



CUSTOMER I HEAR YOU...

Do you hear me?



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NUTC

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[LinkedIn](#)



MOBILE

WEB

PRINT

OTHER
SERVICES

MARKETING

PRODUCTS

PEOPLE

Context is key

Single experiences = 

Overall satisfaction = 



MOBILE



PEOPLE



WEB



PRINT



OTHER SERVICES



MARKETING



PRODUCTS

**How do we capture end-to-end
B2B experience?**

STEP ONE:

Believe in the Journey

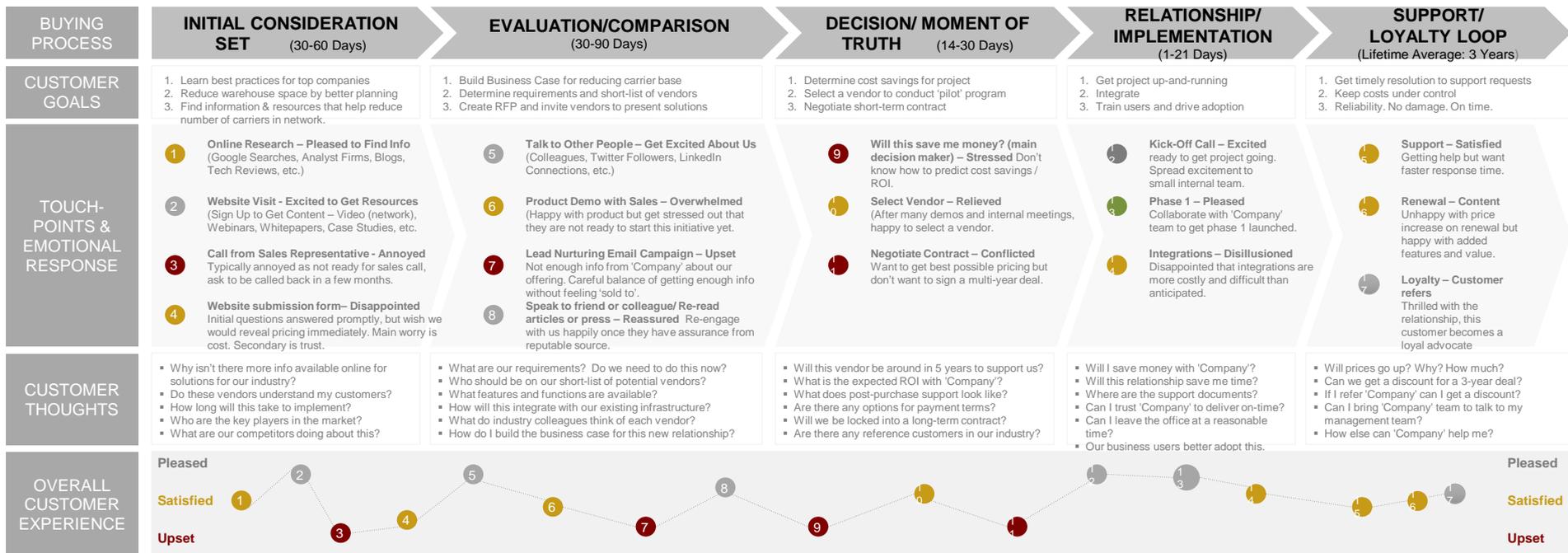
Sample Customer Journey Map

End-to-End Matters – Customer Empathy is Powerful

Customer Expectations

- Easily find information & resources online to 'get to know' 'Company' better. Vetting word-of-mouth referral.
- 'Company' has information online about their solutions, pricing and differentiation.
- Can speak to customers in specific industry with proven expertise.
- High level of customer service, reliability, and communication.
- Single point of contact; visibility, service-level-agreement (accountability).

