



# Creating an ecosystem of CX innovation

Joanne Scanlon, Rest Super





# Our journey today

- Rest Super
- Challenge to be solved
- Our ecosystem
- The Rest framework
- CX Innovation at work





## Rest Super

- 2 million members
- 140,000 employers
- 1 million members over 30
- 50,000 members and 3,000 employers provided feedback in FY2019

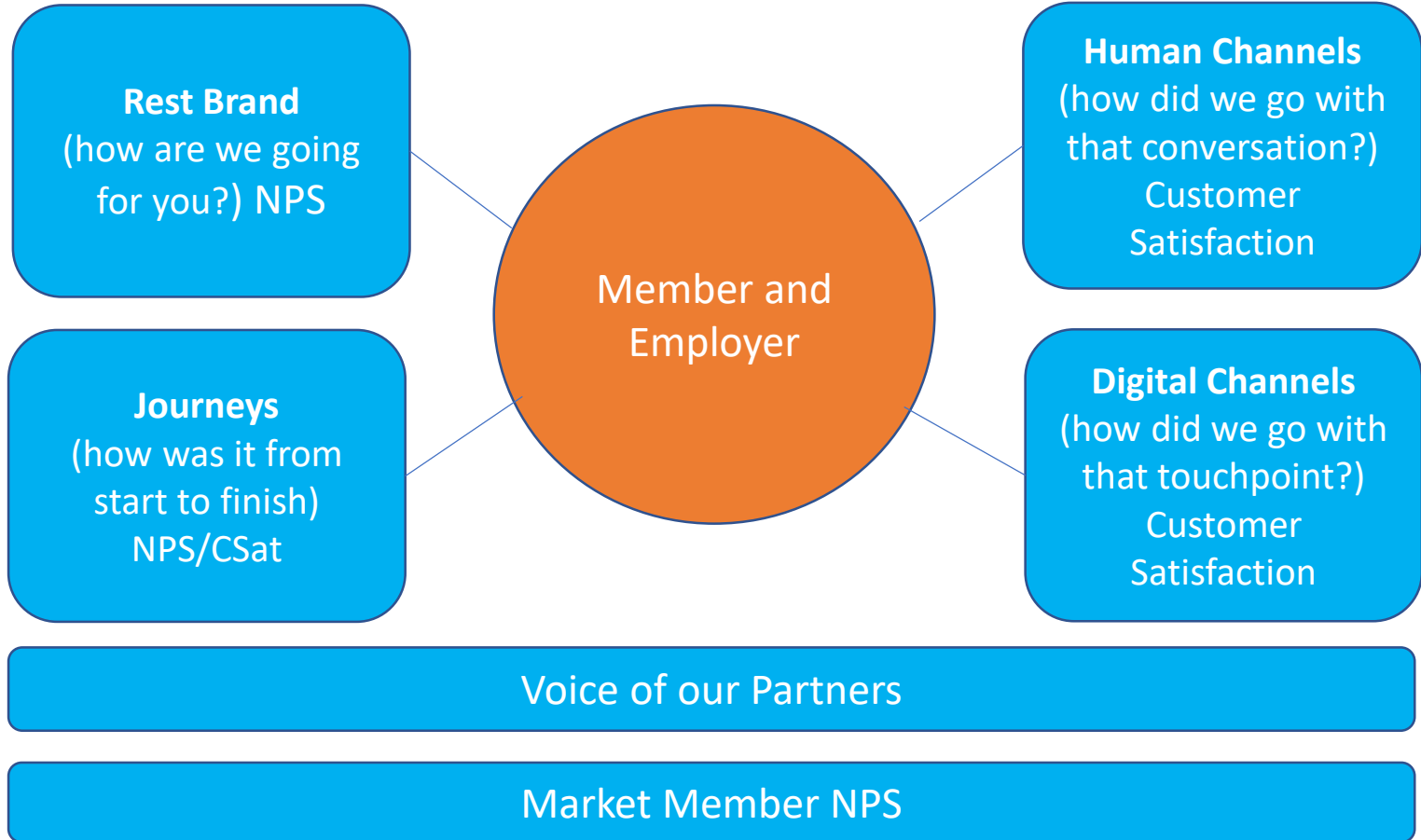


The customer didn't live  
at Rest Super





# The Rest Voice of the Customer Ecosystem





# Rest Framework



*Collection*

**10**  
*Surveys*

**>44K**  
*Responses Collected*

**13.1%**  
*Average Email Survey Response Rate*



*Analyse*

**3**  
*Text Analytics Category Set*

*Category refresh Dec '18*

**>15**  
*Dashboards Created*



*Act*

**5**  
*Active Case programs*

**2,000**  
*Cases*

**100%**  
*Closure rate*

Source: MaritzCX Platform, last 12 months. Tabulated on 22/5/19



# CX Innovation across 3 pillars



## Service Recovery/Case Management

- Recovery of a dissatisfied customer
- Promoters, Passives and Detractors
- Coaching/Feedback



## Continual Improvement

- Inner Loop
- Coaching/Feedback
- Root Cause Analysis/Six Sigma
- Example - Benefit Payment Form



## Innovation

- Outer Loop
- Customer Advocacy Group
- Prioritisation Matrix
- Human Centred Design
- Example - Claims Experience



# Benefit Payment Form

- Top 5 pain point identified through the contact centre surveys (Phone, email and live chat)
- Rollover Out and Cash Withdrawal - Online form, id check and sign online (all digital)
- Human Centred Design
- 800 straight through per month

The screenshot shows the 'Rest' logo at the top left. Below it is a horizontal progress bar with five steps: 'Let's get started' (highlighted in light blue), 'Your details', 'How much?', 'How will we pay you?', and 'Submit'. To the right of the progress bar are two buttons: 'Save to Draft' (with a document icon) and 'Cancel' (with an 'X' icon). Below the progress bar, the text 'Let's get started' is displayed. On the right side, there is a note: 'Fields marked with \* are required'. Below this, there is a question: 'Please choose what you want to do: \*' followed by two radio button options: 'Cash withdrawal' and 'Rollover to another fund'. At the bottom of the form, there are two buttons: 'Go Back' (in a light blue rounded rectangle) and 'Continue' (in a dark blue rounded rectangle).





# Summary



Recover all your dissatisfied customers



Invest in a Customer Feedback Management Platform



Share and Influence



Start where you start



Don't give up



We see our customers as invited guests to a party, and we are the hosts.

Jeff Bezos, Amazon