



CUSTOMER EXPERIENCE:

Fondasi Membangun *Services & Marketing Excellences*

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Definisi “CUSTOMER EXPERIENCE”...

Keseluruhan dari apa yang dialami pelanggan terhadap solusi, produk dan layanan yang diberikan perusahaan, yang dinilai pelanggan berdasarkan standar, harapan dan persepsi pribadi mereka.

Contoh:

- WESTPAC BANK: Empat Transaksi di Satu Kursi.
- FOUR SEASONS HOTEL: Serasa di Rumah Sendiri.

“Customers Remember Experiences, Not Your Brand Logo” – Martin Zilling

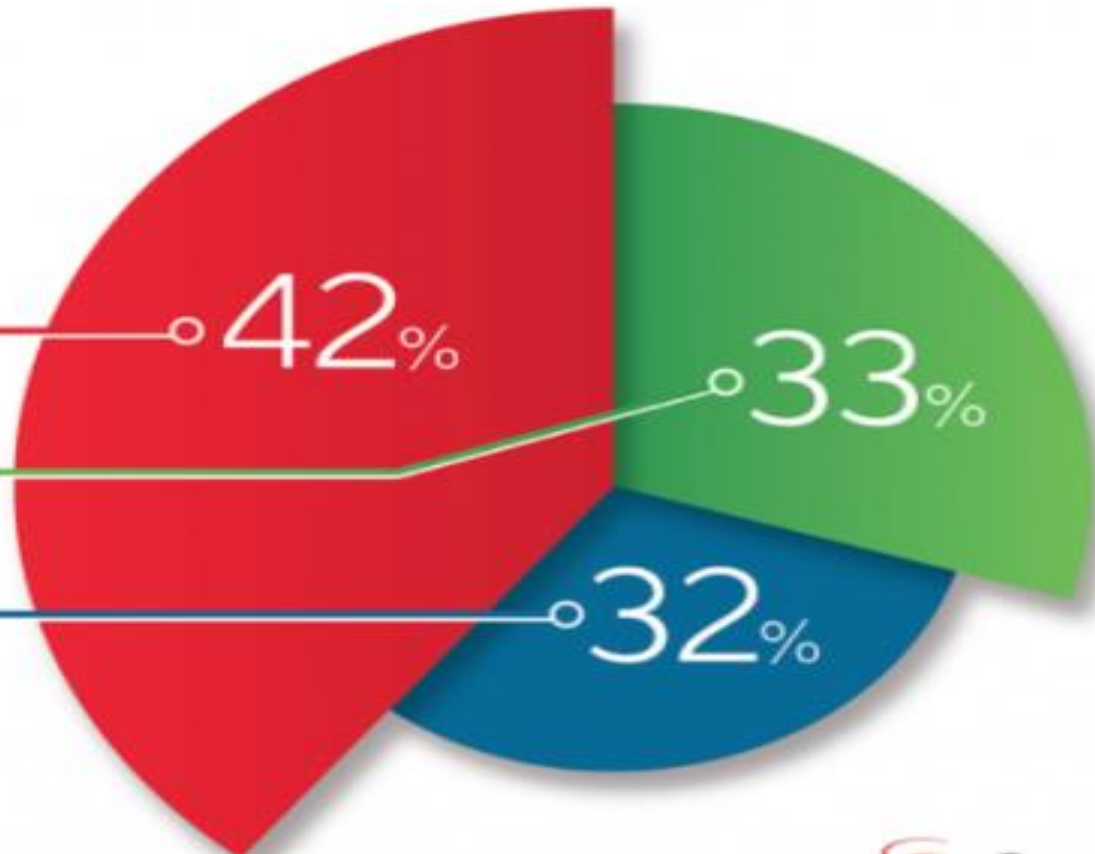
Pentingnya CUSTOMER EXPERIENCE...

WHY IMPROVE CX?

