

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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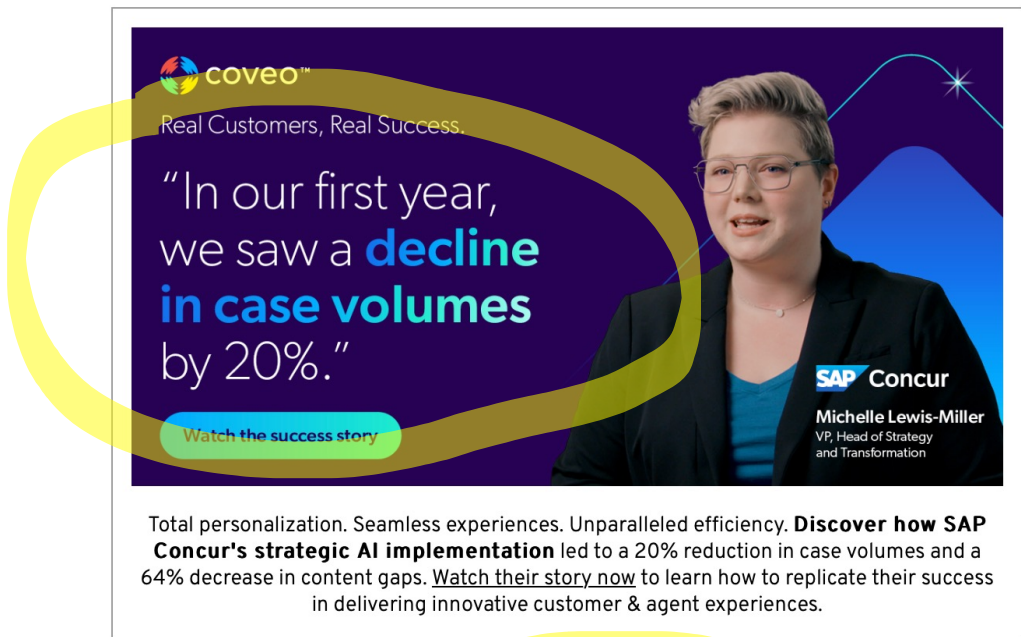
A Greek

B Egyptian

C Roman

D Persian

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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

