



Overview - Suncorp Voice of Customer Program

Presentation for Customer Experience Symposium 2019

Prepared by David Horton Executive Manager VoC Insights



Why am I here

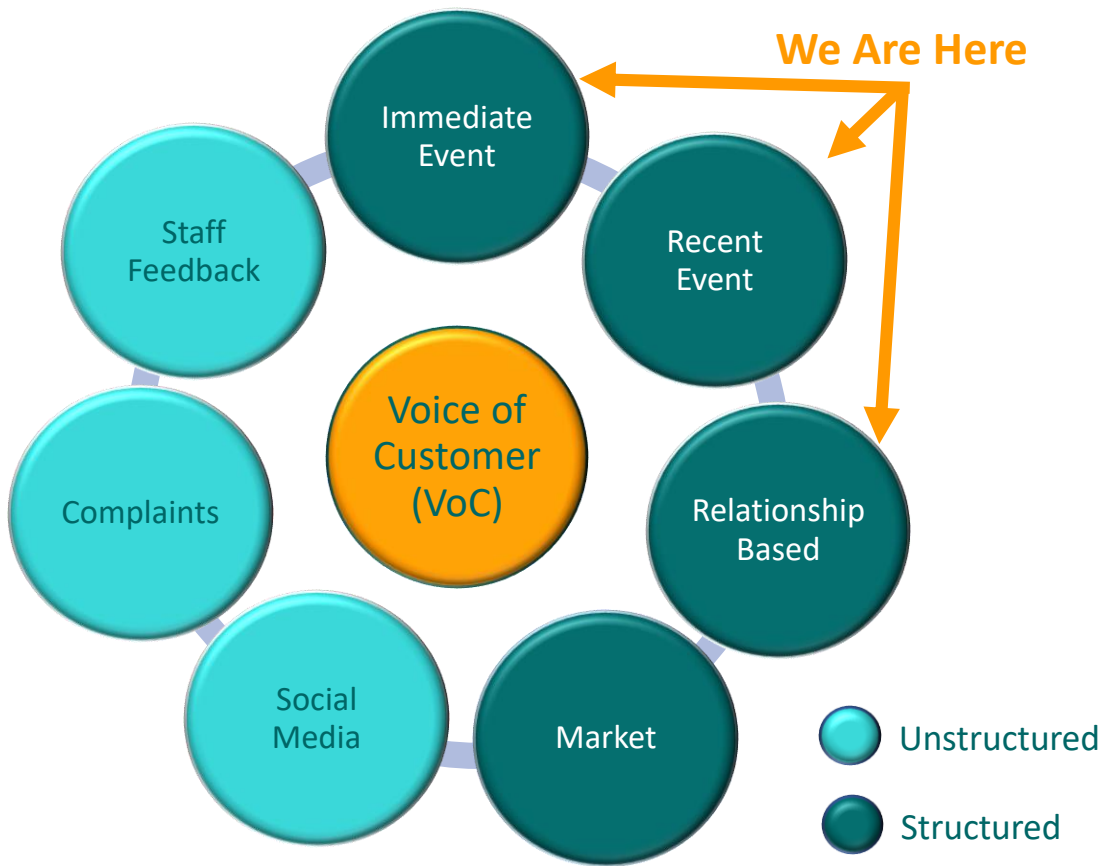
My aim is to describe my portion of Suncorp's Voice of Customer activities.

This is my world, it may not be yours.

I hope you leave today with confirmation, ideas for improvement, or activities to avoid.



Suncorp Voice of Customer (VoC) Activities



About VoC

- At Suncorp, Voice of Customer (VoC) comprises a series of CX measurement activities designed to inform and facilitate positive service change across the business.

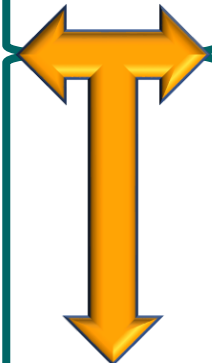


Channels

- Contact Centre
- Digital
- Stores
- Intermediaries

Interactions

- Onboarding / Renewal
- Service / Enquiries
- Claims
- Defection



Our Coverage

- 4 channel groups, 4 interaction categories and 8 brands.
- 24 specific survey tools ... 100+ if brands and specific interactions are included.

Outcomes

- Standardised outcome measures – NPS, Satisfaction, Expectations

Attributes & Elements

- Interaction specific journey ratings

Context

- Customer expression of fact

Verbatims

- Reasons for ratings

Our Content

- Questionnaires designed to:
 - Monitor success.
 - Prioritise remediation.
 - Explain customer experience.
- Dissatisfied customers are also asked if they want someone to speak to them about their experience.

Operational Dashboards

- Interaction specific – Frontline target audience – 1,500+ users currently.

