

Unlocking the Power of Customer Experience

Brad Cleveland



NORTH AMERICAN
MILLERS
ASSOCIATION



Who said, “Simplicity is the ultimate sophistication”?

A Leonardo da Vinci

B Lionel Messi

C Sting

D Galileo

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What ancient civilization is credited with inventing the vertical watermill?

A Greek

B Egyptian

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Real Customers, Real Success.

"In our first year, we saw a **decline in case volumes** by 20%."

[Watch the success story](#)



SAP Concur
Michelle Lewis-Miller
VP, Head of Strategy and Transformation

Total personalization. Seamless experiences. Unparalleled efficiency. **Discover how SAP Concur's strategic AI implementation** led to a 20% reduction in case volumes and a 64% decrease in content gaps. [Watch their story now](#) to learn how to replicate their success in delivering innovative customer & agent experiences.

TOP STORY



AI Can Be Detrimental to CX

Phillip Britt

Gartner finds that there's customer pushback against AI that hinders getting to a human agent when self-service fails.

[READ MORE](#)

Lever #1

“Why?”

+ 82%

of customers say that the number one factor that leads to a great experience is having their issues resolved quickly and easily.

Source: International Customer Management Institute

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+ ?? %

How much a portfolio of the
world's simplest brands has
beaten the average global stock
index since 2009

Source: Siegel+Gale, 2022

+ ?? %

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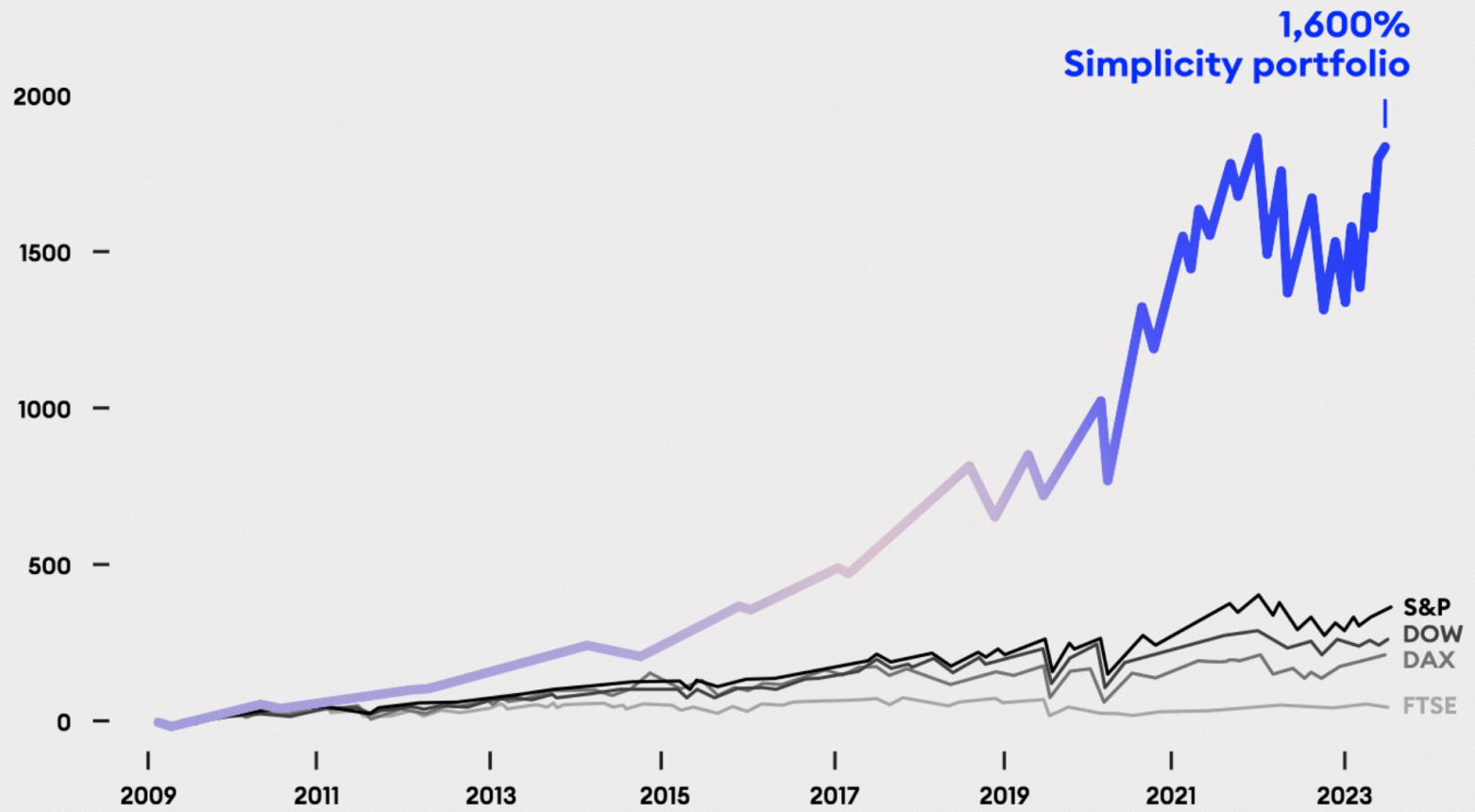
+ 1600%

