

CUSTOMER OBSESSION

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Gerry McGovern @gerrymcgovern

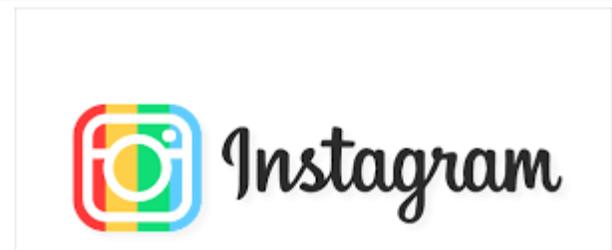
amazon

Google



Pinterest

You Tube



ebay

airbnb



slack

NETFLIX

UBER

Dropbox

Zappos.com

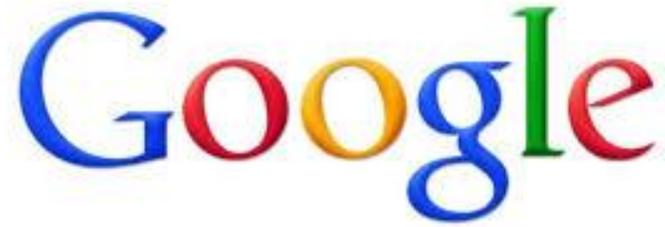
Tencent 腾讯

amazon

The Amazon logo consists of the word "amazon" in a bold, lowercase, black sans-serif font. Below the letters "a" and "z" is a curved orange arrow pointing from left to right, resembling a smile.

#1: True
Customer
Obsession

Google

The Google logo is the word "Google" in its signature multi-colored font: 'G' is blue, 'o' is red, 'o' is yellow, 'g' is blue, 'l' is green, and 'e' is red.

#1: Focus on
the user and
all else will
follow



#1: Truly
understand
customer
needs

facebook

#1: Most customer empathetic company in world

Zappos.com

#1: Provide best customer service possible

 slack

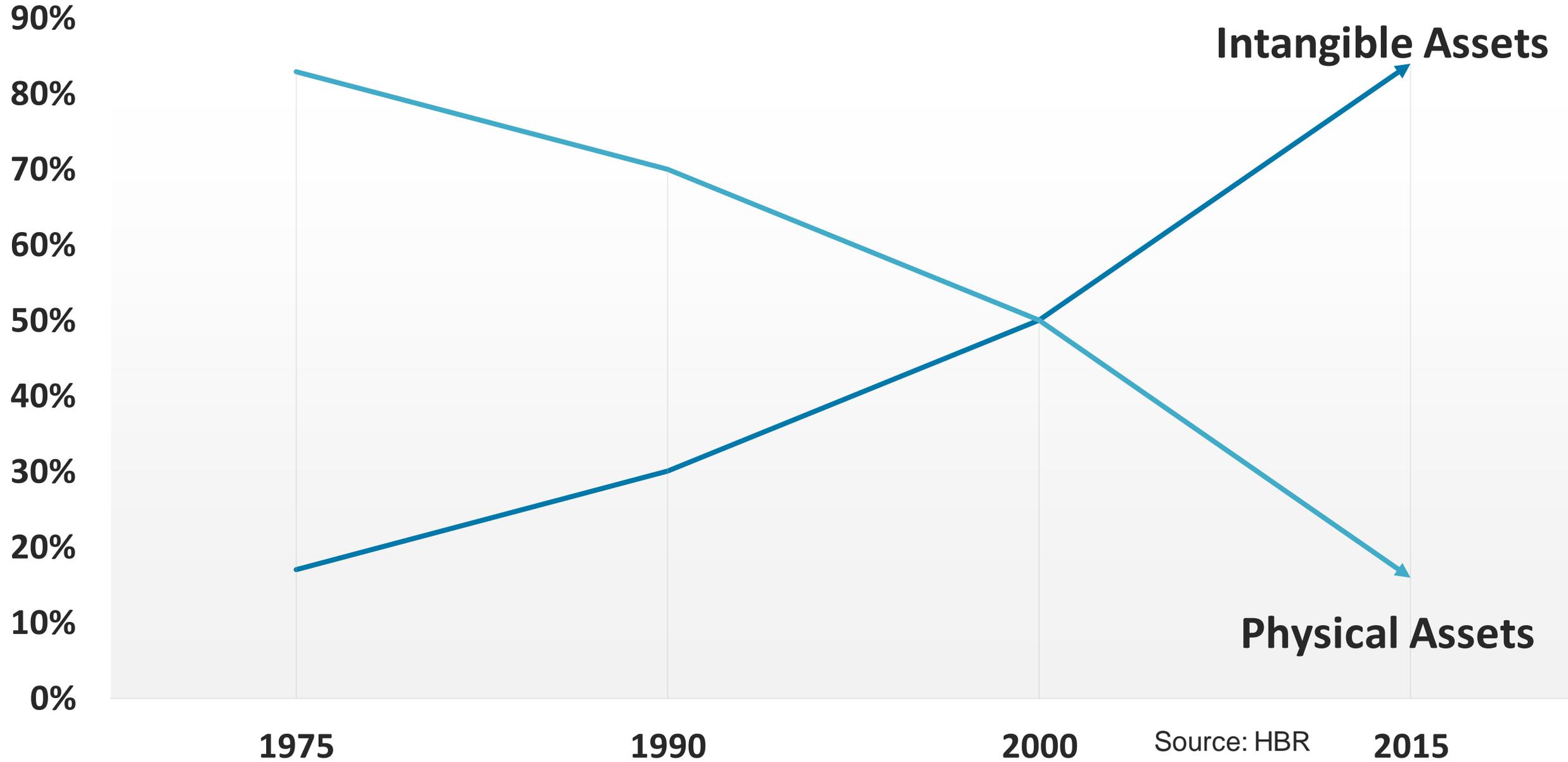
#1: Make work simpler, more pleasant, more productive

