


Breakthrough Performance
Further, faster, together



Customer Strategy & Planning 2016

Welcome to Stratford upon Avon
25th and 26th April 2016 Shakespeare 400

 #ForumConf

Direct Line Group

Before we start

- Introduce yourselves on your table
- Look at pg 73-74 in the Best Practice Guide. What's of most interest to you?

Direct Line Group

- Case study presentation
- Time for your questions
- Presentation of finalist certificates

There are post-it notes and large pens on every table. Write down at least one thing that wows you about what you hear. Then put it on the poster at the back on your way out.



Adrian Hawes

Founder & Director
Select Planning Ltd
Session Chair

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Raising Standards in
Customer Operations

Innovation Award Case Study

Direct Line Group

Jonathan Stringer

Joanne Taylor

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52 Weeks Green

Jonathan Stringer & Joanne Taylor



direct line

GreenFlag 
No Matter What

 **Direct Line
Group**



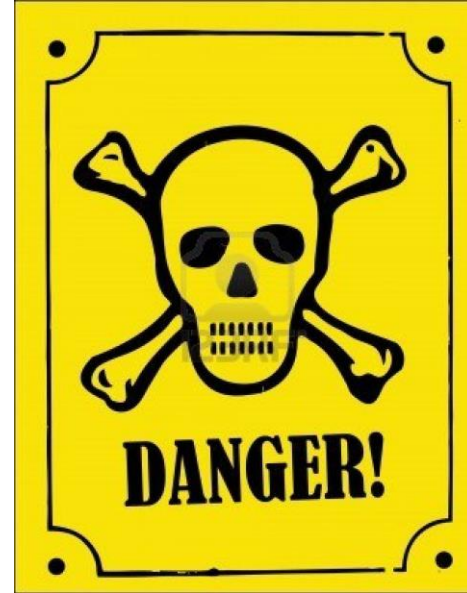
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The Forum  Raising Standards in
Customer Operations

Where we were

- Abandonment rate at 7.5% regularly
- Activity often removed
- Blame culture
- Individual agendas
- No single view of the truth
- Planning separate to the telephony areas



52 Shades of Green

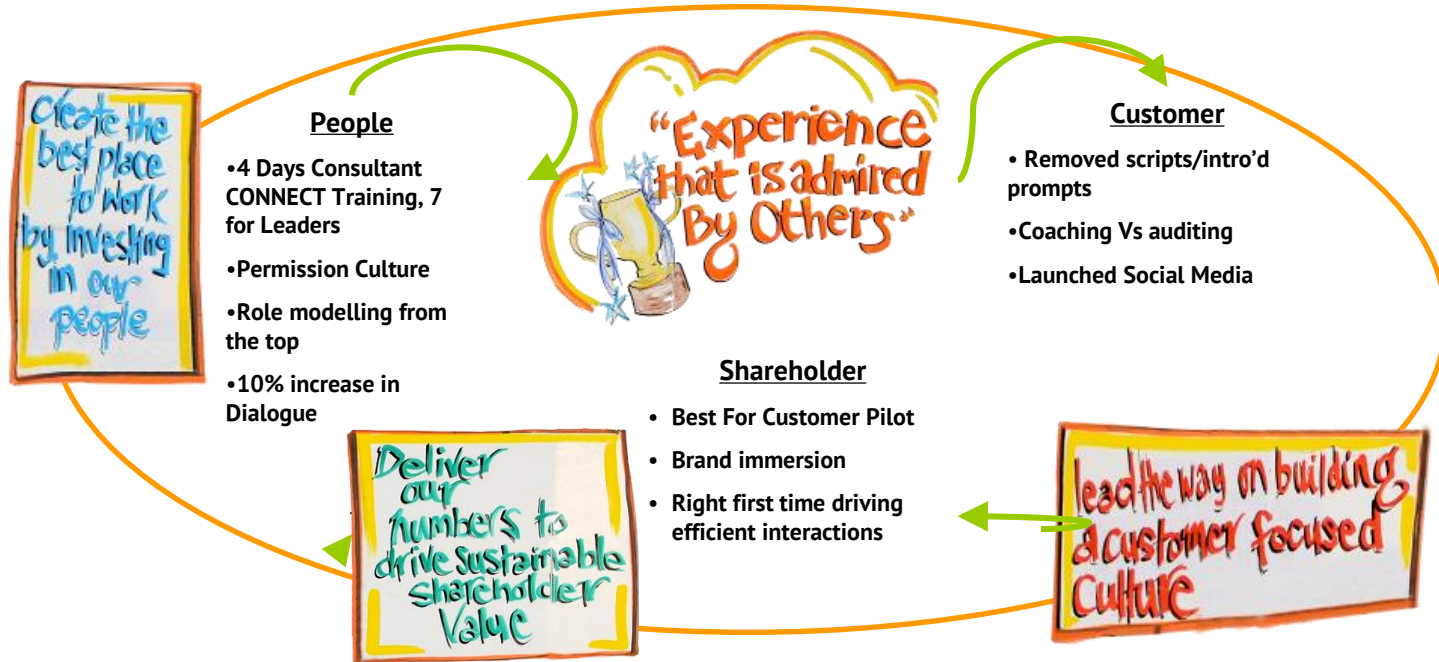


- Issues
- Operational actions
- Planning actions



CONNECT- Our journey...

