

## REMAINING CUSTOMER CENTRIC IN THE TIME OF COVID 19

- These times we live in
- The importance of putting the customer first
- Contact centres personifying your company's culture
- Re-imagining the customer's next normal



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## THESE TIMES WE LIVE IN ...

- **Primary focus has been internal**  
Operators have been presented with probably the largest global operating enforced change in their careers and the priority was Business Continuity Management.
- **Economies re-opening. Focus forward**  
You've managed the close down but how to best manage the "Open up". Drop backward language: "Get Back"; "Return"; "Previously" and reframe in the future.
- **Pause. Breathe. Look forward and outward**  
At this stage you need to be moving beyond your base Pandemic operational model and looking at what the future should look like.



### **Resolve**

Address the immediate challenges that COVID-19 represents to institution's workforce, customers, technology, and business partners



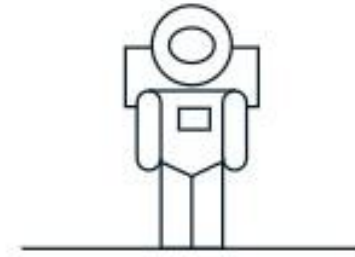
### **Resilience**

Address near-term cash-management challenges and broader resiliency issues during virus-related shutdowns and economic knock-on effects



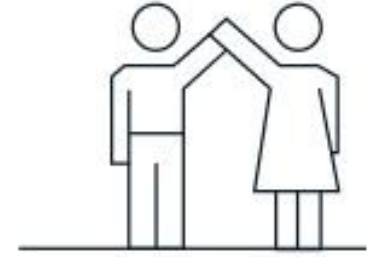
### **Return**

Create detailed plan to return business to scale quickly as COVID-19 situation evolves and knock-on effects become clearer



### **Reimagination**

Reimagine the next normal: what a discontinuous shift looks like and implications for how institutions should reinvent



### **Reform**

Be clear about how regulatory and competitive environments in industry may shift

McKinsey  
& Company

- **Adopt a model to help you plan the New Normal**  
There are different models circulating. The one above is McKinsey's 5R Framework
- **Apply it Externally as well**  
Don't fall into the trap of thinking only internally with the framework. Ensure you have a "Customer" lense.

POLL 1

WHAT STAGE OF THE 5R FRAMEWORK IS  
YOUR ORGANISATION CURRENTLY AT?  
(22<sup>ND</sup> OF MAY, 2020)

<b>1. Resolve</b>	<b>0%</b>
<b>2. Resilience</b>	<b>0%</b>
<b>3. Return</b>	<b>86%</b>
<b>4. Reimagination</b>	<b>14%</b>
<b>5. Reform</b>	<b>0%</b>

## PUTTING THE CUSTOMER 1ST

- **Make space to think Externally**  
Always think about how this is effecting your Customers not just yourselves.
- **Re-question your previous customer assumptions/findings**  
What your customer did in the past may not be the same and may never be the same again. Survey them
- **Be Pro-Active**  
Don't wait for the question, put the answer out there. Restaurant example
- **Be transparent and flexible**  
It's ok to not know immediately – and adaption and flexibility is key

## PERSONIFYING YOUR BRAND

- **Empathy opportunity**

I have never known in my lifetime a situation that allowed such global empathy to happen, over 200 nations have reported over 5m cases and a 1/3 of a million deaths. (Source: Worldometer.com – 21/5/20)

- **Corporate Culture validation**

Never has there been an opportunity to test your corporate culture. Have your values been the north star that they are meant to be

POLL 2

HAS YOUR COMPANY'S CULTURE BEEN  
A NORTH STAR?

- |   |     |
|---|-----|
| 1. <b>Definitely not</b> – we have done the opposite              | 0%  |
| 2. <b>No</b> – no one has referred to them since COVID19 happened | 0%  |
| 3. <b>Kind of</b> – we are picking and choosing                   | 60% |
| 4. <b>Yes</b> – we are aligned to them but not explicitly         | 0%  |
| 5. <b>Definitely yes</b> – actions have been guided by them       | 40% |

## RE-IMAGING THE CUSTOMERS' NEXT NORMAL

- **What is here to stay?**

Different businesses have spoken about the change to digital adoption / remote working / remoting conference / remote education that has taken place in the last 2 months being equivalent to the adoption they would have expected in 5 to 10 years. Your benchmark cannot be that customers will return to the previous way of interacting with you

- **How? Create a plan ahead team**

You need to utilize what Customer Insights / Research / Strategy resources you use for normal forward planning and start from today as day 0



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