CURRENT

CUSTOMER

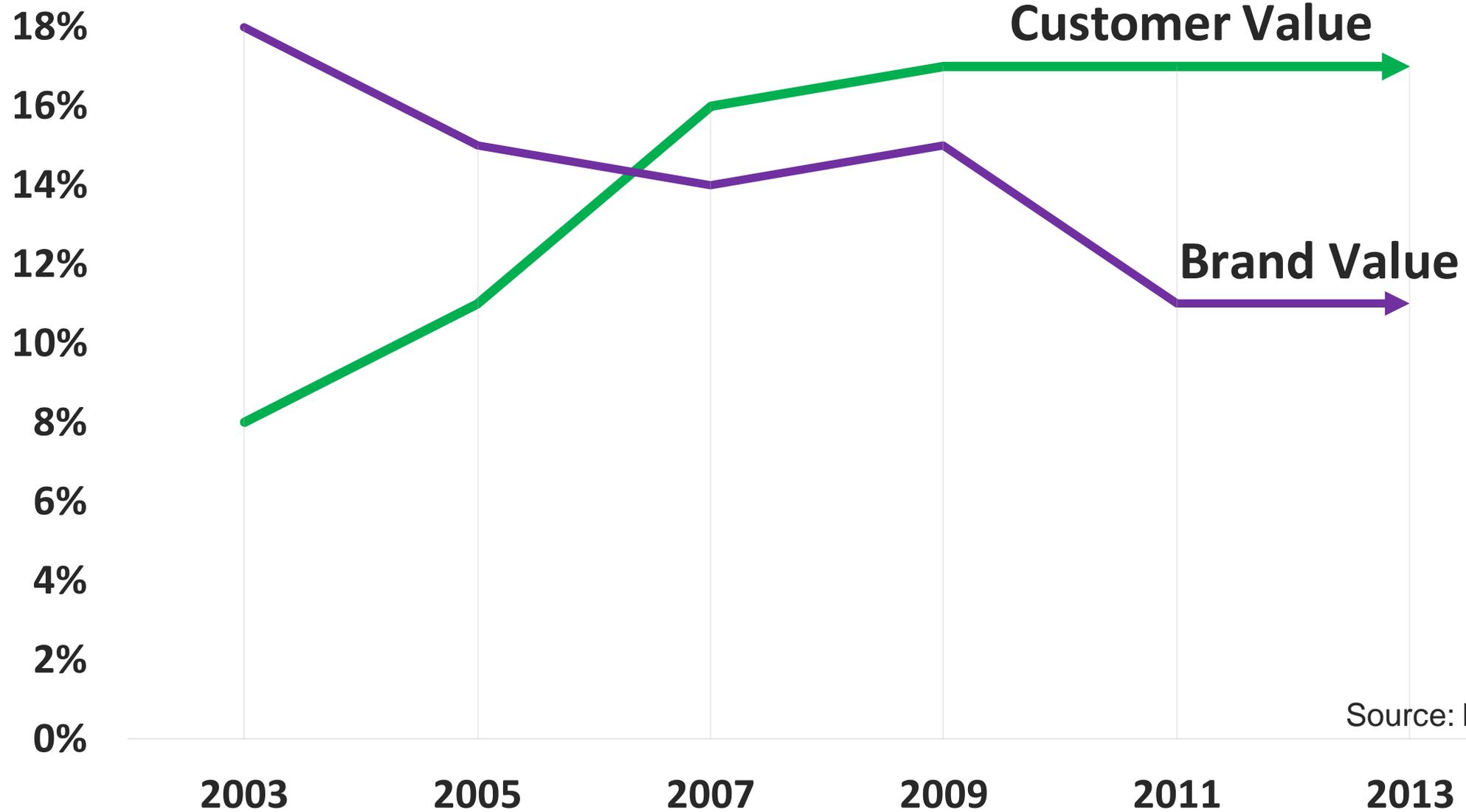
OBSESSION

Company Market Value



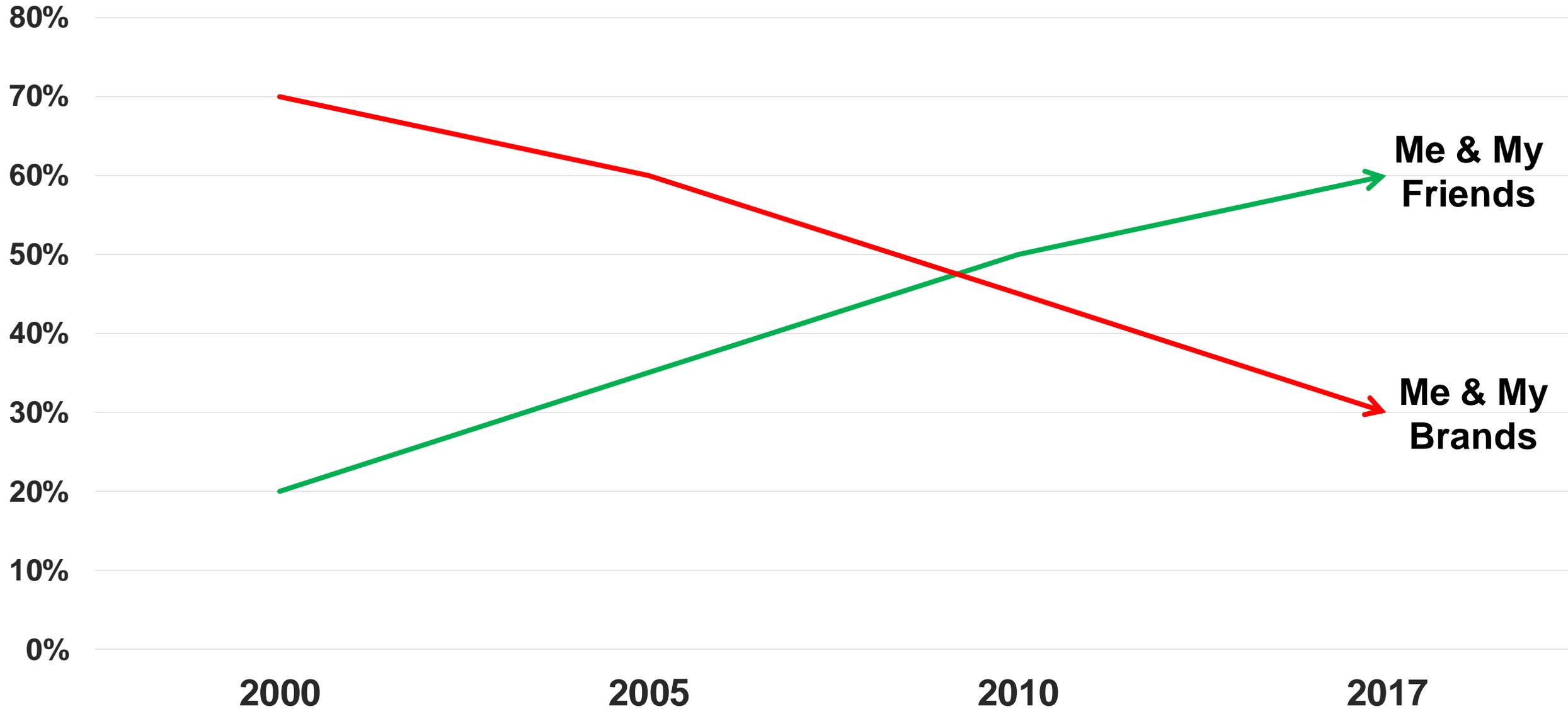
Declining Value of Brands

20% Enterprise Value

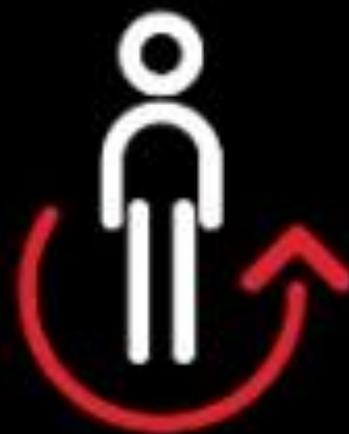


Source: HBR

TRUST SHIFT

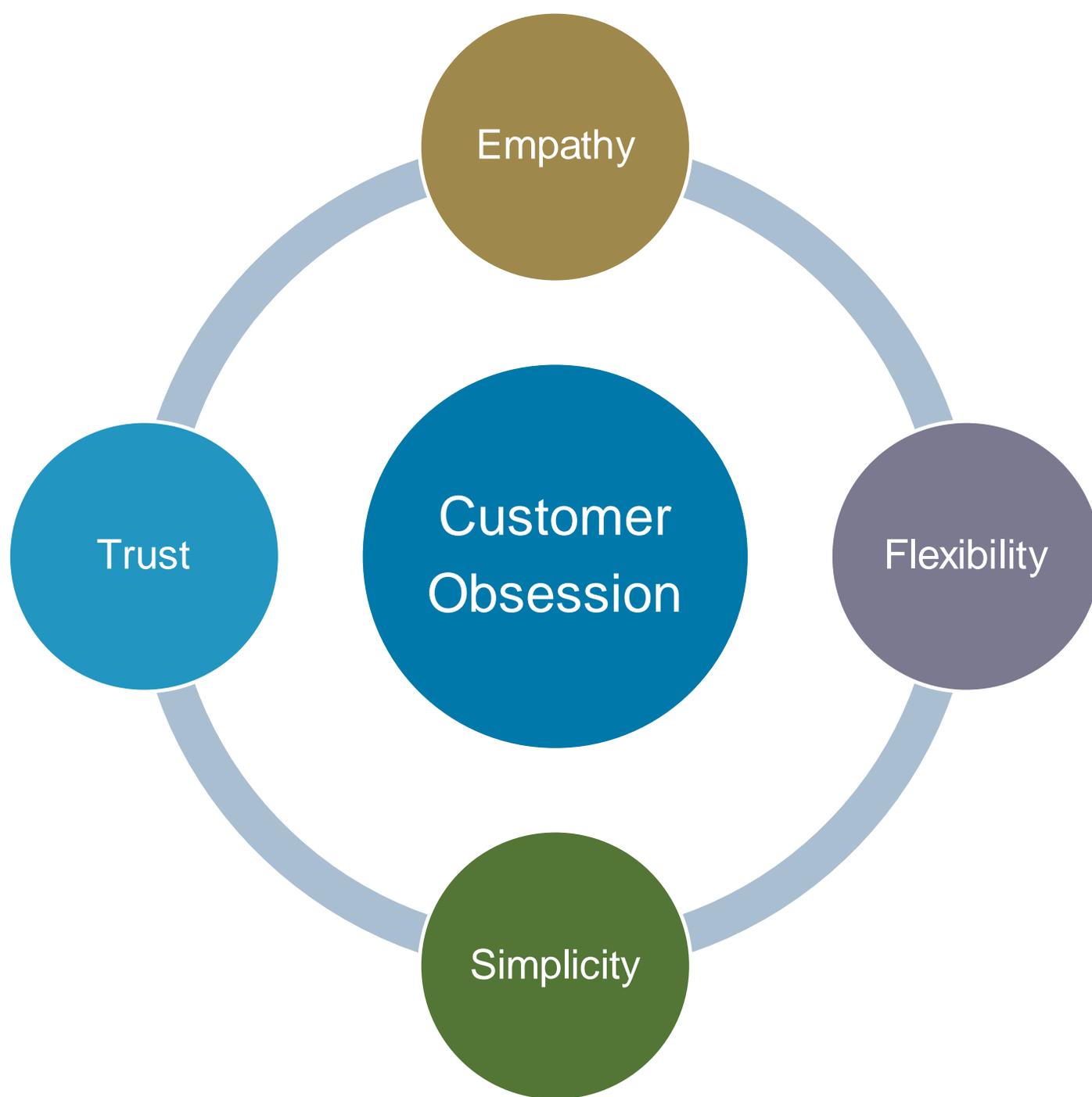


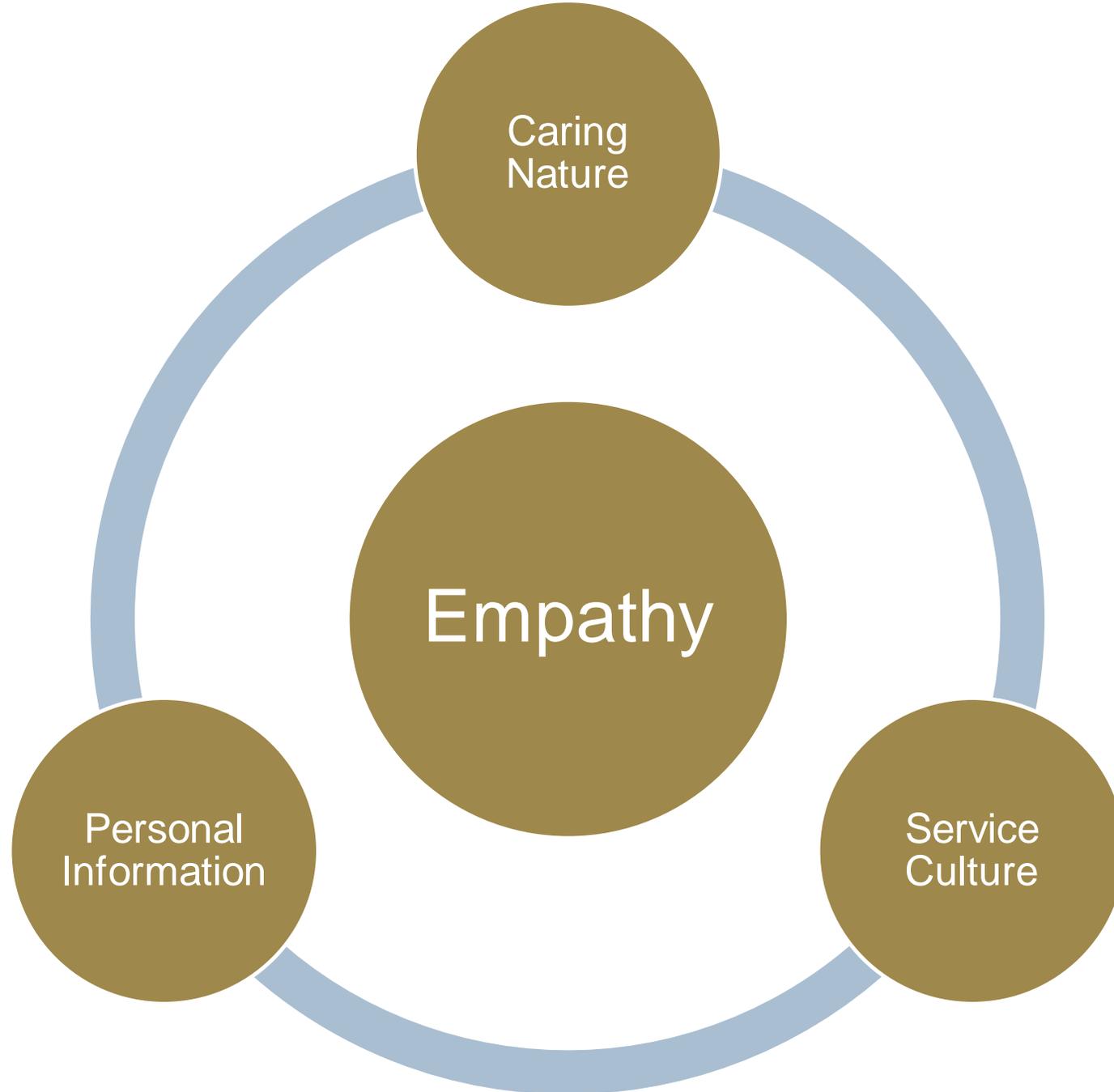
Accenture Strategy research revealed...



\$1.6 trillion

The estimated cost of customers switching due to poor service in the U.S.







God kveld
24.07.20

LO

Produ

- ☰ Konti
- ☰ Betal
- ☰ Kort
- ☰ Bank
- ☰ Lån
- ☰ Aksja
- ☰ Forsi
- ☰ Eiger
- ☰ Prisli
- ☰ Landl
- ☰ Gåve



[Framsida](#) | [Sidekart](#)

Kontakt oss

Kundesenter:

Mån.-tors. kl. 08.00-21.00
Fredag kl. 08.00 - 15.30

Tlf 57 82 97 00

- ☑ [Send E-post](#)
- ☑ [Ofte stilte spørsmål](#)
- ☑ [Send SMS](#)
- ☑ [Bli kunde](#)
- ☑ [Ring banken](#)
- ☑ [Sperr kort og BankID](#)

-- Mitt kontor --



- Deleted 50% of all content

- Visits to product pages increased by

520%

♥ Lyst å bli kunde?

Bli kunde

? Kundeservice

Sperre kort



Daily Active Users

Paid Users



- Every new employee does at least two full days of working the support queue.
- Designers and engineers do one hour per week of support, forever.



