

Redefining Contact Strategy in a Digital World

Digital Transformation in After Sales - Spotlight on Home Appliances

Chris Dunn

A Brief Introduction to the Home Appliances Market



BOSCH



Hotpoint

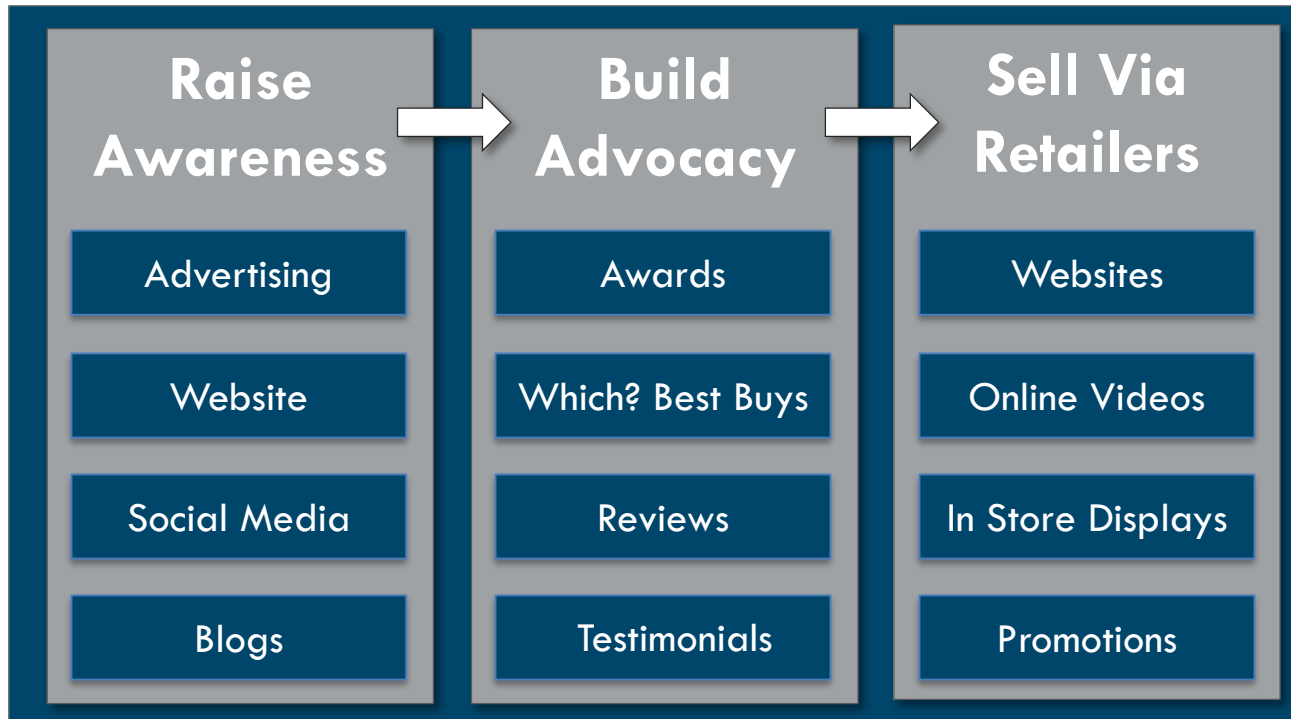
BEKO



Electrolux

Panasonic

ZANUSSI



In the UK approximately 11 million major domestic appliances are sold each year



Achieving Advocacy in Home Appliance After Markets



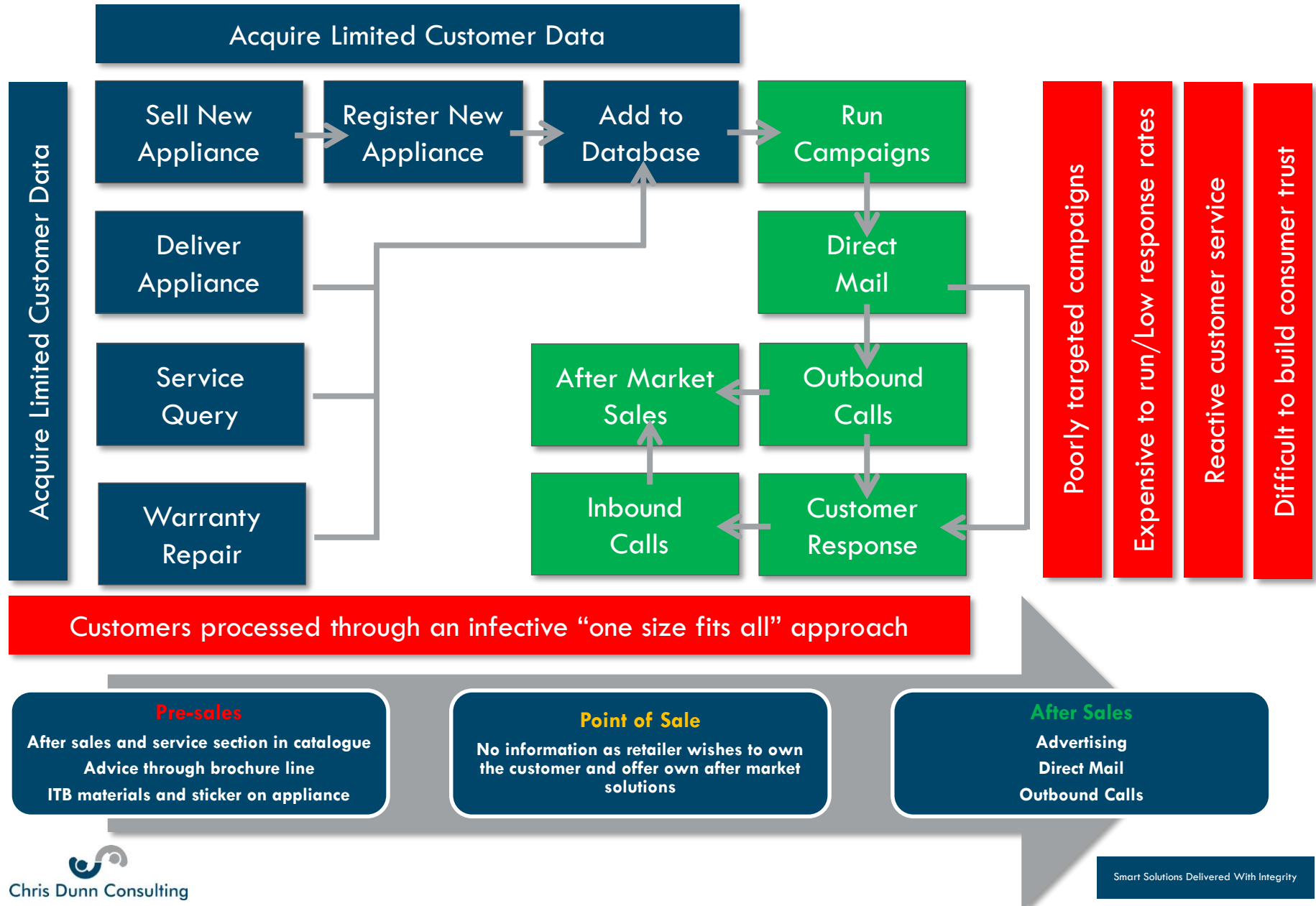
Providing great service increases customer advocacy

Monetising Home Appliance After Markets



Building lifetime value and increasing long term loyalty

Summary of Pre-Digital Contact Strategy



Building Your Digital Presence



How Digital Changed the Contact Strategy for Businesses

FROM

Largely one -way communications. Talking to or “talking at” consumers

Brand messages broadcast at consumers – was anyone listening?

Product and service development reliant on market research

Rigid reply mechanisms forced consumers into channels favored by the business

Opening hours and dedicated teams. SLAs for correspondence and calls

Limited data collected from consumers

Slow to adapt to changes in consumer sentiment and needs

TO

Actively engaging with consumers in two-way conversations

Using consumer reviews to reinforce brand messages and build advocacy

Using VOC to become more responsive to customer complaints and to rapidly improve products and services

No longer dictating how and when consumers can contact the business

Making information available 24/7 and creating opportunities to listen to consumers in their preferred medium at their chosen time

Collecting data to ensure relevancy and increasing sales conversions in e-campaigns

Using A/B testing, social listening etc to rapidly and cheaply test new products

These changes empowered the consumer

Online Works Together with Offline

The digital revolution has made it simpler and cheaper for brands servicing home appliance after markets to interact with more customers, more frequently than before.

Sometimes, customer journeys start online and complete online. More often than not, they still involve many of the touch points created in the pre-digital contact strategy.