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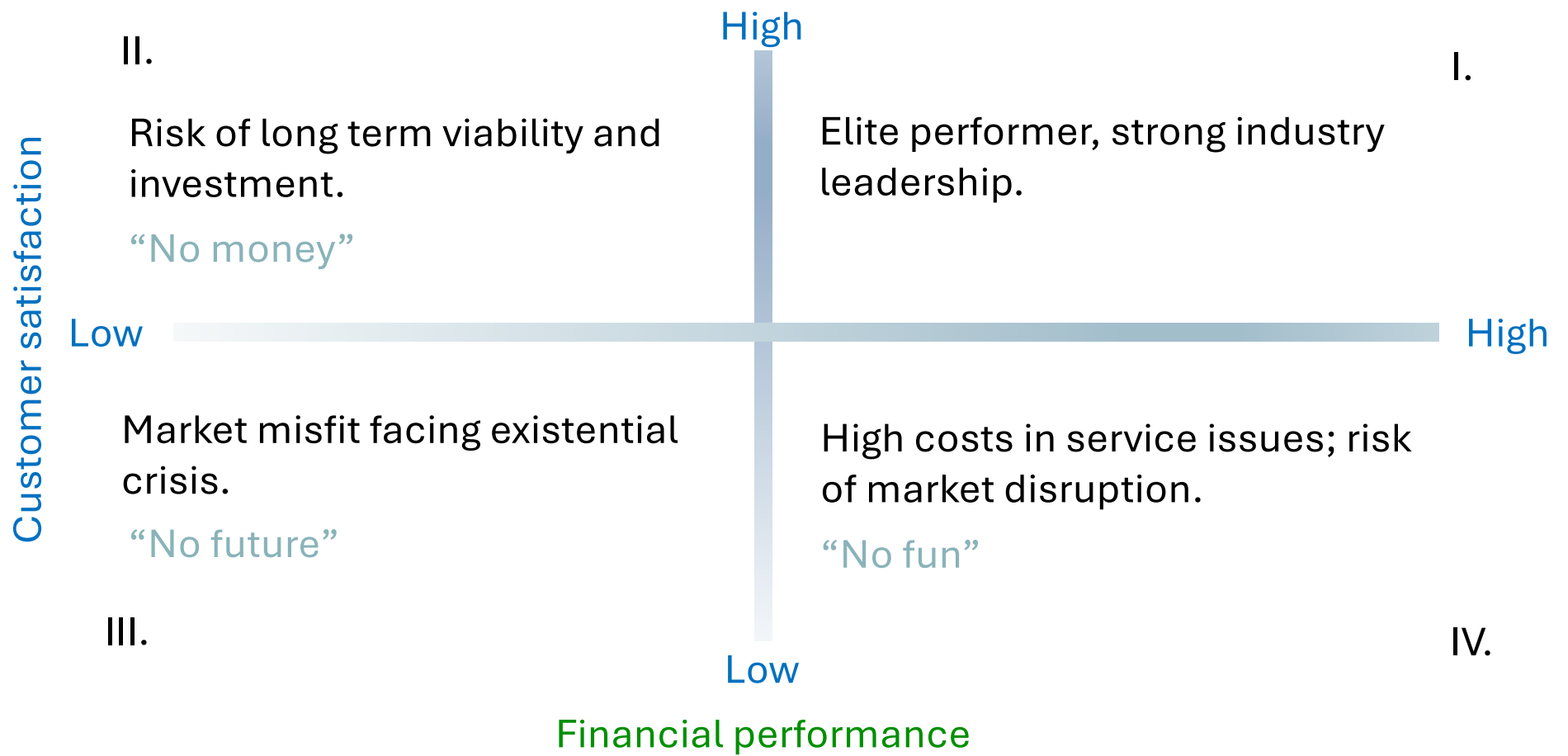