+ ?? %

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

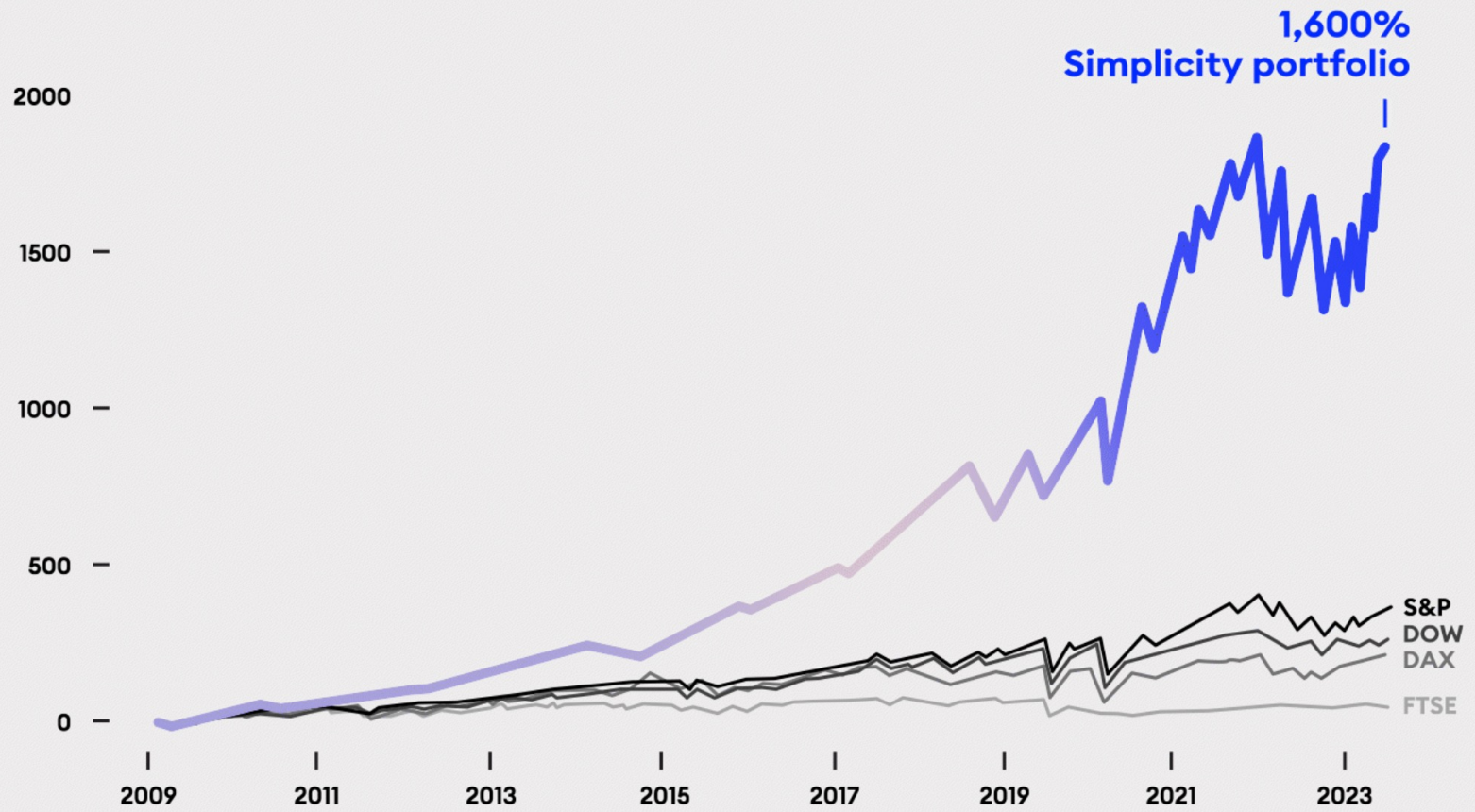
Source: Siegel+Gale, 2022