What customer wants to do

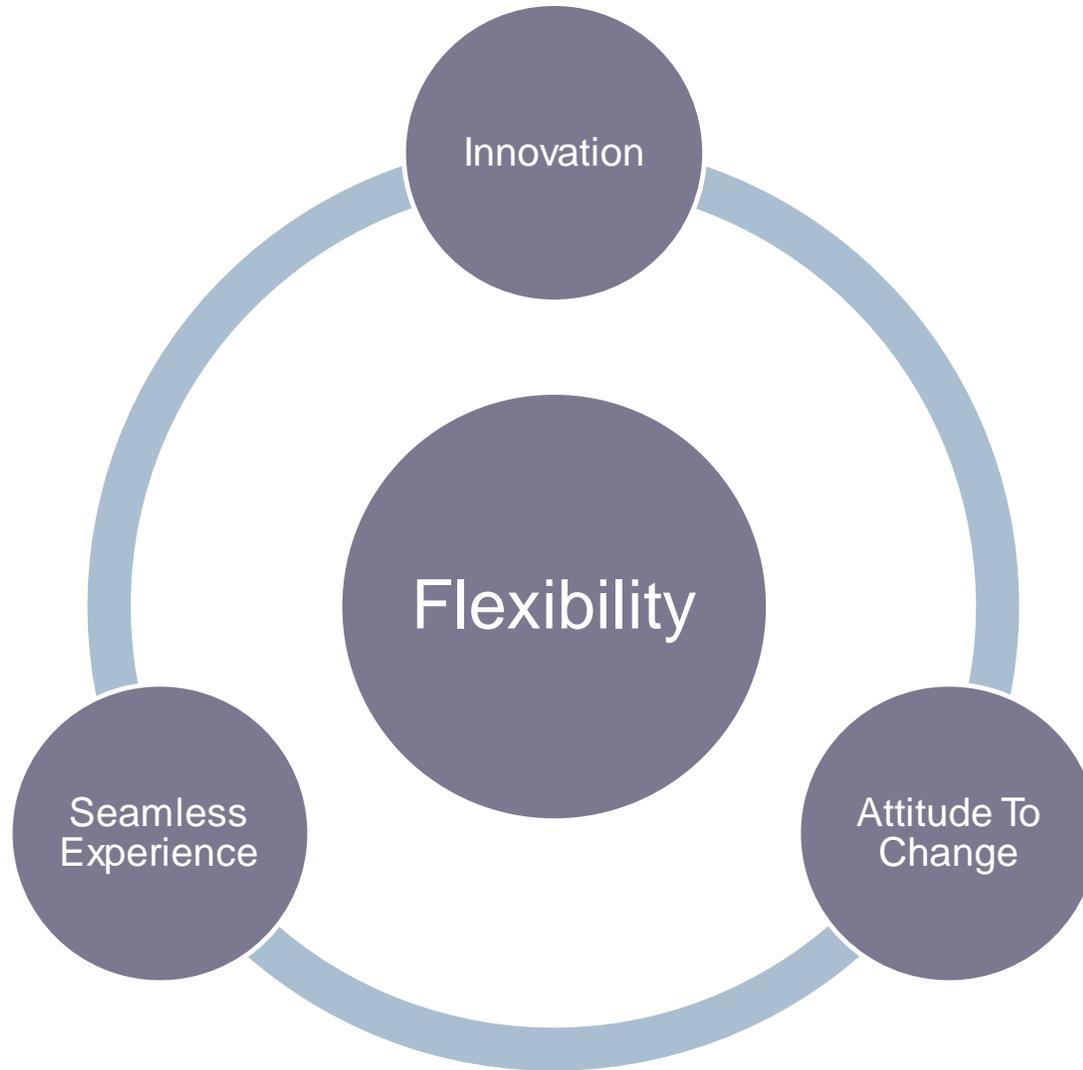
WHAT ORG WANTS
CUSTOMER TO DO

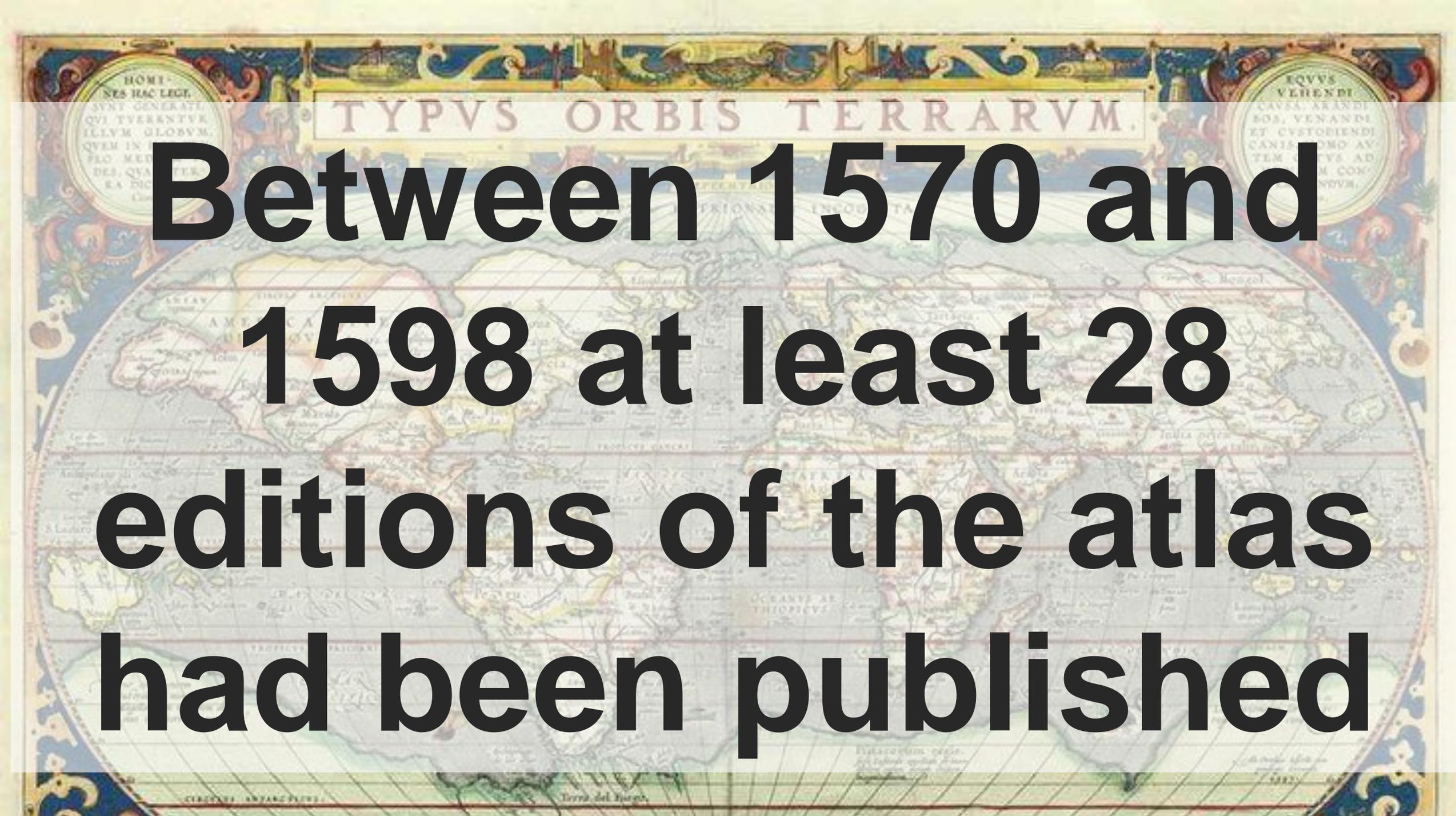
1/3 of PDFs

NEVER