Customer Experience Journey



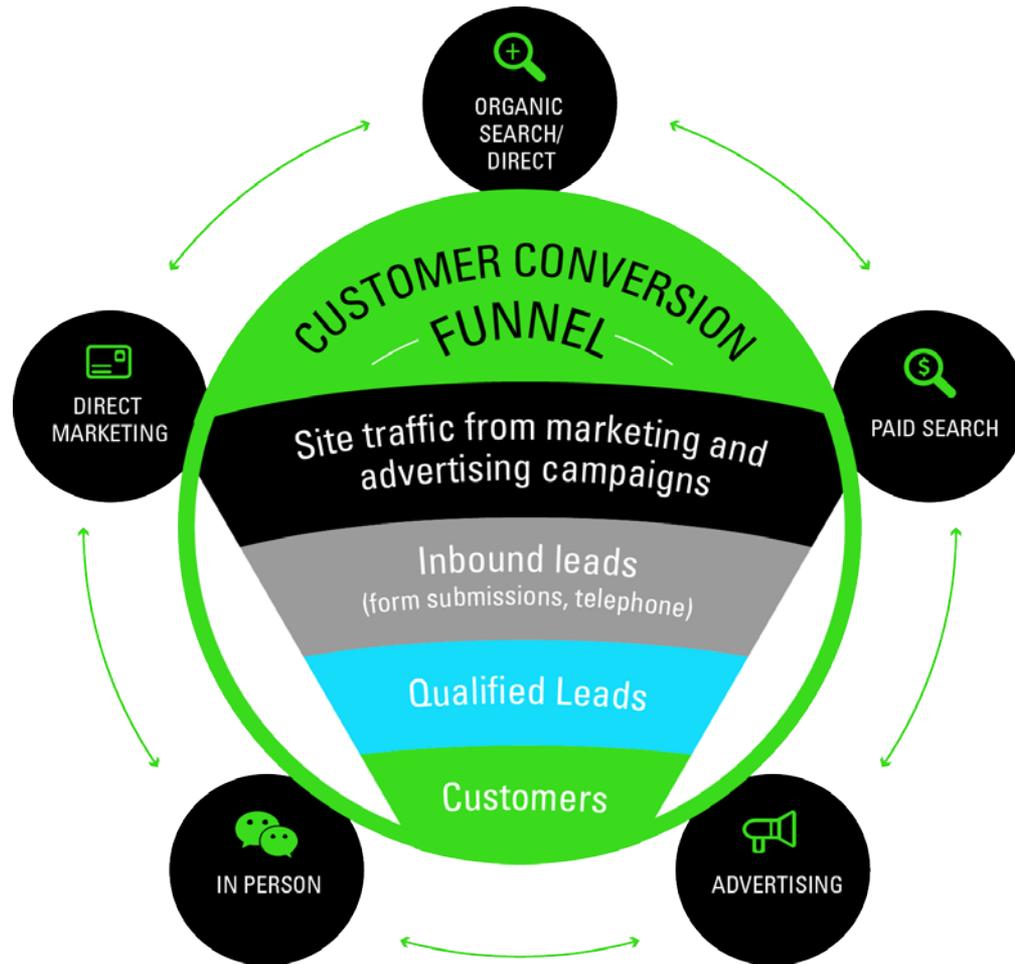
Recommendations

- Provide industry 'solutions' and customer list, and case studies on corporate website.
- Demonstrate cost-savings potential
- Create business case template for customer
- Don't assign to sales so quickly
- Simplify demo to reduce stress and anxiety
- Get good PR coverage
- Develop well-balanced nurturing email campaign
- Build ROI calculator to facilitate buy-in
- Consider billing/contract flexibility
- Offer 'test' project without long-term commitment
- Have good industry references on hand
- Show knowledge of prospects customer base
- Improve implementation guide
- Build "Quick-Start" guide
- Don't oversell 'Company' capabilities
- Document Customer needs to avoid lack of understanding and overselling 'Company'
- Give Market analysis on regular basis
- Get feedback each quarter or after milestones
- EXECUTE like crazy
- Live up to every promise

IDEAS TO IMPROVE

Journey and Marketing Mix

Multiple touch points lead to conversion



HBR study showed companies who delivered on the **Journey** had a 2 percentage point in **revenue growth rate** over competitors

Journey performance is ~30%-40% more strongly correlated with customer satisfaction than touchpoints

Journey performance is
~20%-30% more strongly
correlated with business
outcomes such as high
revenue, repeat purchase,
churn, and WOM

STEP TWO:

Collect Journey feedback

**Would we ever measure only
one part of the conversion
funnel? Does that give us a
clear picture?**

STEP THREE:

Analyze the data
and develop a plan

What did the customer tell us?

What are we doing well?

Where do we need to improve?

**What cross functional
improvements are needed to
improve overall service?**

How can we sustain our plan?

STEP FOUR:

Make the Customer Happy

How do we execute our plan?

Inside out or **Outside In** Approach?

Top down or Bottom Up **Approach?**

YES

Inside Out



New Customer Surveys – Use Good Design

Surveys designed to identify customer service issues, growth and cross-sell opportunities

COYOTE →

IF YOU'RE HAPPY, WE'RE HAPPY.

Dear %first_name%,

It's been six months since you chose Coyote to serve your transportation and supply chain needs. We appreciate the confidence you've placed in us to get your product delivered.