+ 1600%

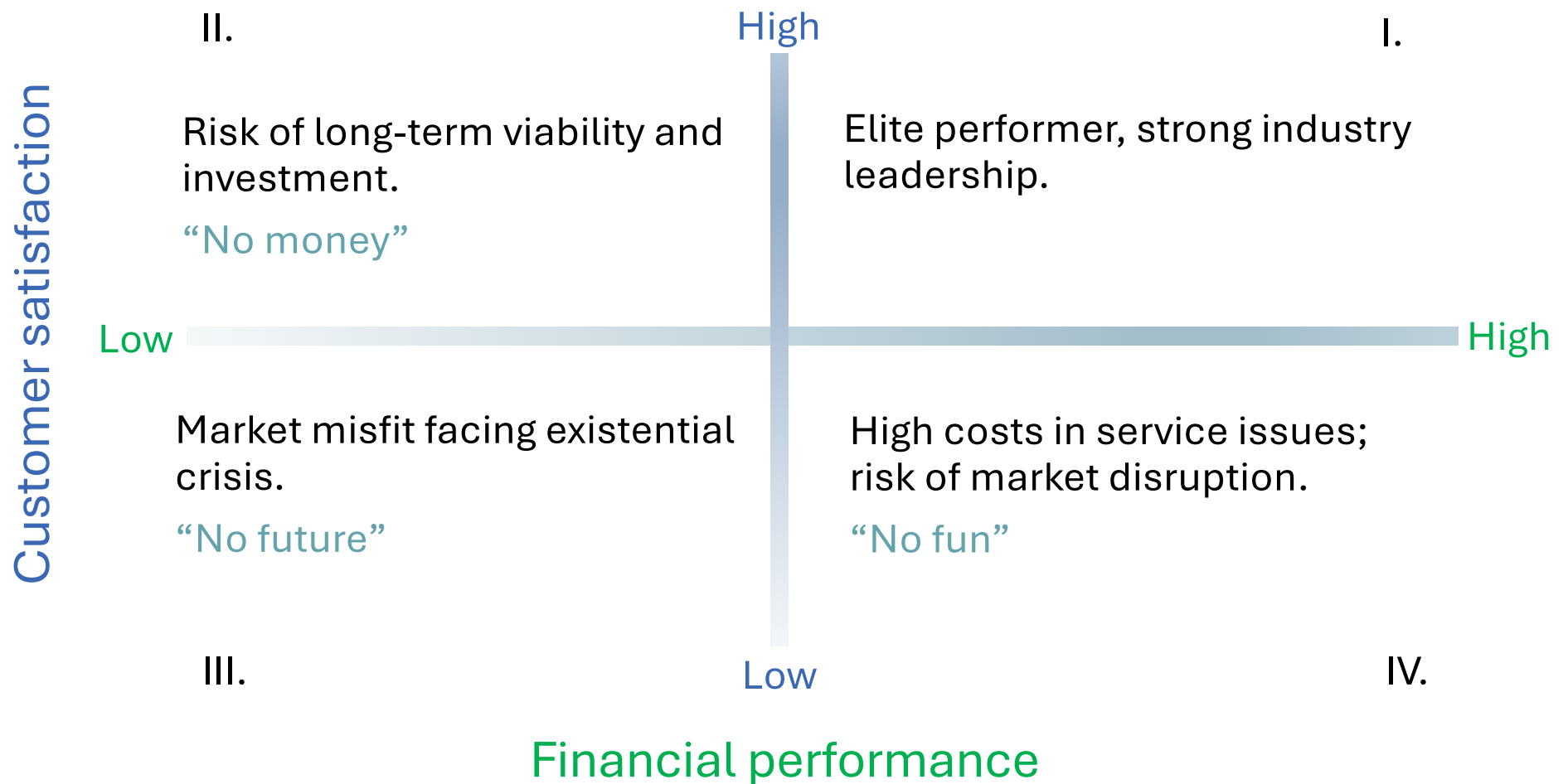
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Source: Siegel+Gale, 2022