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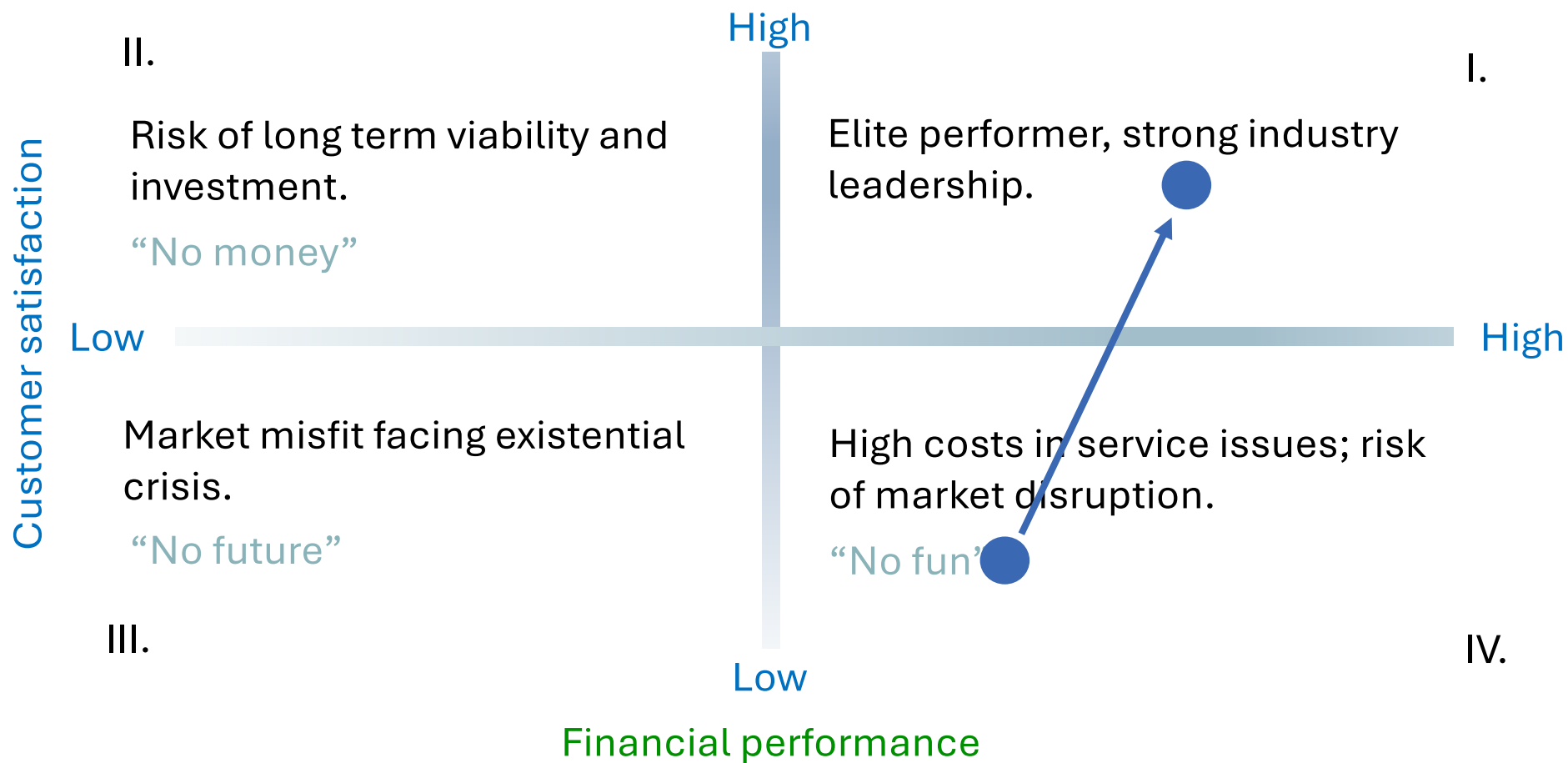
Simplicity performs