Are you happy with the service we're providing you? Please help us by taking a few minutes to tell us about our service and your evolving shipping needs.

CLICK HERE TO TAKE SURVEY

Sincerely,
Jodi Navta
VP, Marketing & Communications

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IF YOU'RE HAPPY, WE'RE HAPPY.

Email:

Are you happy with our service?
 Yes
 No

How responsive is Coyote to your specific needs?
 Extremely responsive
 Somewhat responsive
 Not responsive

Overall, I'm satisfied with my Coyote representative.
 Agree
 Neutral
 Disagree

I'm interested in these Coyote products and services.
 Dry van
 Temperature-controlled
 Open deck
 Less-than-truckload
 Expedited
 Cross-border
 Rollout programs and project freight
 Intermodal
 Asset solutions
 Transportation management

How do you anticipate my shipping needs to change in the next 6 months?
 Grow
 Remain the same
 Decline

Do you work with other 3PLs?
 Yes
 No

Do you have any additional feedback for Coyote?

SUBMIT

Service and responsiveness

- XX% happy with 'Company' service
- XX% satisfied with 'Company' responsiveness

Growth and cross-sell opportunity

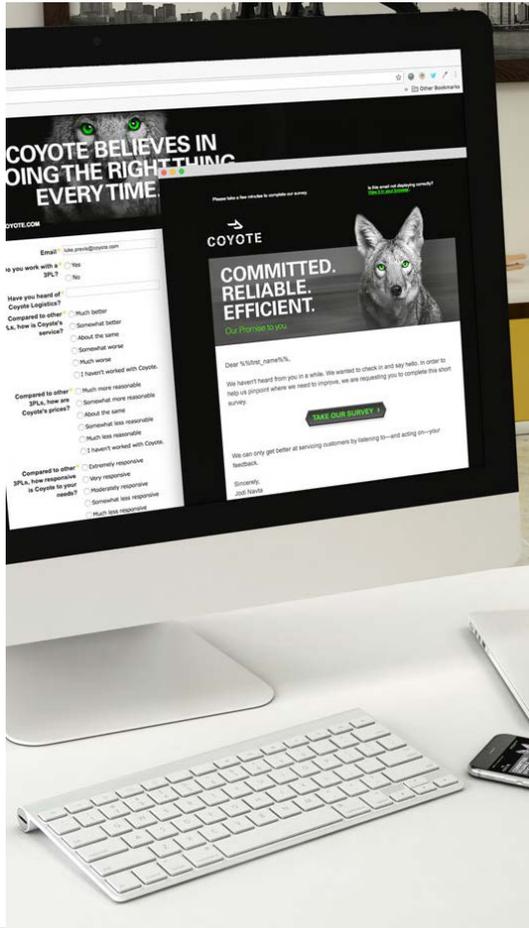
- XX% anticipate growing shipping needs
- XX% interested in multiple products/services
- XX% work with other 3PLs

Responses shared with the account reps and sales managers

- All customer grievances followed-up within 48 hours
- Specific growth and cross-sell opportunities actively pursued

Revival Campaigns – Ask ‘Why?’

3X Higher Chance of Revival Just by Asking



2016 Customer Revival Stats



Dormant Customers Revived

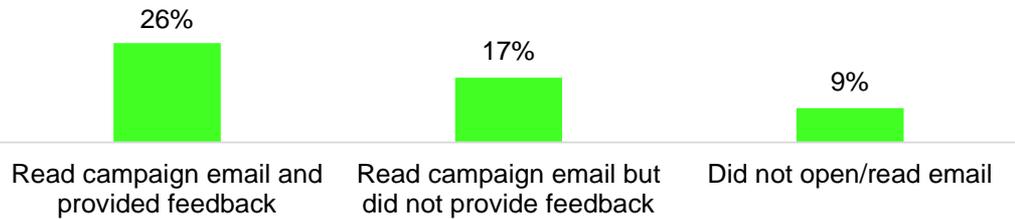


Gross Revenue



Net Revenue

Revival Rate



Key Insights:

