



Jodi Navta NUTC October 2017 LinkedIn

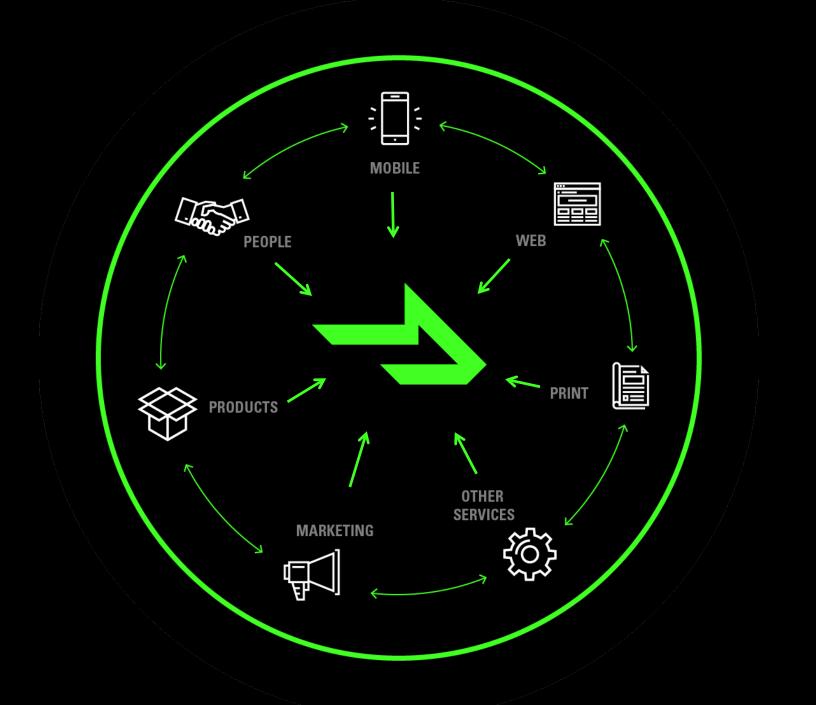


Context is key

Single experiences = (:)

Overall satisfaction =





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

STEP ONE:

Believe in the Journey



End-to-End Matters – Customer Empathy is Powerful

Get good PR coverage

Develop well-balanced nurturing email campaign

Customer Expectations

Easily find information & resources online to 'get to know' 'Company' better. Vetting word-of-mouth

'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.

Build "Quick-Start" guide

'Company

Don't oversell 'Company' capabilities

of understanding and overselling

Document Customer needs to avoid lack

Single point of contact: visibility, service-levelagreement (accountability)

Customer Experience Journey = RELATIONSHIP/ SUPPORT/ INITIAL CONSIDERATION **DECISION/ MOMENT OF EVALUATION/COMPARISON IMPLEMENTATION** LOYALTY LOOP **PROCESS** SET (30-60 Days) (30-90 Days) TRUTH (14-30 Days) (1-21 Davs) (Lifetime Average: 3 Years) 1. Learn best practices for top companies 1. Build Business Case for reducing carrier base 1. Determine cost savings for project 1. Get project up-and-running 1. Get timely resolution to support requests Reduce warehouse space by better planning 2. Determine requirements and short-list of vendors 2. Select a vendor to conduct 'pilot' program 2. Keep costs under control Integrate 3. Create RFP and invite vendors to present solutions 3. Reliability. No damage. On time. 3. Find information & resources that help reduce 3. Negotiate short-term contract 3. Train users and drive adoption number of carriers in network. Online Research - Pleased to Find Info Talk to Other People - Get Excited About Us Will this save me money? (main Kick-Off Call - Excited Support - Satisfied (Google Searches, Analyst Firms, Blogs, (Colleagues, Twitter Followers, LinkedIn decision maker) - Stressed Don't ready to get project going. Getting help but want Tech Reviews, etc.) Connections, etc.) know how to predict cost savings / Spread excitement to faster response time. small internal team. Website Visit - Excited to Get Resources Product Demo with Sales - Overwhelmed Select Vendor - Relieved Phase 1 - Pleased Renewal - Content (Sign Up to Get Content - Video (network), (Happy with product but get stressed out that (After many demos and internal meetings, Collaborate with 'Company' Unhappy with price Webinars, Whitepapers, Case Studies, etc. they are not ready to start this initiative yet. happy to select a vendor. team to get phase 1 launched. increase on renewal but happy with added Call from Sales Representative - Annoyed Lead Nurturing Email Campaign - Upset Negotiate Contract - Conflicted Integrations - Disillusioned features and value. **RESPONSE** Typically annoyed as not ready for sales call, Not enough info from 'Company' about our Want to get best possible pricing but Disappointed that integrations are ask to be called back in a few months. offering. Careful balance of getting enough info don't want to sign a multi-year deal. more costly and difficult than Loyalty - Customer without feeling 'sold to'. anticipated. refers Website submission form- Disappointed Speak to friend or colleague/ Re-read Thrilled with the Initial questions answered promptly, but wish we articles or press - Reassured Re-engage relationship, this would reveal pricing immediately. Main worry is with us happily once they have assurance from customer becomes a cost. Secondary is trust. reputable source. loval advocate Why isn't there more info available online for What are our requirements? Do we need to do this now? Will this vendor be around in 5 years to support us? Will I save money with 'Company'? Will prices go up? Why? How much? · Can we get a discount for a 3-year deal? solutions for our industry? Who should be on our short-list of potential vendors? What is the expected ROI with 'Company'? Will this relationship save me time? Do these vendors understand my customers? What features and functions are available? What does post-purchase support look like? Where are the support documents? If I refer 'Company' can I get a discount? How long will this take to implement? How will this integrate with our existing infrastructure? Can I trust 'Company' to deliver on-time? Can I bring 'Company' team to talk to my Are there any options for payment terms? Will we be locked into a long-term contract? Who are the key players in the market? What do industry colleagues think of each vendor? Can I leave the office at a reasonable management team? What are our competitors doing about this? How do I build the business case for this new relationship? · Are there any reference customers in our industry? How else can 'Company' help me? Our business users better adopt this. Pleased Pleased Satisfied Satisfied CUSTOMER **EXPERIENCE** Upset Upset Recommendations · Simplify demo to reduce stress and anxiety Build ROI calculator to facilitate buy-in Give Market analysis on regular basis · Provide industry 'solutions' and customer list, and Improve implementation guide



IDEAS TO

case studies on corporate website.