Source: Siegel+Gale

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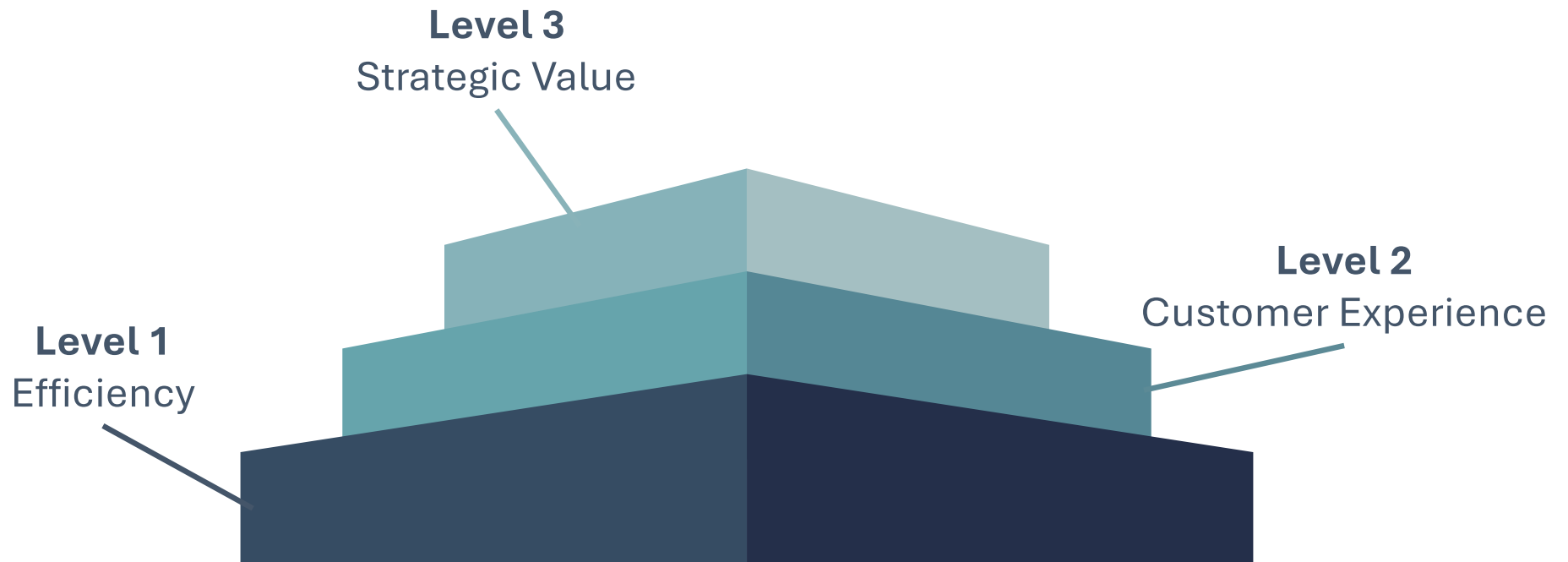




Lever #2

Strategic value

Three levels of value



- Empower all to capture insight
- Ensure objectives and metrics support all three levels
- Celebrate improvements

Lever #3

Timing

The Table the C-Suite Loves

Input: 100 customers in 30 minutes

Average Handling Time: 5 minutes

Based on the queuing formula, Erlang C

The Table the C-Suite Loves

Input: 100 customers in 30 minutes

Average Handling Time: 5 minutes

Employees/ SL/20 sec	<== Customers waiting longer than x minutes ==>										
	.5	1	2	3	4	5	6	7	8	9	10
17 (11%)	88	85	79	74	69	65	61	57	53	50	47
18 (39%)	58	51	39	30	23	18	13	10	8	6	5
19 (59%)	38	30	19	12	7	5	3	2	1	1	0
20 (73%)	24	17	9	5	2	1	1	0	0	0	0
21 (83%)	15	10	4	2	1	0	0	0	0	0	0
22 (89%)	9	5	2	1	0	0	0	0	0	0	0
23 (93%)	5	3	1	0	0	0	0	0	0	0	0
24 (96%)	3	1	0	0	0	0	0	0	0	0	0

Based on the queuing formula, Erlang C

- Find and address bottlenecks
- Don't rely on daily averages
- Ensure timing is a cultural commitment

Lever #4

Customer expectations

10 Customer Expectations (Interactions)

- Be accessible (*in the channels I prefer*)
- Treat me courteously
- Be responsive to (*and anticipate*) what I need and want
- Do what I ask promptly
- Provide well-trained and informed employees
- Tell me what to expect
- Meet your commitments and keep your promises
- Do it right the first time
- Follow up
- Be socially responsible and ethical

Engagement: Global Workforce (Source: Gallup)

23%

Engaged

62%

Not Engaged

15%

Actively Disengaged

Source: Gallup, 2024

“Why?”

Customer experience matters to our results and our future.

Strategic value

What are we learning that can help us improve and innovate?

Timing

Where can we eliminate bottlenecks?

Customer expectations

Are they true north as we make decisions?

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Slides

Customer expectations

AI idea starter

ROI toolkit

Queue calculator



Resources

Unlocking the Power of Customer Experience, presented by Brad Cleveland

[Slides](#)

[Customer Expectations Worksheet](#)

[AI Idea Starter](#)

[ROI Calculations Toolkit](#)

[Customer Queue Calculator](#)

Maddie Nunnally

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THANK YOU!

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Q & A