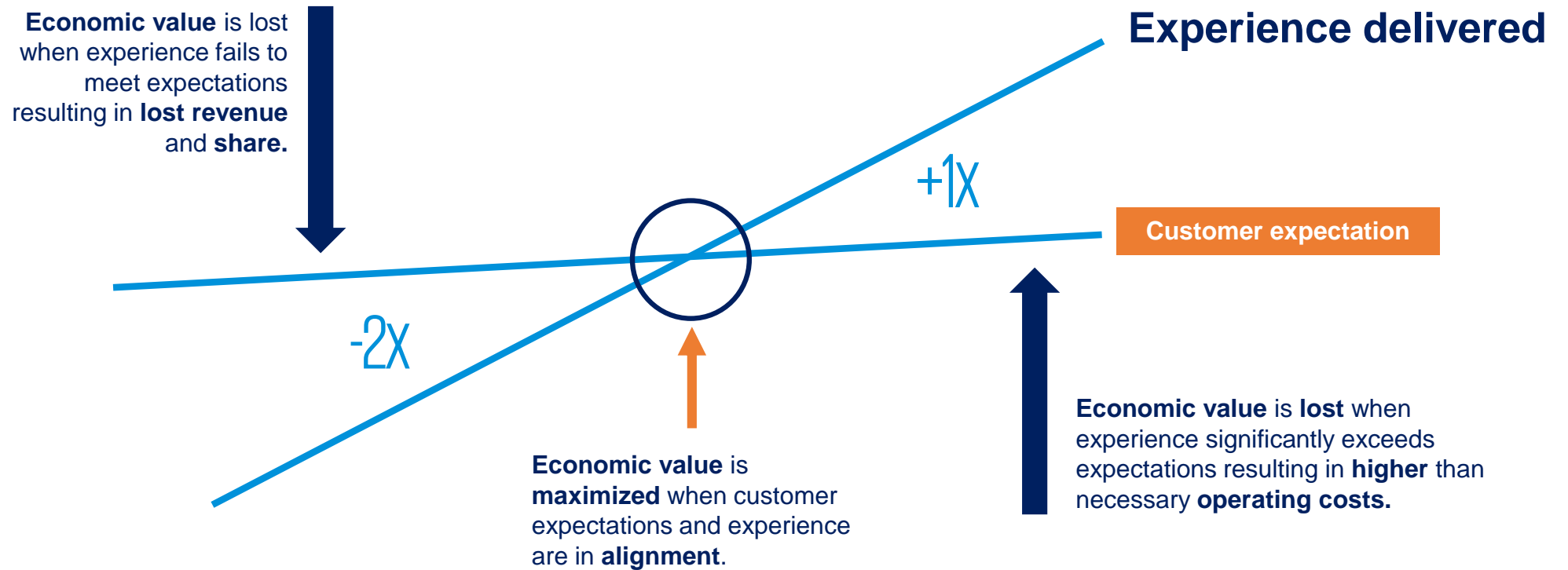
Each pillar is able to guide customer interactions. However, only **understanding all customer touchpoints** will allow you to take full advantage of creating your unique 6 pillar strategy.



Sample distribution of CX strategies per pillar



To drive profitable growth, striking the right balance between customer expectations and experience is critical



When companies over or under invest or deliver on customer expectations, profit suffers.



How can we help

We understand that this is a very difficult time for any business. However, we are determined to support you in this time of uncertainty. Keeping true to the **Integrity Pillar**, we sincerely want to help you weather his storm, because we are all in it together, so:

- If you have heard something during this webinar that you want to chat more about, **reach out to us** and we will be very happy to go into more detail and discuss anything to do with CX.
- We want to support your team while we are all staying at home, so if you or your team are unfamiliar or new to the topic of Customer Experience, we can design and deliver a **virtual training course for your company**.
- If you are already in full-swing in implementing your CX strategy and **need support** or just a second pair of eyes on your efforts, let us know and we will do what we can do help.

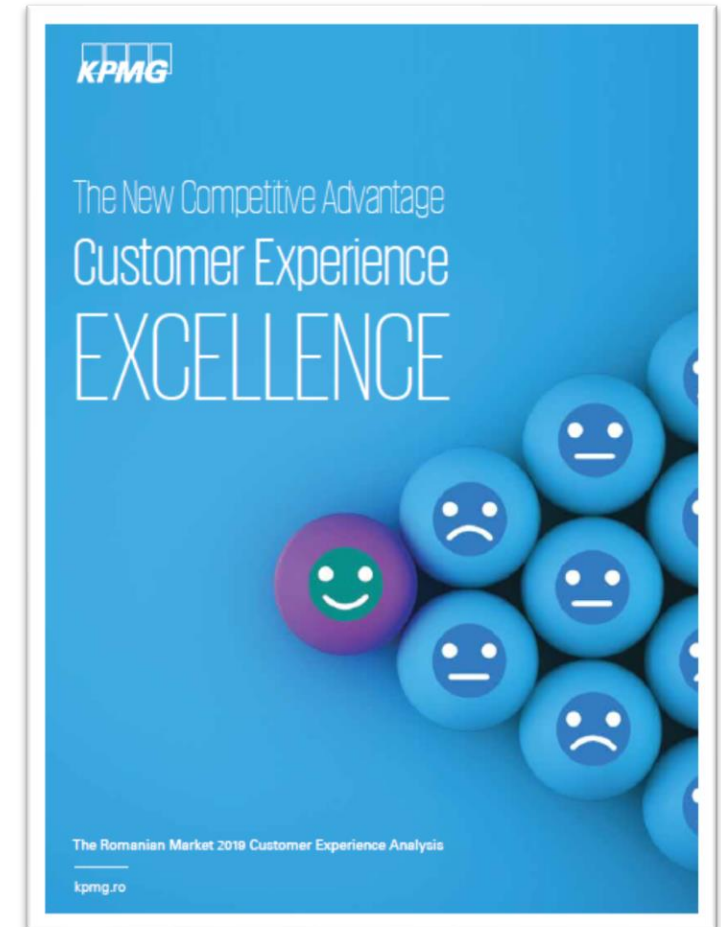


KPMG Customer Experience Excellence Report

Since 2010, the KPMG Customer Experience Excellence Centre has been **evaluating consumers' appreciation** of the experiences they have received from brands across a range of sectors in multiple countries. With over **three million consumer reviews**, these reports are among the most extensive in the world in terms of understanding customer preferences and future trends.

In 2019 we have **conducted this analysis on the Romanian market** as well, analyzing 100+ brands across several industries.

We are currently **hard at work on the 2020 edition**, which we will be releasing after the summer, so let's keep in touch and we will be happy to share the results with you.



[Click here to download the 2019 CEE report](#)

Q&A

Any **feedback or suggestions** regarding this webinar or what you would like to hear about in the next webinar, **please do not hesitate to let us know!**





Thank you and feel free to contact us



Victor Iancu, PhD

Director,
Customer Advisory Lead
KPMG in Romania
viancu@kpmg.com



Julian Lukaszewicz

Manager,
Strategy & Experience Design
KPMG in Romania
jlukaszewicz@kpmg.com

