

**END TO END**

**Slide 1**

Managing the end to end customer experience.

**Slide 2**

As an FBD manager **you** are responsible for managing the end to end customer and employee experience.

**Slide 3**

In simple terms, you need to manage both the customer and employee's journey.

That is...

- The customer's experience, from the moment they first make contact with FBD
- And the employee's experience from the moment they join.

Employee experience and behaviour will ultimately drive the customer experience and behaviour.

**Slide 4**

As a Manager in FBD, it is important that you Manage your own Team.

However... it is also important that you manage across all other Teams.

Remember, your Teams are not independent... they are **inter-dependant**.

You cannot deliver a professional, seamless end to end customer experience working in isolation.

***[Call to action]***

Working together is how you Deliver and Make it Happen.

## Slide 5

So – by embracing the concepts and techniques delivered during YOUR Management Development Programme,

- you make it happen...
- you deliver on WHAT MATTERS to your customers.

The end result being that each individual and each team becomes an FBD Promoter.

## Slide 6

So when as a TEAM we GET IT RIGHT and deliver on WHAT MATTERS to the Customer, then they too become FBD Promoters.

- Customer loyalty increases
- They recommend FBD to family and friends
- Customer satisfaction increases alongside FBD's Net Promoter Score
- In other words they become FBD Champions
- The business continues to grow
- Costs go down, complaints decrease

The FBD "Great Places To Work" score goes up as employee engagement and satisfaction increases.

When we get it right, **everyone** becomes a Promoter.

## Slide 7

And of course when as a TEAM we GET IT WRONG, all of the previously mentioned positives, flip to **negatives**.

- Costs and Complaints go up
- Customer satisfaction goes down

- And customers move from being Promoters of your business to Detractors

Well, what does this mean?

Every satisfied customer will tell on average 7 people...

While every **dissatisfied** customer will tell more than 20...

Considering the popularity of social media, these figures could **well** be a lot higher.

### **Slide 8**

We want everybody to be a promoter, awarding scores of 9 and 10.

Passive scores and detractors are simply not good enough.

### **Slide 9**

So, GETTING IT RIGHT and delivering on WHAT MATTERS means both Customers and Employees become FBD Promoters.

So guys... Make it happen.