Some examples:

The consumer broadcasts a complaint on Facebook
Online

The Customer Services Team call the consumer to resolve the issue
Offline

The consumer reposts on Facebook to say that the company has made amends
Online

CST posts to state that they have been glad to have helped
Online

The consumer researches different repair or product replacement options
Online

The consumer decides on repair and investigates price and availability
Online

The consumer phones to book a repair and is advised to replace
Offline

The consumer redeems a voucher code
Online

The consumer looks for a part for a DIY repair
Online

The consumer cannot find the part or is unsure from the website whether it is the right one
Online

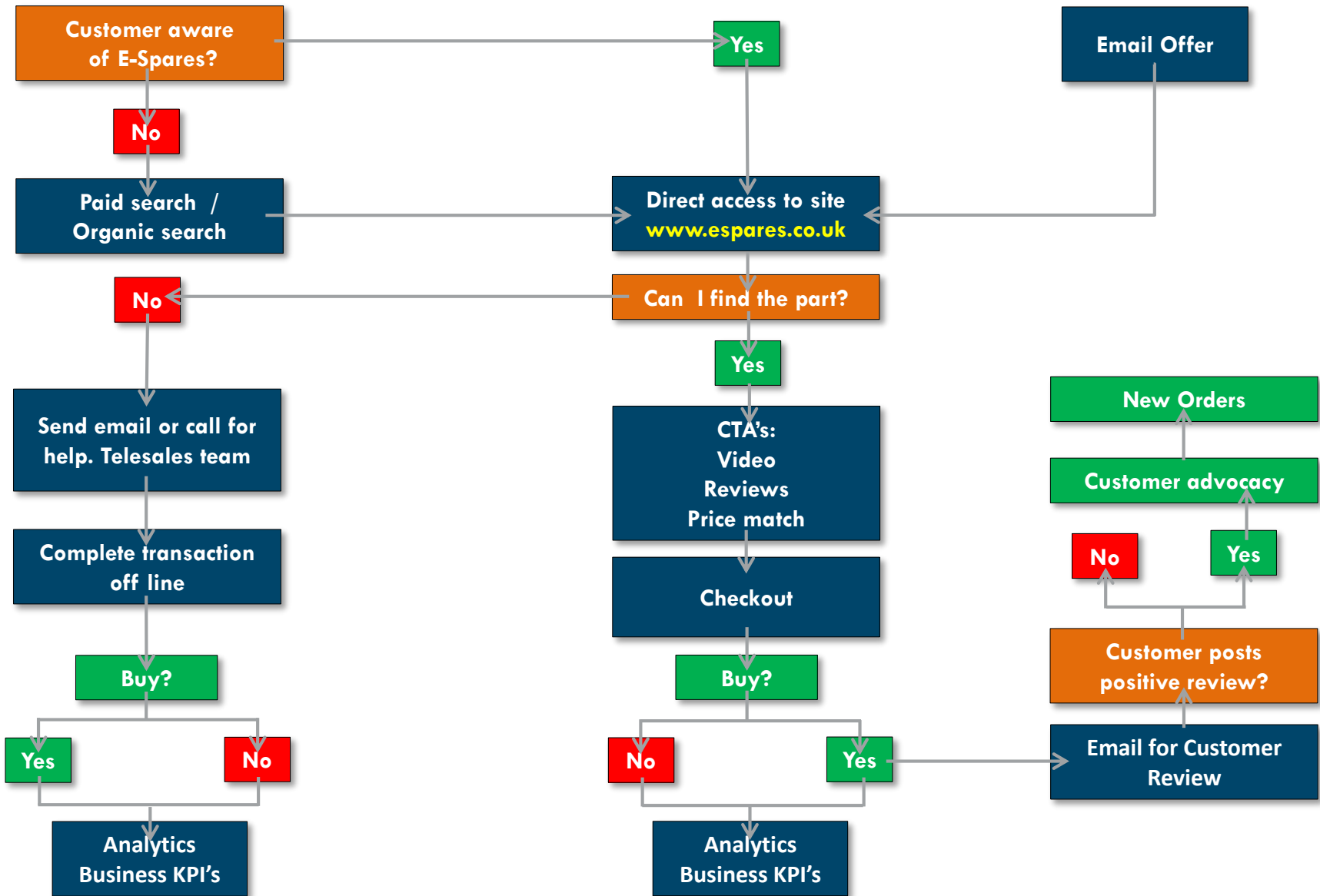
The consumer phones the telephone number shown on the site
Offline