The top three reasons why businesses proactively manage and invest in customer experience are to:

- 1 IMPROVE CUSTOMER RETENTION
- 2 IMPROVE CUSTOMER SATISFACTION
- 3 INCREASE CROSS-SELLING AND UP-SELLING

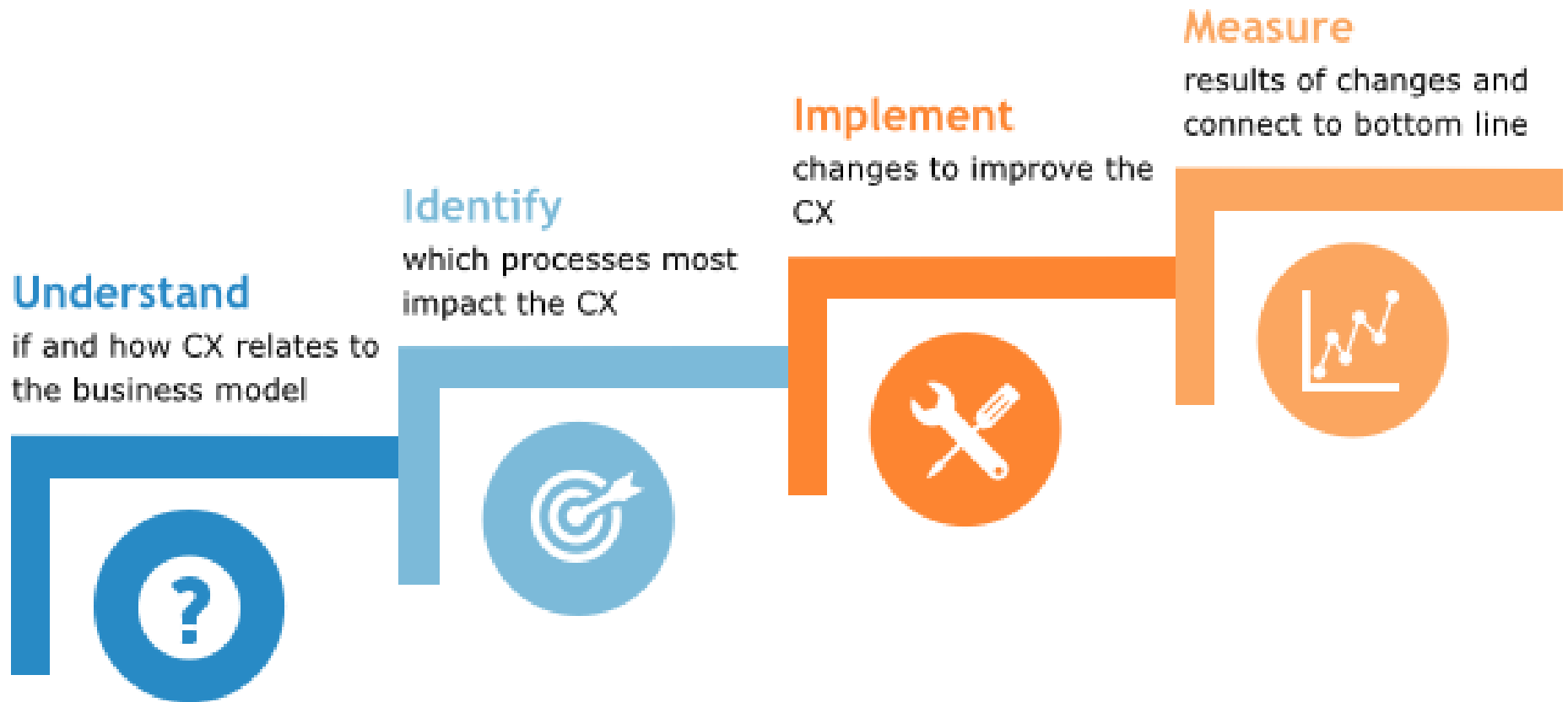
Addressing each of these reasons can positively impact bottom line revenue.



Contoh: APPLE STORE: Satu Staff untuk Semua Solusi.