downloaded

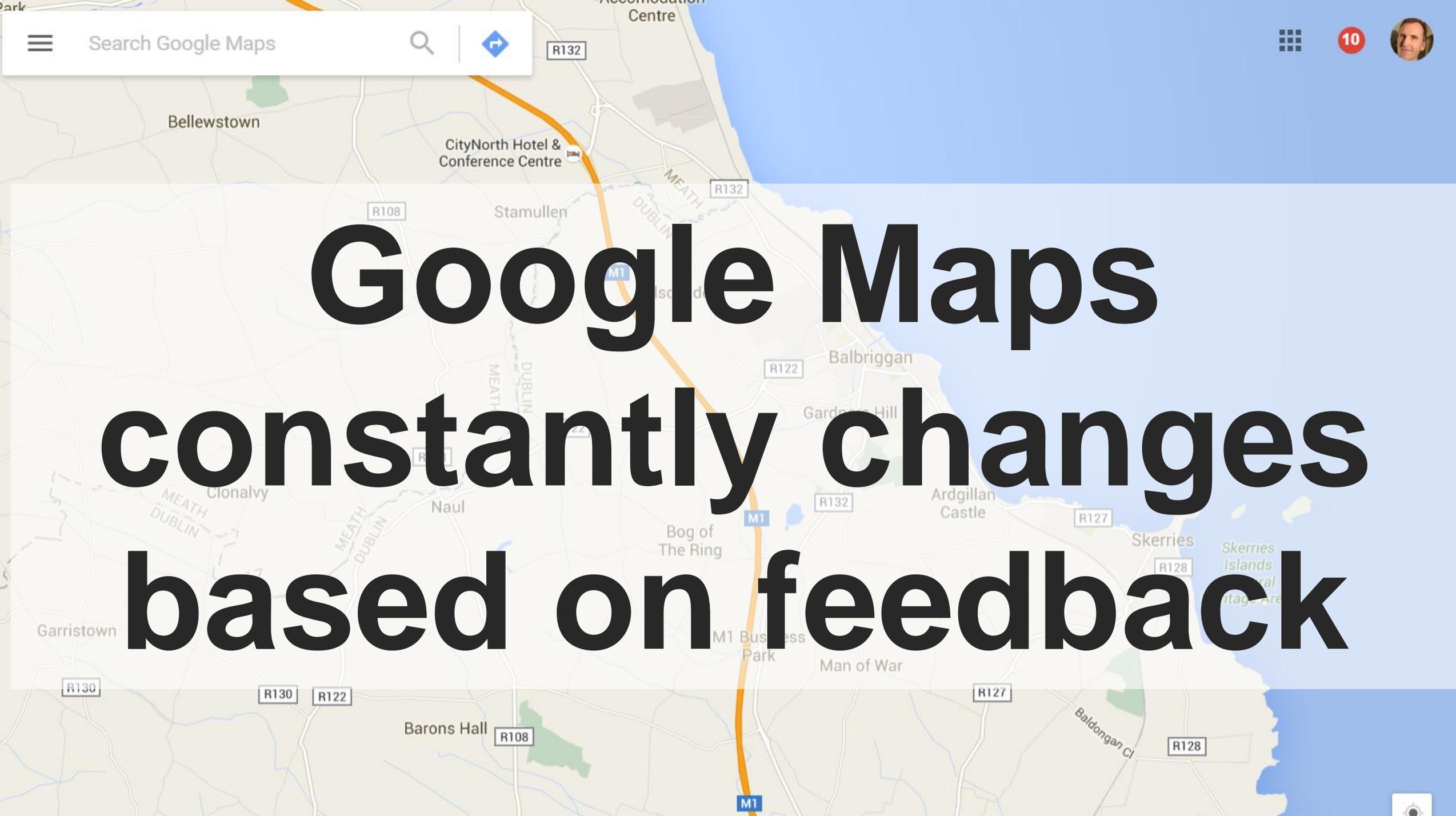
FLEXIBILITY: DIGITAL TRANSFORMATION



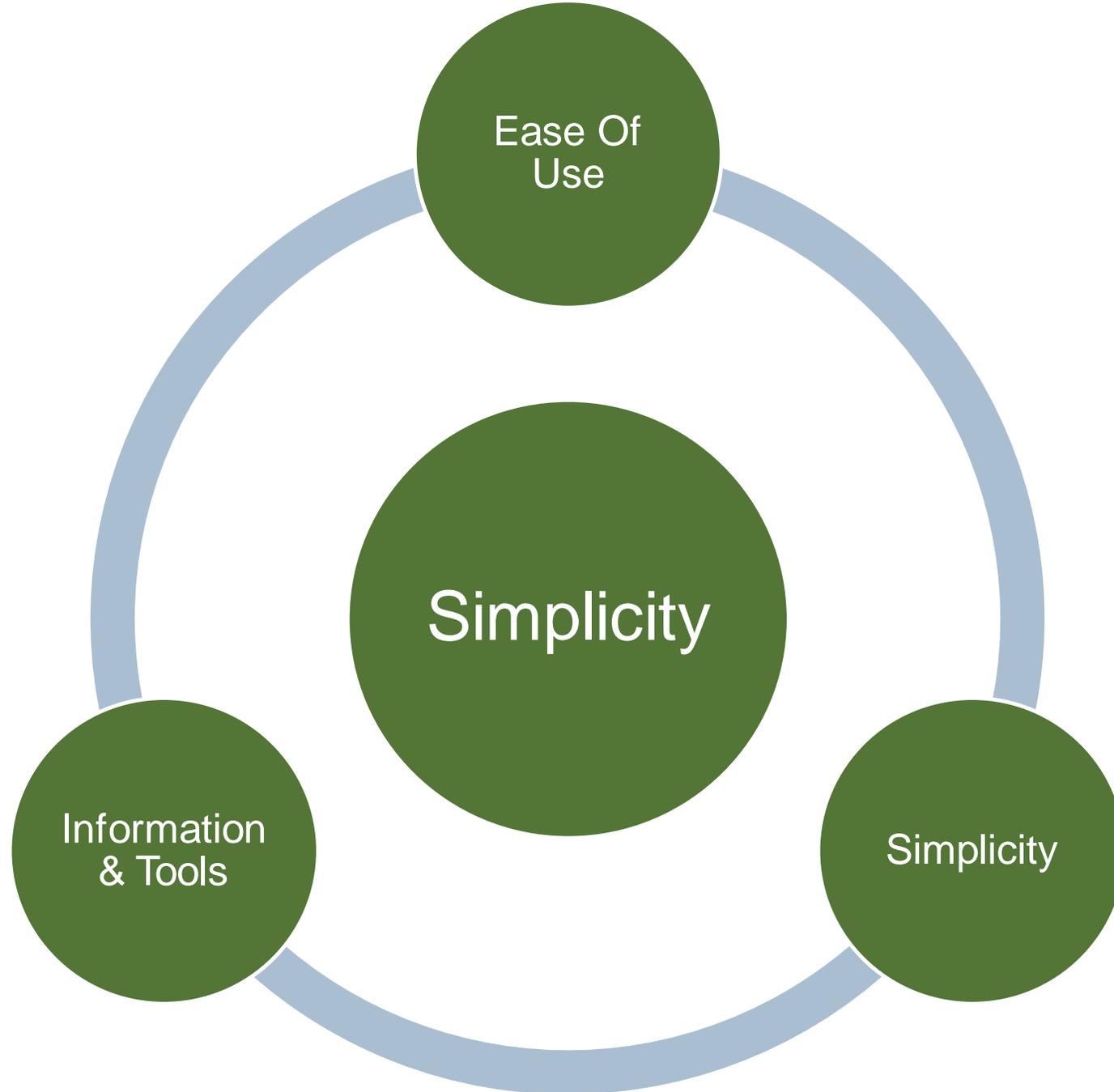


TYPVS ORBIS TERRARVM.