The consumer purchases the part over the phone
Offline

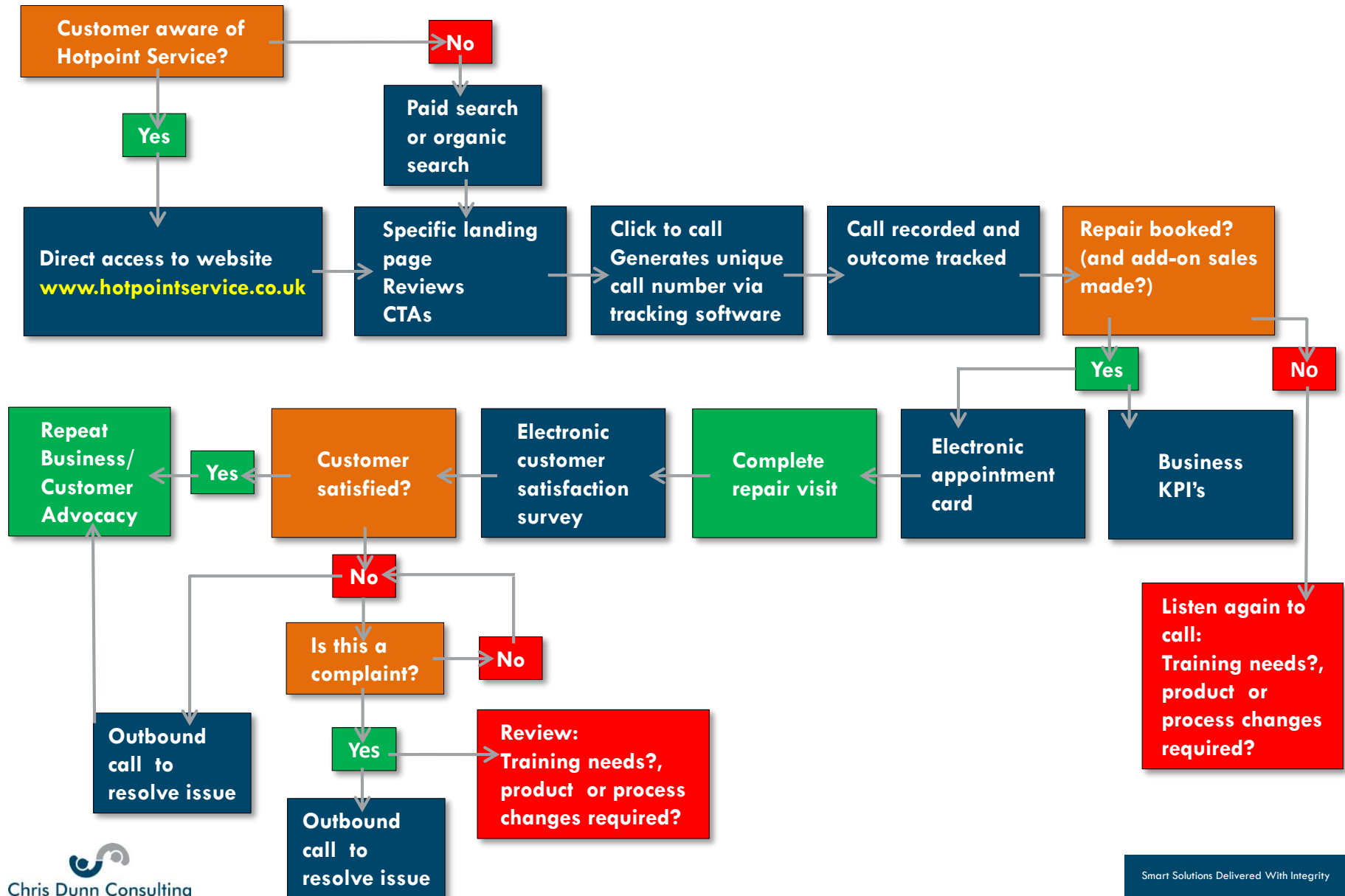
Some consumers are still not online or prefer not to use the internet