Head Office Dashboards

- Less detailed dashboards covering multiple interactions and channels used to inform progress ... primarily KPI based.

Bespoke Deep Dives

- Deeper analysis of survey responses combined with operational and financial data.

Participation in Insights to Action

- Workshops, service improvement working groups.

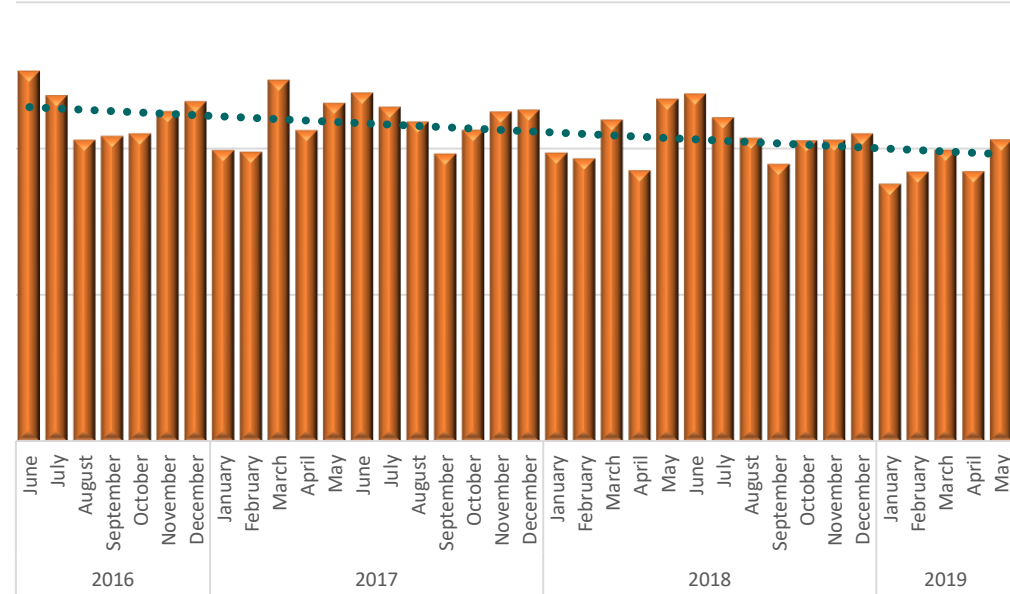
Communication

- The value of insights is in the application rather than the collection.
- The importance of communication is ensuring engagement ... buy-in is critical.

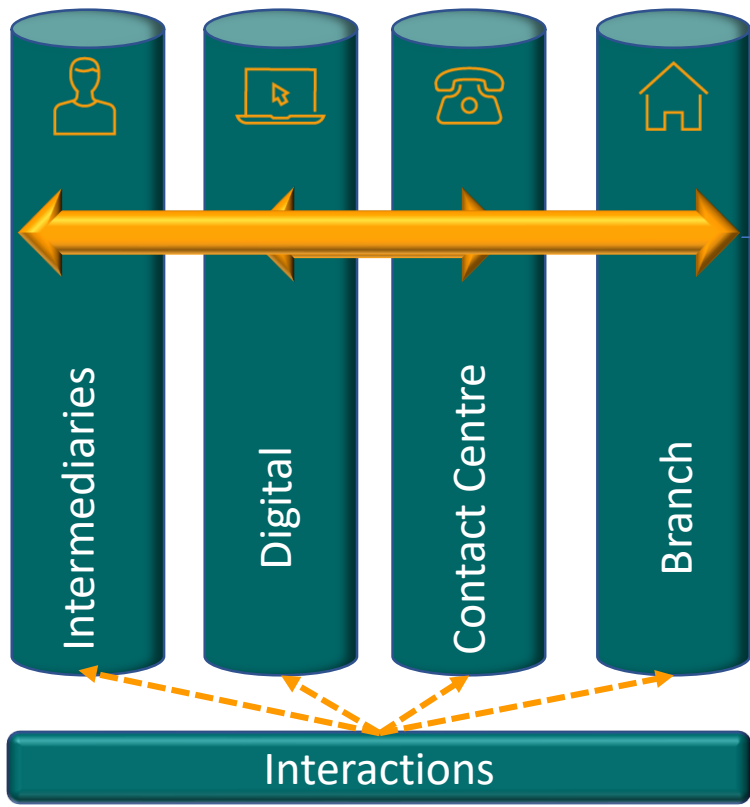


Integration

Estimated Lost Premium Due to Poor CX
Actual data



- Every surveyed customer is asked if we can link their survey responses with internal data for analysis purposes.
- This drives an understanding of customer experience that can drive greater appetite for improvement.



Next Steps

- Break the silo approach - not all opportunities or challenges lie with the survey “owner” ... our challenge is insights integration across our program and beyond.



Thank You

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