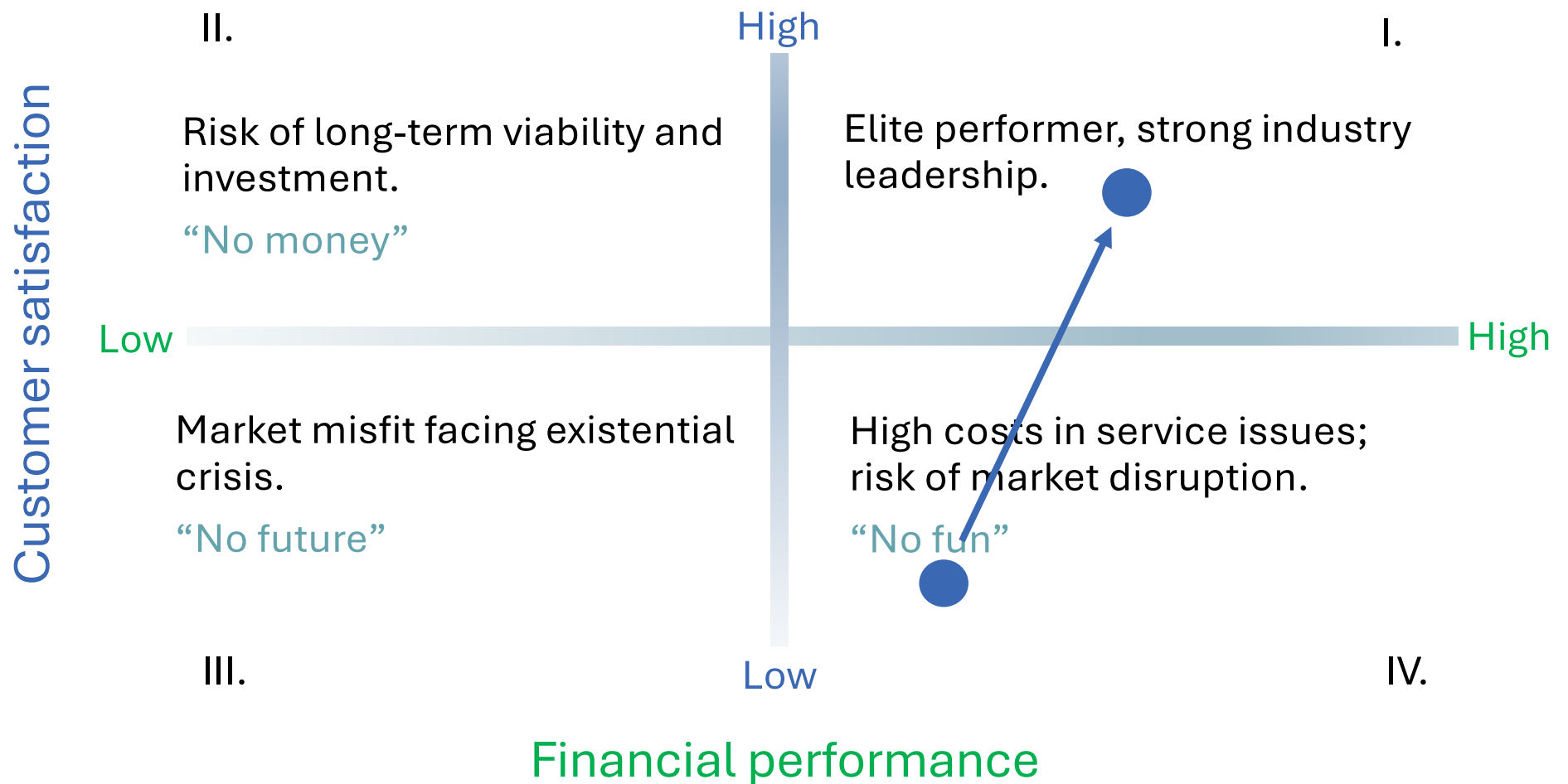
Simplicity performs



Source: Siegel+Gale



Source: bradcleveland.com/blog

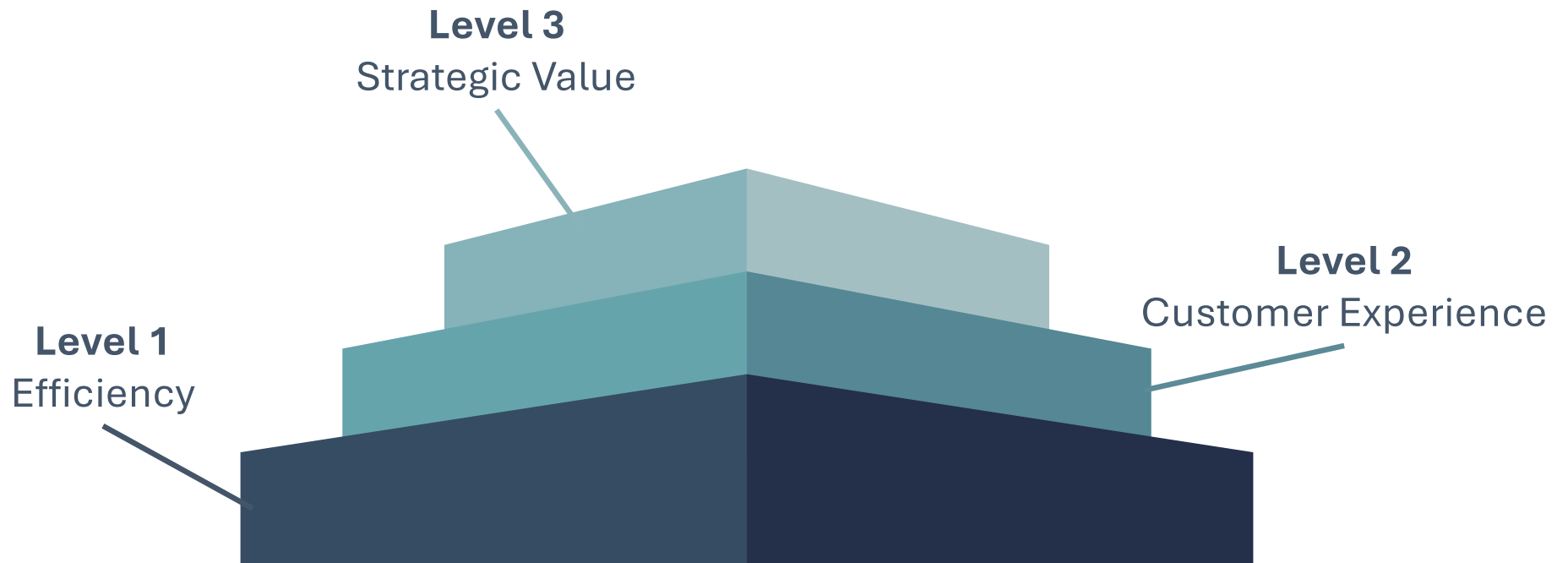


Source: bradcleveland.com/blog

Lever #2

Strategic value

Three Levels of Value



Lever #3

Timing

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

- Don't go by daily averages
- Find and address bottlenecks in even the smallest teams
- Make timing a cultural commitment (USAA, local bike shop)

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

The picture
that went
viral



- “Why?”
- Strategic value
- Timing
- Customer expectations

bradcleveland.com/NAMA

Slides

Customer expectations

AI idea starter

ROI toolkit

Queue calculator

THANK YOU!

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