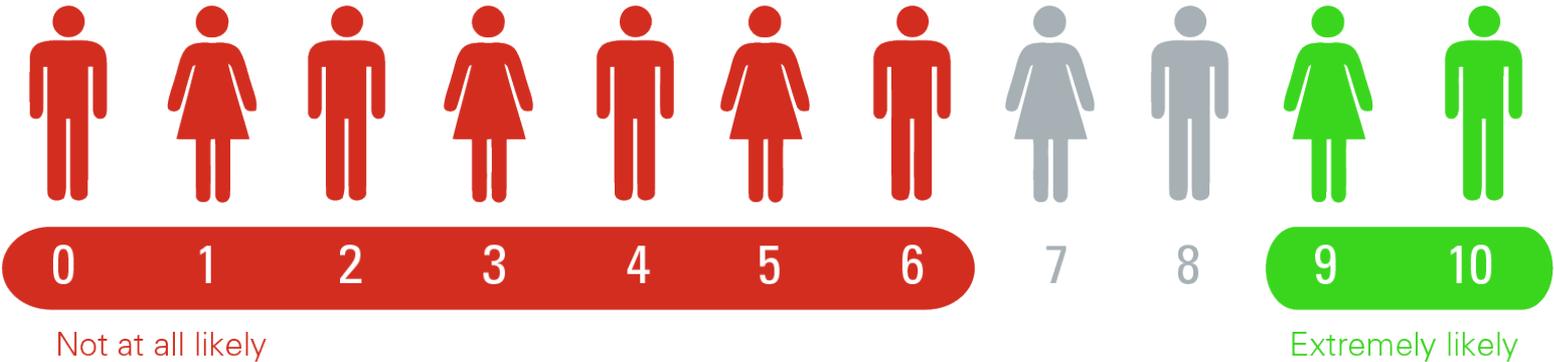
- There is 3x greater chance of revival when customers provide feedback compared to an unengaged customer
- Even when customers don't provide feedback (many don't), there's 3x higher chance of revival compared to an unengaged customer

Revived customers definition: Revived after 12+ months of inactivity (i.e., accounts for seasonality)

NPS Initiative – A Holistic View

Establish an NPS benchmark early and build a program around it

How likely are you to recommend 'Company' to a friend or colleague?



$$\text{NPS} = \% \text{ OF PROMOTERS} - \% \text{ OF DETRACTORS}$$

***Promoters**

***Passives**

***Detractors**

Outside In

Touchpoints

These are just touchpoints – only a part of the whole picture!

Digital Touchpoints

LEAD TO

Customer Inquiry

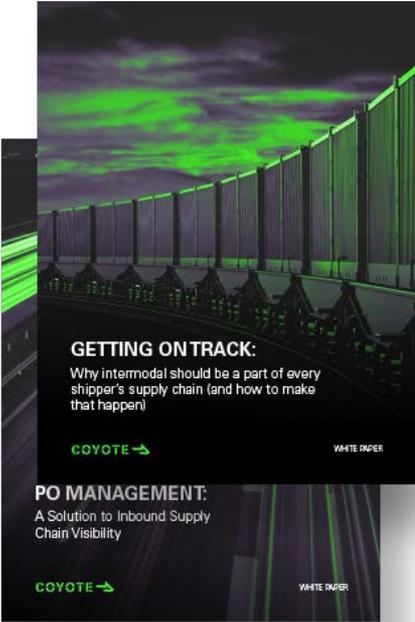
- Targeted Display Ads
- Social Media
- SEO
- YouTube Videos
- Paid Search

Telephone or web inquiry



More Touchpoints

Again, these are just touchpoints – only a part of the whole picture!



Sales Training



Customer Communication



Sales collateral



'Company' Video



CRM Activity Logs



Relationship Nurturing

Sales Activity Mexico Liability Waiver Signed

Type	Notes	User	Date	With	Next Call	Call Back By
Note	New credit request submitted for \$50000. Load in hand	Sharon.Gill	09/22/16			
Note	New credit request submitted for \$50000. Loads in hand, please approve ASAP - thanks!	Taylor.Speno	09/27/16			
Note	New credit request submitted for \$50000. need to build loads for tomorrow asap, thank you!	Kevin.Bartlett	01/31/17			
Note	New credit request submitted for \$50000. need to build loads in hand asap! thank you!	Kevin.Bartlett	01/24/17			
Note	New credit request submitted for \$50000. thank you	Matt.Troffholz	12/02/15			
Note	New credit request submitted for \$50000. thank you	Matt.Troffholz	03/01/16			
Note	New credit request submitted for \$50000. thank you	Matt.Troffholz	04/04/16			
Note	New credit request submitted for \$50000. thank you	Matt.Troffholz	06/16/16			
Note	New credit request submitted for \$50000. Thank you	Craig.Lacy	10/20/15			
Note	New credit request submitted for \$50000. thank you	Matt.Troffholz	09/06/16			
Note	New credit request submitted for \$6300. Thank you	Craig.Lacy	01/25/16			
Note	New credit request submitted for \$6800. just won 3 more spot loads. could we get this approved for today as well? Thank you!	Craig.Lacy	12/28/15			
Note	New credit request submitted for \$7000. Thank you	Craig.Lacy	01/28/16			

Enter **phone** comments...

