2019 Customer Experience Excellence for Australia

Global scope... with Australian representation...
- 20 countries
- 2,000 brands
- 800,000 evaluations
- 11 sectors
- 114 brands
- 2,503 consumers

Key Metrics: The Six Pillars of Customer Experience Excellence (CEE)

- **Personalisation**: Using individualised attention to drive an emotional connection.
- **Resolution**: Turning a disappointing experience into a great one.
- **Time and Effort**: Minimising customer effort and creating frictionless processes.
- **Integrity**: Being trustworthy and engendering trust.
- **Expectations**: Managing, meeting and exceeding customer expectations.
- **Empathy**: Achieving an understanding of the customer’s circumstances to drive deep rapport.

Personalisation continues to be the key driver for customer experience in Australia

- **Advocacy**
  - CEE Score 7.83
  - Service with Integrity at the core

- **Loyalty**
  - CEE Score 7.40
  - Holistic, enterprise wide customer transformations

Australia’s Local Leaders 2019

- **CEC Score 7.83**
  - Afterpay

- **CEC Score 7.78**
  - Bendigo Bank

- **CEC Score 7.74**
  - Afterpay

- **CEC Score 7.65**
  - NRMA Insurance

- **CEC Score 7.61**
  - Dan Murphy’s

- **CEC Score 7.59**
  - RACV Insurance

- **CEC Score 7.58**
  - The Iconic

- **CEC Score 7.56**
  - Grill’d

- **CEC Score 7.55**
  - Mitre 10

Characteristics of leading CX brands in Australia...

- Service with Integrity at the core
- Holistic, enterprise wide customer transformations
- Seamless digital experience

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