Demonstrate cost-savings potential

Don't assign to sales so quickly

· Create business case template for customer

Consider billing/contract flexibility

· Have good industry references on hand

Show knowledge of prospects customer base

Offer 'test' project without long-term commitment

Get feedback each quarter or after milestones

EXECUTE like crazy

Live up to every promise

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?

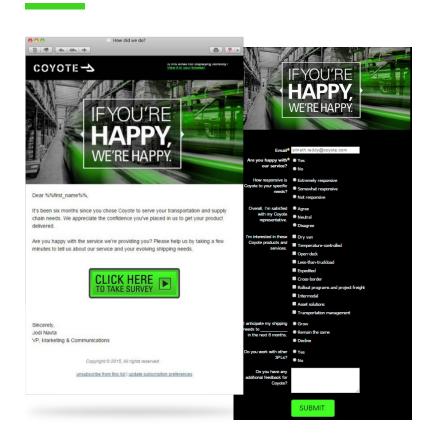
Top down or Bottom Up Approach?

YES

Inside Out

New Customer Surveys – Use Good Design

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



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

Service and responsiveness

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

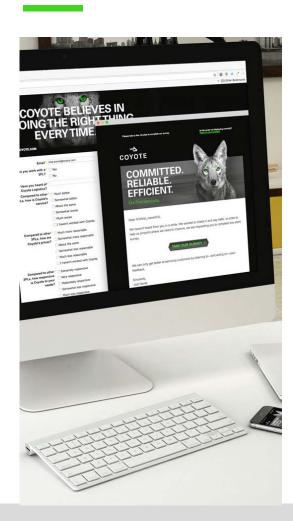
Growth and cross-sell opportunity

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



Revival Campaigns - Ask 'Why?'

3X Higher Chance of Revival Just by Asking



2016 Customer Revival Stats

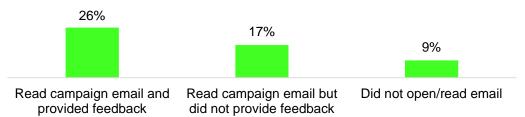






Net Revenue

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?



*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!







	Activity Mesos Liability Waver Signed					
	Notes	Δ User	Date	With	Next Call	Call Back By
	New credit request submitted for \$50000. Load in hand	Shannon, Gal				
Note	New credit request submitted for \$50000. Loads in hand, please approve ASAP - thanks!	Taylor.Spend	09/27/16			
Note	New credit request submitted for \$50000, need to build loads for tomorrow asap, thank you!	Kevin.Bartlet	01/31/17			
Note	New credit request submitted for \$50000, need to build loads in hand asap! thank you	Kevin.Bartlet	01/24/17			
Note	New credit request submitted for \$50000, thank you	Matt.Trofhol	12/22/15			
Note	New credit request submitted for \$50000, thank you	Matt. Trofhol	03/01/16			
Note	New credit request submitted for \$50000, thank you	Matt.Trofhol	04/04/16			
Note	New credit request submitted for \$50000, thank you	Matt.Trofhol	06/16/16			
Note	New credit request submitted for \$50000. Thank you	Craig.Lacy	10/20/15			
Note	New credit request submitted for \$50000, thanks	Matt.Trofhol	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			



Sales Training



Customer Communication



Sales collateral



'Company' Video



CRM Activity Logs



Relationship Nurturing



Enter phone comments... Ask how we are doing... Record any WOM that you know of! USE your CRM...

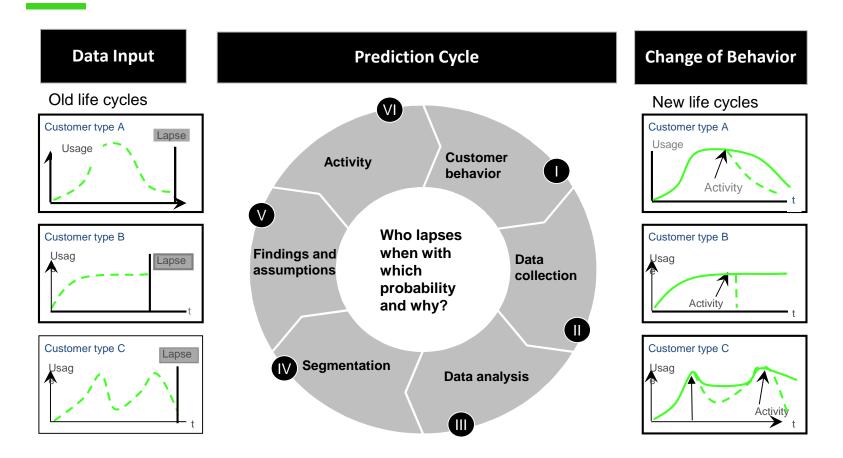
Top down: Harness the Pack Mentality Don't Helicopter!

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

End Game?

Make the Customer Happy

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



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?