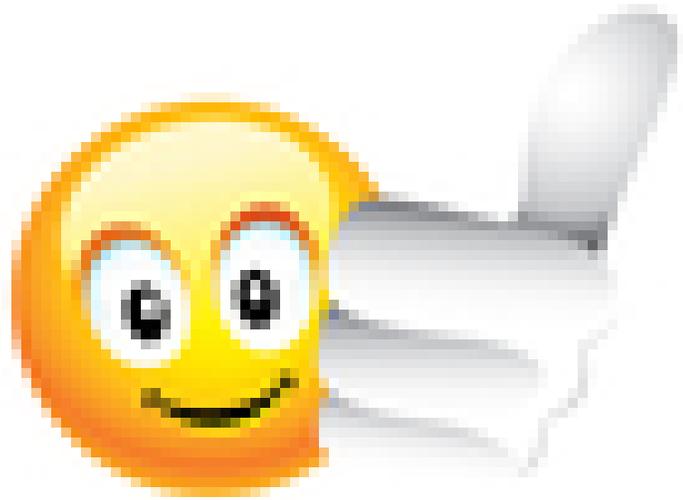
Between 1570 and 1598 at least 28 editions of the atlas had been published



**Google Maps
constantly changes
based on feedback**



Digital Response Times



100 ms



1 sec



3 secs

HSBC Mortgages - Microsoft Internet Explorer

File Edit View Favorites Tools Help

HSBC Hong Kong

Personal Business Corporate HK Home 中文

01-11-2001 16:16 HKT

Home Mortgage

Home Mortgage
First Time Buyers
Trading Up
Refinancing
Mortgage Plans
Mortgage Glossary

FAQ's
Book an Appointment
Property Valuation Tool

Home Mortgage

 **Book an Appointment**

Fill in the form below to have one of our staff contact you regarding booking an appointment with one of HSBC's qualified loan advisers. The more information you give us, the better able we will be to assist you with your enquiries. Normally we will reply to your request within 72 hours.

Property Information

Area: District:
Estate: Building:
Floor: W/Room:
Purpose:

Applicant Information

Name: Chinese
English

Contact No. Email Address:

Occupation:

Loan Information

Loan Amount: Repayment Period:

Repayment Method:

Financing Plan:

Please specify a branch to handle your application

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Site Map
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Ask us about a Home Decoration Loan

Home Mortgage Insurance

2 enquires a week

Make an Appointment

We'll be in touch to arrange a date and time convenient for you.

I prefer to be contacted by:

Phone Email

Name:

Email address:

Contact Number :

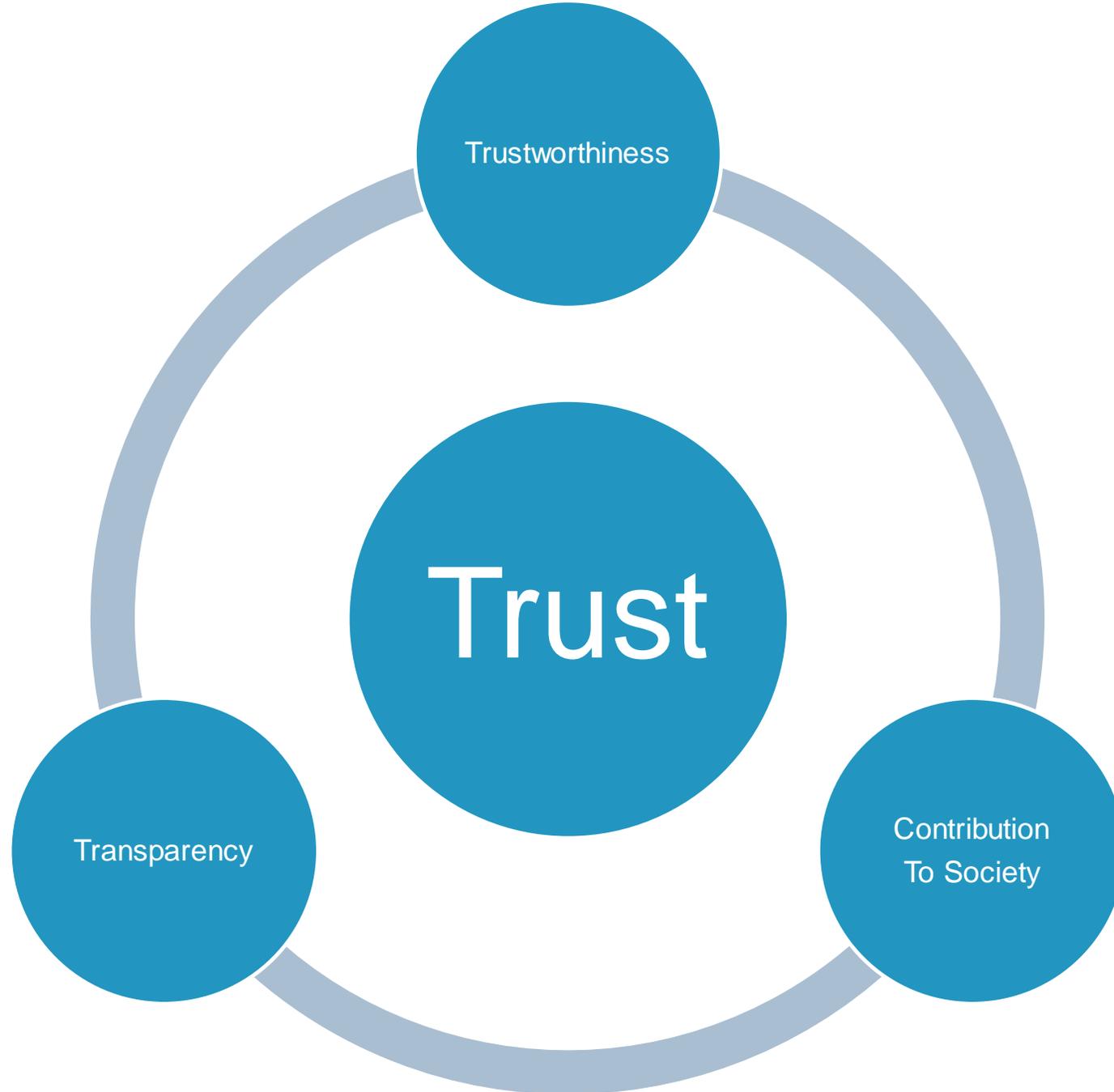
Go

1800



\$ 20 M

\$ 1 M



Trustworthiness

Trust

Transparency

Contribution
To Society

**BIGGEST decline
in TRUST since
Edelman started
measuring**

**2017 Edelman
Trust Barometer**

Global Report



#MKTGNATION

SO WHY DO WE TRUST STRANGERS?

