Americas Virtual Webinar
June 4, 2014
• Today’s presentation will be recorded
• Due to the large number of attendees, all attendees have been muted

For questions, please Chat “Host, Presenter & Panelists”
To ensure that your attendance is captured, if you did not access this webinar via the internet directly using WebEx, please remain on the line after the webinar ends and we will capture your name.

IMMEDIATE GRATIFICATION IS NOT FAST ENOUGH

For questions, Chat “Host, Presenter & Panelists”
UPCOMING WEBINARS

• Executive Board Initiatives - August 27, 2014
• Opportunities for Engagement – December 3 2014
The webinar recordings will be accessible from the QuEST Forum website under Americas Webinars.
Recording will begin NOW!
The Value of Making it Easy
Approximately how many breweries are there in the United States?

- 500
- 2500
- 5000
Approximately how many items are on McDonald's menu?

- 25
- 50
- 75
- 100
- 125
- 150
- 175
- 200
Approximately how many drink combinations does Starbucks offer?

- 85
- 850
- 8,500
- 85,000
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TODAY

• Discuss why easy is so important
• Share results from a recent study
• Share a case example
• Share an effective technique for getting started
• Provide additional resources
THE VALUE OF MAKING IT EASY
EASY
WHERE IS YOUR COMPANY INVESTING TO MEET THE CHANGING NEEDS OF CUSTOMERS?

- **62%** UNDERSTANDING INDIVIDUAL CUSTOMER CHARACTERISTICS
- **58%** SIMPLIFYING PRODUCTS AND PROCESSES
#1 DRIVER OF LOYALTY IN TWO-THIRDS OF B-TO-B COMPANIES
CLOSER LOOK
<table>
<thead>
<tr>
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<th>FINDINGS</th>
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<tr>
<td>1</td>
<td>EASY EXPECTATIONS</td>
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<td>EASY NOW</td>
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<td>3</td>
<td>PINPOINT TROUBLE</td>
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<td>4</td>
<td>TWO ANSWERS</td>
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<td>5</td>
<td>THE BIG PAYOFF</td>
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See customer expectations shaped by consumer experiences

Say consumer experiences influence their B-to-B expectations
DO YOU HAVE AN EASE OF DOING BUSINESS INITIATIVE IN PLACE AT YOUR COMPANY?

☐ YES

☐ NO
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<th>Response</th>
<th>Description</th>
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OUR CUSTOMERS BELIEVE IT IS EASY TO DO BUSINESS WITH US

- STRONGLY AGREE
- AGREE
- NEITHER AGREE NOR DISAGREE
- DISAGREE
- STRONGLY DISAGREE
COMPANIES ARE FOCUSED ON EASE
COMPANIES ARE FOCUSED ON EASE

BUT IS IT WORKING?
COMPANIES SAY

- 80% of companies are focused on ease of doing business.
- 57% of companies are effective at making it easier to do business.

CUSTOMERS SAY

- Less than 40% of customers think companies are easy to do business with.
PINPOINT
TROUBLE
WHICH AREA IS MOST DIFFICULT FOR YOUR CUSTOMERS?

- PURCHASE PROCESS
- LEAD TIME/DELIVERY
- INSTALLATION/ONBOARDING
- PRODUCT/SERVICE EXPERIENCE
- CUSTOMER SERVICE/SUPPORT
## PURCHASE PROCESS

- **☐ NOT ENOUGH GUIDANCE ON WHAT TO BUY**
- **☐ PRICING IS DIFFICULT TO FIND OR TOO COMPLICATED**
- **☐ SELF-SERVICE PORTALS ARE COMPLICATED AND DIFFICULT TO NAVIGATE**
LEAD TIME/DELIVERY

☐ LEAD TIME DOESN’T MEET REQUIREMENTS

☐ DELIVERY DELAYS OR DELIVERY DOESN’T MEET THE AGREED-UPON TIME

☐ NO SELF-SERVICE ACCESS TO UPDATES
INSTALLATION/ONBOARDING

☐ SELF-SERVICE TRAINING DIFFICULT TO NAVIGATE

☐ PRODUCT/SERVICE IS TOO COMPLICATED TO FIGURE OUT

☐ NO STRUCTURED LEARNING TRANSFER
PRODUCT/SERVICE EXPERIENCE

- PRODUCT DOES NOT PERFORM AS EXPECTED
- DON’T UNDERSTAND HOW TO USE FEATURES
- COMPLEXITY IMPACTS USABILITY
CUSTOMER SERVICE/SUPPORT

- SUPPORT REQUESTS TAKE TOO LONG TO RESOLVE
- SELF-SERVICE PORTALS AREN’T ORGANIZED TO EFFECTIVELY SOLVE PROBLEMS
- CUSTOMERS DON’T KNOW WHO TO CONTACT; REPRESENTATIVES LACK KNOWLEDGE
PURCHASE PROCESS

NOT ENOUGH GUIDANCE ON WHAT TO BUY

FIXING THE TROUBLE SPOTS
FIXING THE TROUBLE SPOTS

IMPROVING CUSTOMER EXPERIENCES

PULLING IT OFF

NO SWEAT

NO WAY

WORTHLESS

PRICELESS
Intuitive self-service portal, with information easy to find and understand.