Get closer than ever to your customers. So close that you tell them and show them what they need well before they realize it themselves. ~ Steve Jobs.

Tahapan Penerapan CUSTOMER EXPERIENCE...



Contoh:

- **SINGAPORE AIRLINE:** Sentuhan Pribadi bagi VIP.
- **WALT DISNEY:** Membuat Parkir Mobil lebih Mudah dan Nyaman

Your customer doesn't care how much you know until they know how much you care. – Damon Richards,

Elemen-elemen CUSTOMER EXPERIENCE...

What makes a customer experience? Six factors....



Contoh Penerapan:

- **FOUR SEASONS HOTEL:** Serasa di Rumah Sendiri.
- **RIMOWA:** Mengganti Tas Baru tanpa Ragu.

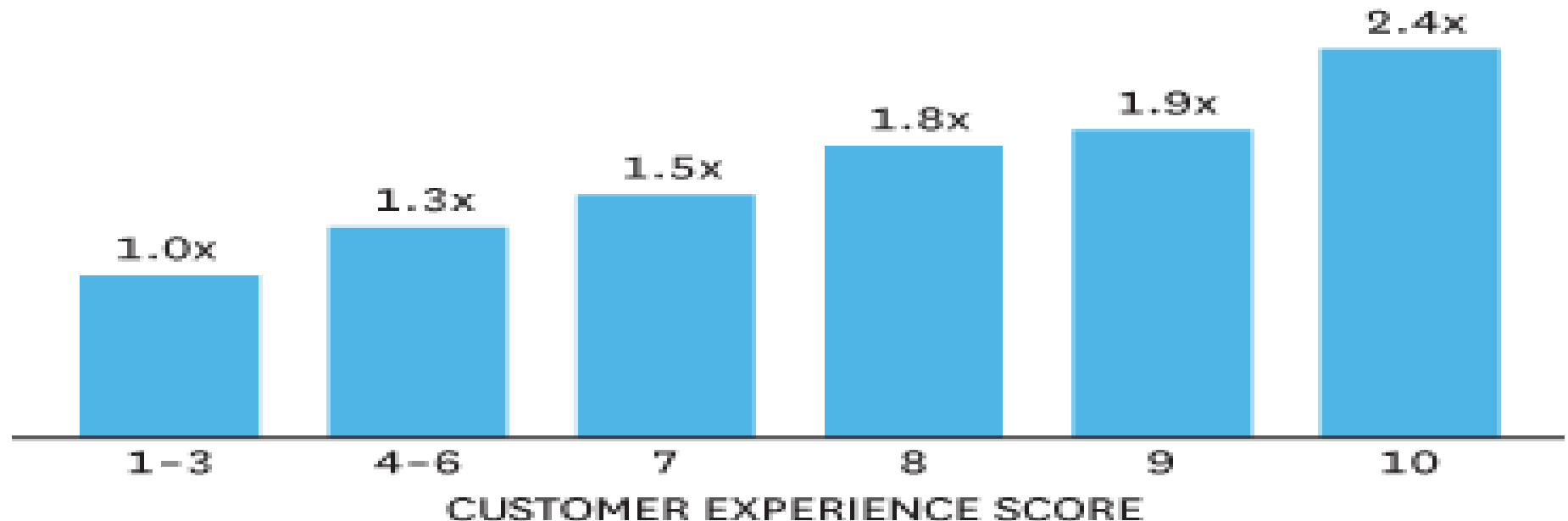
"The customer's problem may not be our fault, but it is still our problem to solve—Shep Hyken

CUSTOMER EXPERIENCE yang baik menjadi fondasi yang kuat untuk Marketing Excellence...

CUSTOMER EXPERIENCE DRIVES SALES

In a transaction-based business, sales are driven by good customer experience.

ANNUAL REVENUE INCREASE PER CUSTOMER



SOURCE MEDALLIA ANALYSIS

HBR.ORG

"Customer experience is the new marketing..."—Steve Cannon

Thank You