Ask how we are doing...

Record any **WOM** that you know of!

USE your **CRM**...

Top down:
Harness the Pack Mentality
Don't Helicopter!

Bottom Up:
Execute the Pack Mentality
Make the customer happy!

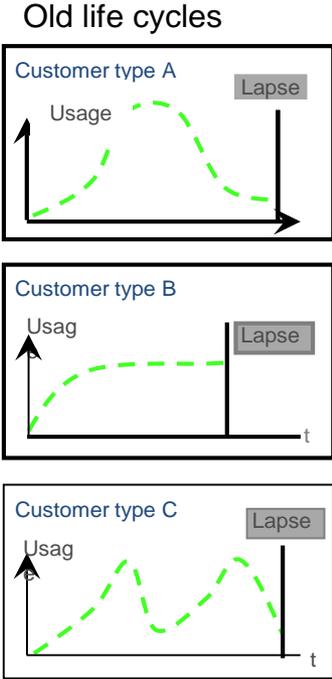
End Game?

Make the Customer Happy

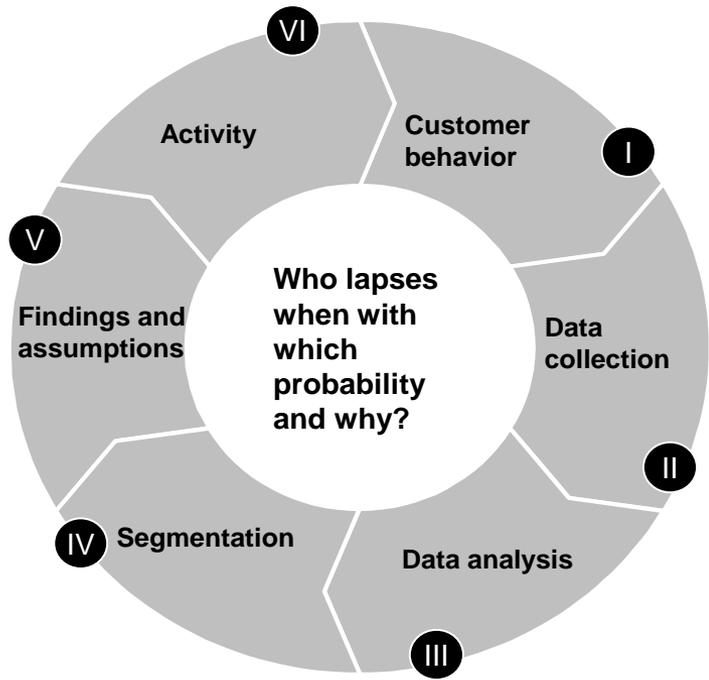
ILLUSTRATIVE

So they stay...Build predictive models...change behavior...So they stay...

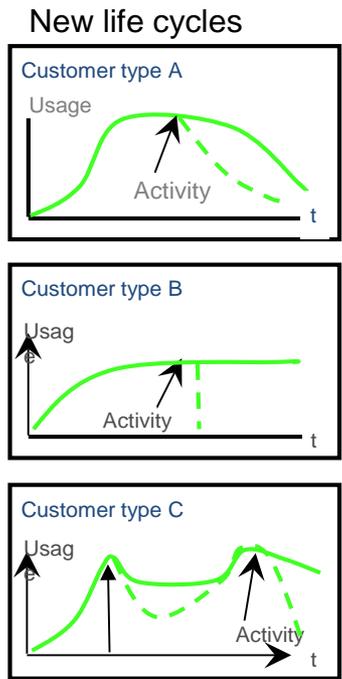
Data Input



Prediction Cycle



Change of Behavior



Recap

Step One:

- Believe in the Journey
- It matters

Step Three:

- Analyze feedback
- Develop a Plan

Harness the Culture:

- Give the frontline the power
- Make them accountable
- Enable organizational change

Step Two:

- Collect Journey Feedback
- End to end
- Use your CRM

Step Four:

- Make the Customer Happy
- Execute the plan
- Build organizational buy-in

Execute

- Communicate
- Own the plan
- Clear accountability
- Build predictive models
- Change behavior

On a scale of **0 to 10**
How likely are you to
recommend **THIS SPEAKER** to
a friend or colleague?

