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









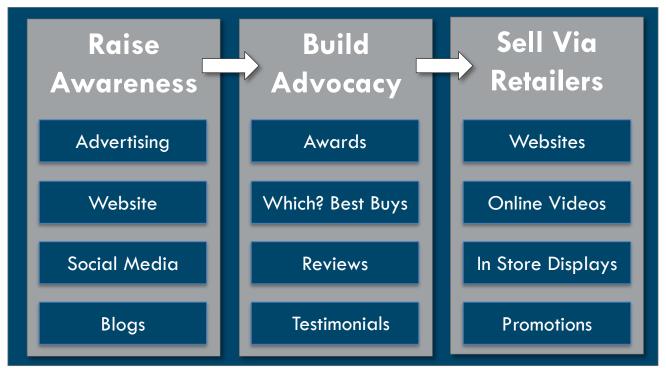


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In the UK approximately 11 million major domestic appliances are sold each year



















Achieving Advocacy in Home Appliance After Markets





Providing great service increases customer advocacy

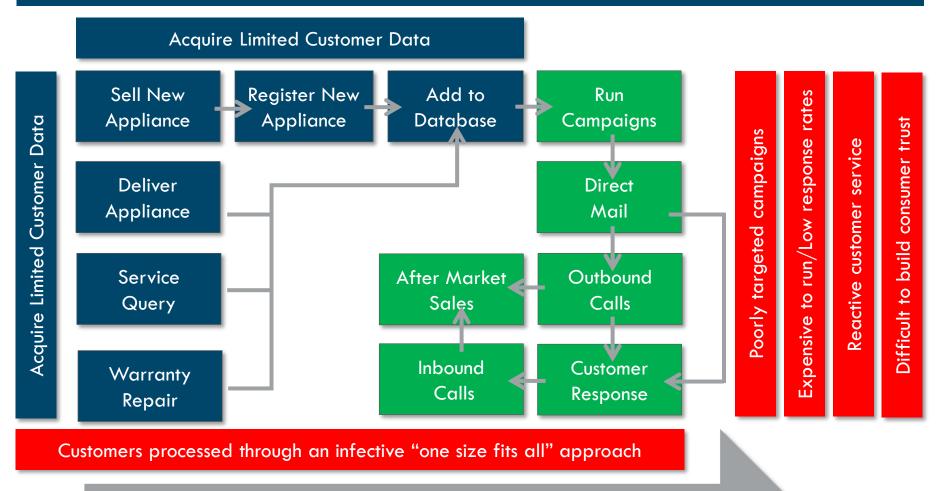
Monetising Home Appliance After Markets



Chris Dunn Consulting

Building lifetime value and increasing long term loyalty

Summary of Pre-Digital Contact Strategy



Pre-sale

After sales and service section in catalogue
Advice through brochure line
ITB materials and sticker on appliance

Point of Sale

No information as retailer wishes to own the customer and offer own after market solutions

After Sales

Advertising
Direct Mail
Outbound Calls



Building Your Digital Presence

Collect consumer insight data

Analyse,
Segment,
Personalise,
Localise,
Store in core
systems for front
line staff and for
E-campaigns

CRM Database Display dynamic rich content
Help & support,
Useful tips
Upgrades
Add-ons
Newsletters,
Blogs,
Testimonials,
Awards
Join up with
offline content

Website

Build in SEO
Optimise the
Customer
Journey
Video
Reviews
Price match
Secure check out
Live chat
Email opt-ins
Join up with
telesales function

E-Commerce

Drive from CRM
Database
Targeted
Personalised
Relevant
New products
Add-on sales
Strong
conversion
Land and expand
via e-commerce
site

E-Campaign

Engage with
consumers
Story telling
Soft brand
messages
Interesting videos
Interactive games
Prize draws
Opinion surveys
Complaint
resolution
User reviews
Likes/Shares
Build relationship

Social Media

Exploit the
"always on
culture"
Responsive
website design
Click to call
Live chat
Self-service
QR Codes
Apps
M-Commerce
Provide content
for 24/7/365 use

Mobile



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 twoway 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



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

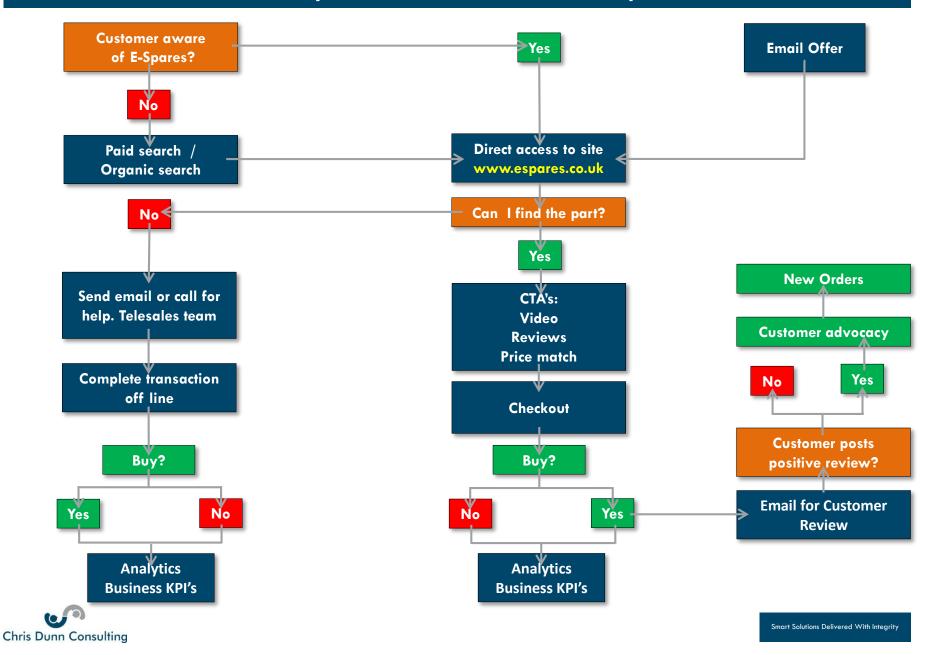
The consumer phones the telephone number shown on the site Offline