UBER





The D.R.E.A.M.S Framework

Applied to BlaBlaCar

Declared
photo and name



Rated
ratings



Engaged
"booking" box



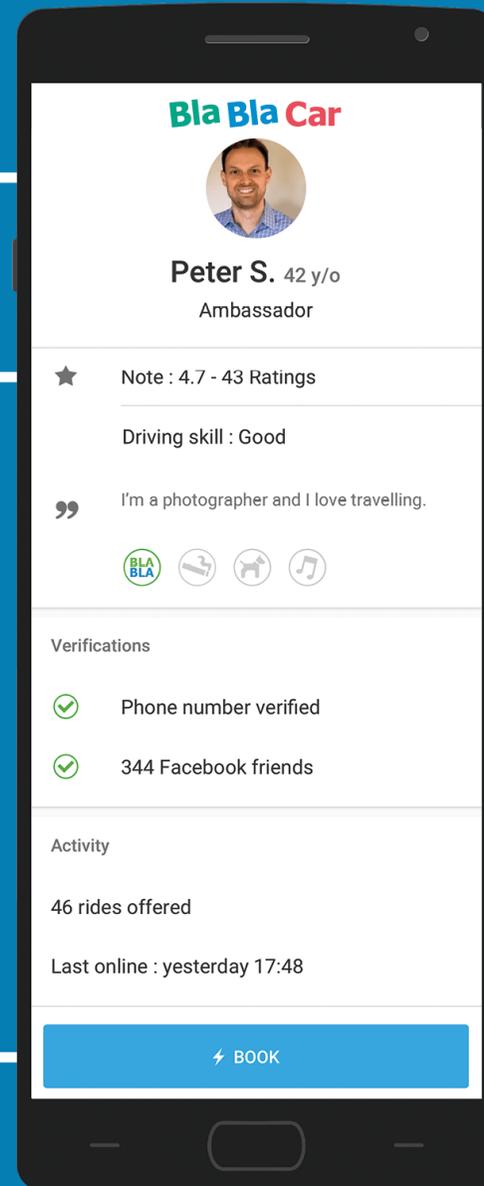
Moderated
verification box



Social
facebook / LinkedIn
connections



Active
activity box



TRUST = USE
MEASURE USE!

@gerrymcgovern



Empathy

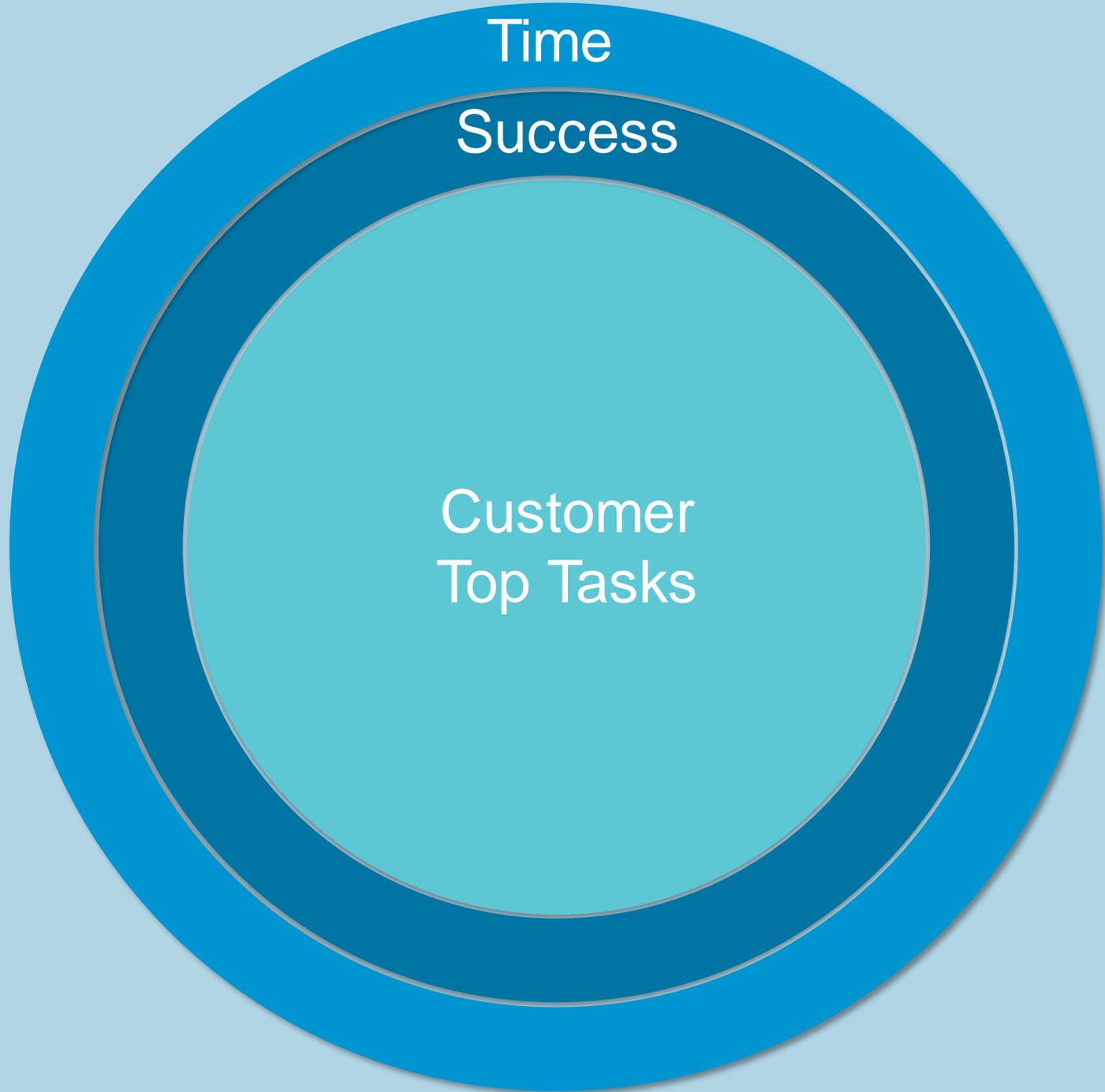
Top Tasks

Customer
Obsession

Flexibility

Simplicity

Trust



Time

Success

Customer
Top Tasks

Evidence

Customer
Obsession

Thank you



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