Support should be seamless and website should have a user friendly self-service portal.

Customizable product with options clearly listed in self-service area.
USER-FRIENDLY
INFORMATIVE
PERSONALIZED
INTERACTIVE
Helpful, full of information and willingness to give ideas as to how to work with them.

Easily contacted with a problem, and a quick fix or a quick response.

A knowledgeable customer service rep talks with me live, listens to my request, asks some logical questions and then directs me to the right person.
UNDERSTAND MY BUSINESS

BE PROACTIVE

PROVIDE EASY ACCESS TO HELP

TRAINED ASSOCIATES WHO LISTEN, ADJUST AND CARE
THE BIG PAYOFF
CUSTOMERS SAY

INITIAL PURCHASE

- RANK EASE OF DOING BUSINESS AS TOP PURCHASE CRITERIA: 50%
- RANK POST-SALE CUSTOMER SERVICE AS TOP PURCHASE CRITERIA: 35%

RENEWAL

- RANK EASE OF DOING BUSINESS AS TOP PURCHASE CRITERIA: 60%
- RANK POST-SALE CUSTOMER SERVICE AS TOP PURCHASE CRITERIA: 50%
STABILITY
GROWTH
COST SAVINGS
SIMPLE SUCCESS
Feedback is collected from customers, partners, and employees.
Ease of Doing Business
Cisco’s focus on improving experiences across stakeholder groups

STRATEGIC AREA OF FOCUS FOR CISCO:
Leading statistical driver of customer and partner loyalty.

Ease of Doing Business with Cisco Across Stakeholder Groups

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<tr>
<th>CUSTOMERS</th>
<th>PARTNERS</th>
<th>EMPLOYEES</th>
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<tr>
<td>• Simplify software licensing process</td>
<td>• Unified tool platform</td>
<td>• Simplifying sales transactions</td>
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<tr>
<td>• Improve experience returning defective</td>
<td>• Consistent ordering experience</td>
<td>• Ease of subscription renewals</td>
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<tr>
<td>products</td>
<td>• “One Cisco” partnership</td>
<td>• Taking steps out of RMA process</td>
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<tr>
<td>• Ease &amp; navigation of support website</td>
<td>experience</td>
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Insight Uncovered Via Listening Process:
Customers and partners had difficulty navigating Cisco’s Technical Support website. This was leading to unnecessary case creation.

Actions Taken as a Result of Insight:
Redesign of Cisco’s Technical Support website, including both look/feel and technical infrastructure. Highlight of new site included a “deep link” approach that lets users jump directly to their most frequent destinations.

Cisco’s Return on Investment:
An average of 356,000 technical support cases are avoided each month resulting in millions of dollars in savings.
WHAT TO DO

1. DIAGNOSE

2. TREAT

3. MONITOR
CUSTOMER JOURNEY MAPPING
USING JOURNEY MAPPING INFORMATION

• The foundation for your customer feedback system

• A powerful communication tool

• A living document for employees

• A strong reference for strategy and action planning

• A source for developing your brand
HOW IT WORKS
HOW IT WORKS

STRATEGIC GOALS
HOW IT WORKS

INTERNAL EXPLORATION

STRATEGIC GOALS
HOW IT WORKS

STRATEGIC GOALS

INTERNAL EXPLORATION

WORKSHOPS

EXTERNAL IN-DEPTHs
HOW IT WORKS

MAP/ RECOMMEND

EXTERNAL IN-DEPTHs

WORKSHOPS

INTERNAL EXPLORATION

STRATEGIC GOALS

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3 JOURNEY MAPPING SESSIONS

1 DAY ONSITE (3 WORKSHOPS)

1 VIDEO WORKSHOP

7 HOURS JOURNEY MAPPING

3 INTERNAL PERSPECTIVES (30 ExactTech People)

✓ EXECUTIVES
✓ STAFF
✓ SALES/PROPOSALS

PERSPECTIVE FROM 11 CUSTOMERS

11 CUSTOMER IN-DEPTHS

8¼ HOURS
ADDITIONAL RESOURCES

http://www.walkerinfo.com/questwebinar/
Q & A

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Best Practice Conferences

EMEA Regional Conference
24 - 25 June 2014
Vienna, Austria

Americas Best Practices Conference
8 – 10 September 2014
Clearwater Beach, FL
Face to Face Workgroup Meetings

Workgroups – OSWG, GBE, IGQ & NSPRC
17 - 21 November 2014
Richardson, TX
Thanks for attending!

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