The consumer purchases the part over the phone Offline

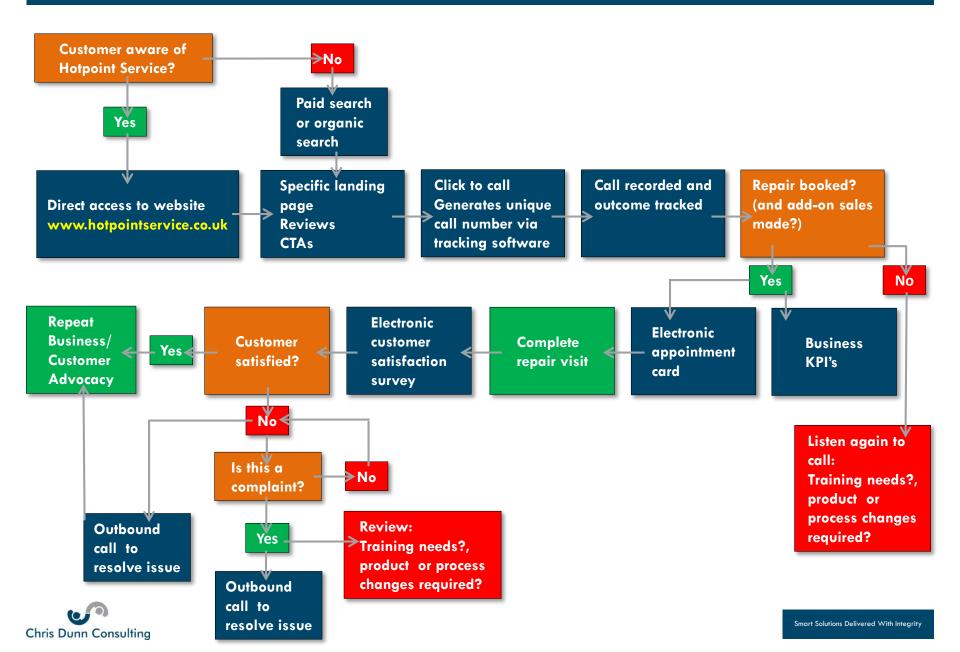
Some consumers are still not online or prefer not to use the internet



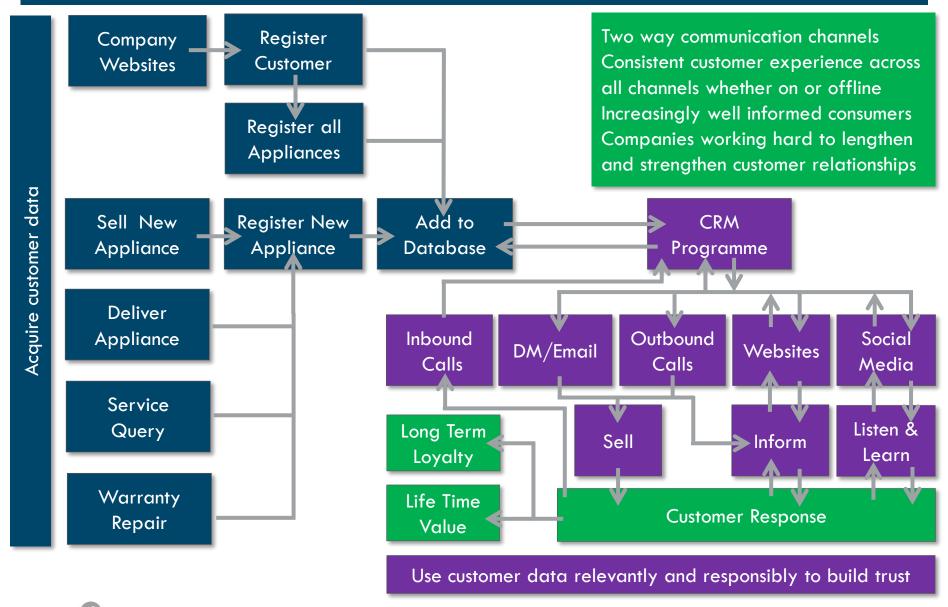
Customer Journey Parts: Based on E-Spares Website



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





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.



+44 7927 638711