Over 2000 people CONNECT trained in 2015 with a passion to create the best customer experience and test and learn new ways of working



Brilliant at Basics

Development Time

It is good the Time gets shared equally

I like the flexibility To leave early

I like the self-serve Option it allows me To plan my time Better



Overtime



I like the fact I get Regular 121's

Incentives

Communication

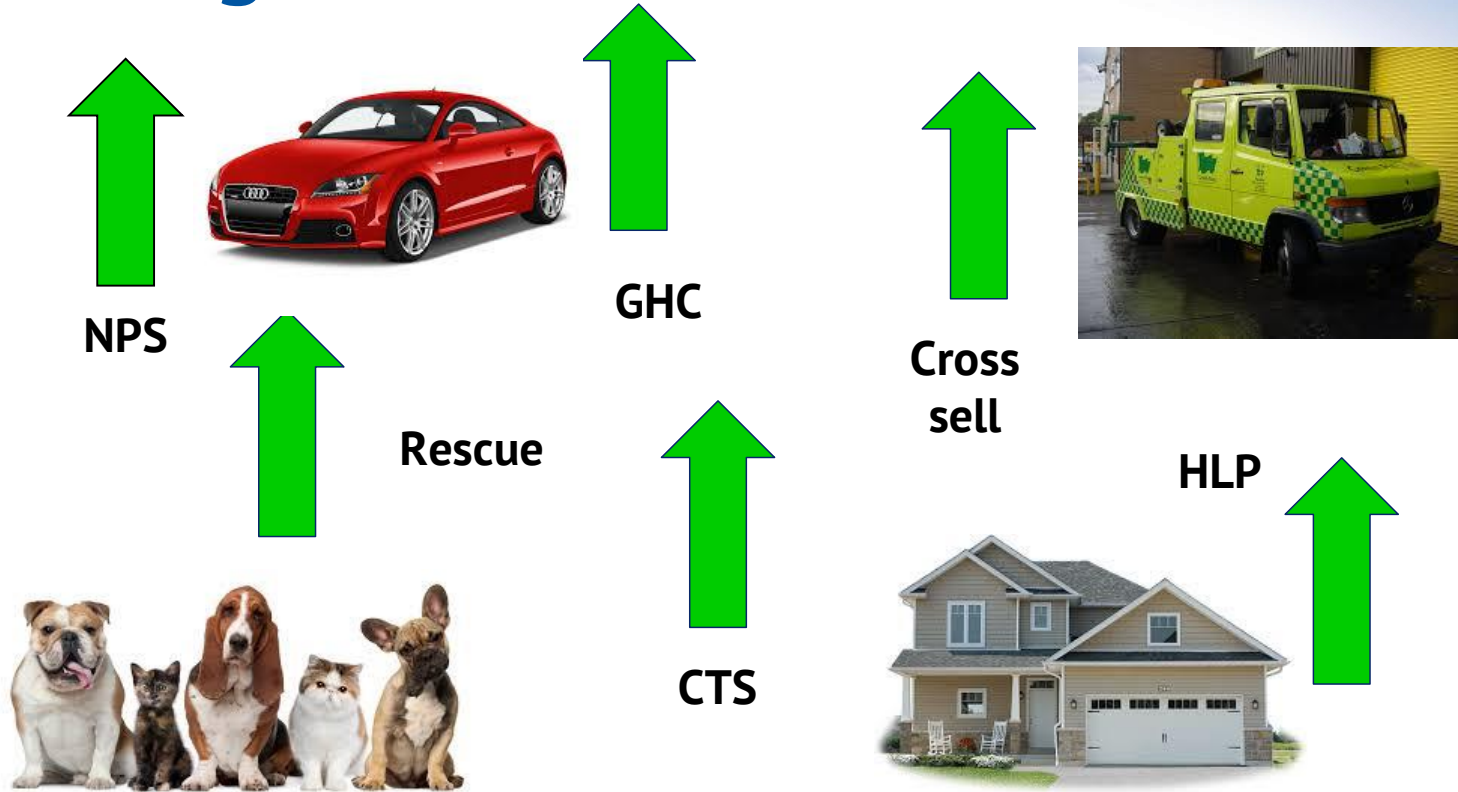


People Benefits



Standards in
| Customer Operations

Trading Performance



What happens in 2016


- More of the same!!
- Best for Customer
- Category involvement in budget
- Brilliant at Basics 2



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Thank You

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Questions



The Best Practice Site Visit
will be in Leeds on the 5th of
July

Make a provisional booking
today to be sure of your place

Take a moment to reflect

Write down in your conference handbook:

- What you found most interesting and relevant for your organisation
- Key takeaways from this session and ideas you could implement
- How you could share these ideas with others (in your organisation or network)


Feedback: share your learning, create a visual record of today's session

- Have you put your wow factor on a post-it to share on your way out?
- Forms available if something hasn't met your expectation or you want to give a personal thank you to the speaker(s) because this blew you away

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Thank You


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