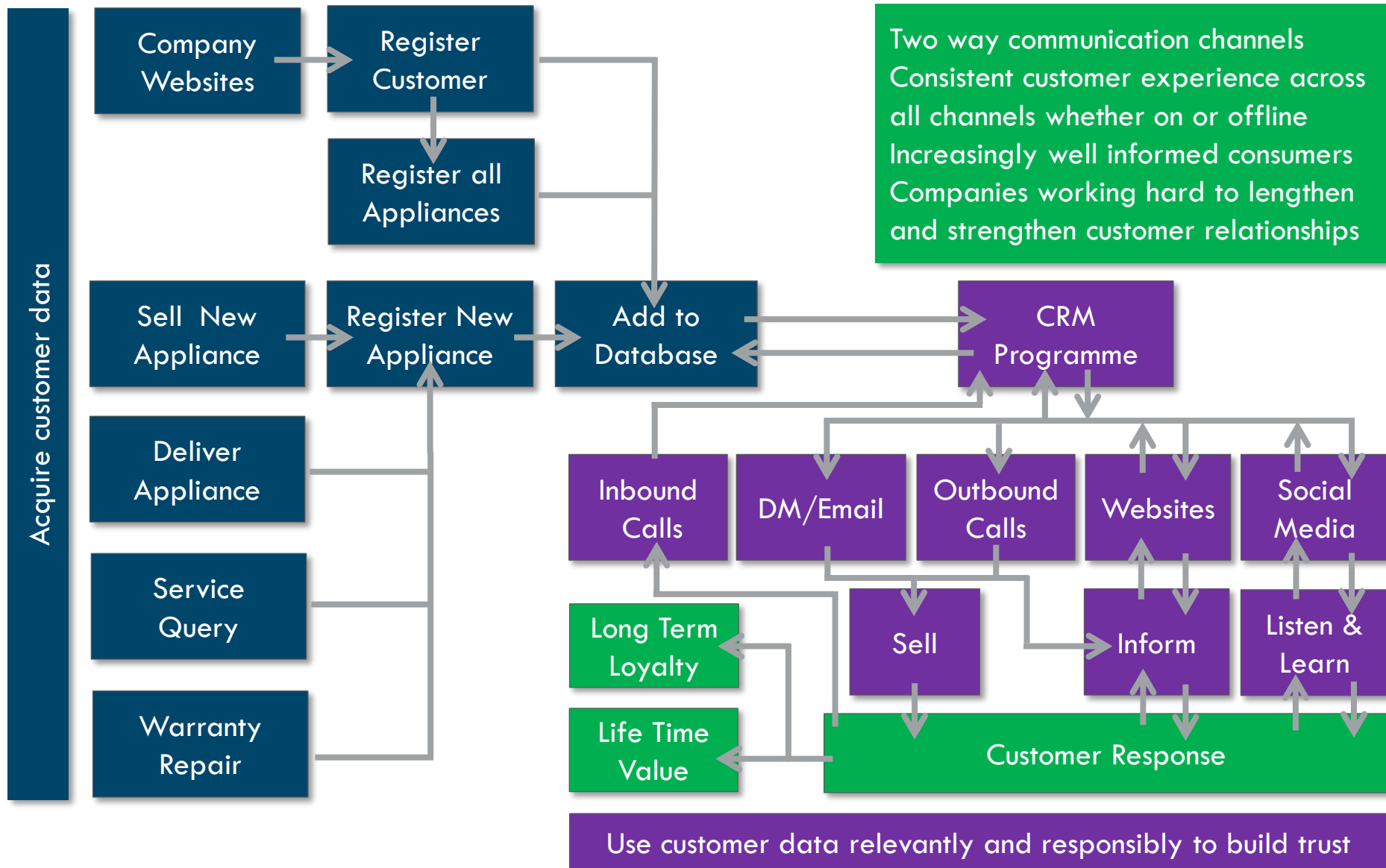
Customer Journey Parts: Based on E-Spares Website



Customer Journey Repair Booking: Based on Hotpoint Service



Summary of Contact Strategy in a Digital World



Further Information

This presentation was originally written for the CMO Conference in Oxford and has been updated in February 2020



About the Author

Chris Dunn is passionate about the power of digital transformation and customer experience to create brand value, customer loyalty and competitive advantage.

His career stretches back 35 years during which time he has developed fast growing, profitable businesses serving B2B and B2C markets in the UK and internationally.

His company Chris Dunn Consulting Services Limited provides business coaching and management consultancy to companies to help them drive change management and business development.

Chris is a long-standing mentor on the Cambridge Venture Project run by the Cambridge Judge Business School.

He writes a regular blog to pass on business advice as well as posting handy hints and tips through regular posts on LinkedIn and Facebook.

