

# MOZCON

2014

## WELCOME!



### **Broken Brand Promises:** The Disconnect Between Marketing and Customer Experience

Kerry Bodine • [KerryBodine.com](http://KerryBodine.com)  
[@kerrybodine](https://twitter.com/kerrybodine) • [kerry@kerrybodine.com](mailto:kerry@kerrybodine.com)

#MozCon

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Mon-Thurs 11:30pm / 10:30c

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## The Colbert Report

**BloombergBusinessweek**  
Companies & Industries

### Proof That It Pays to Be America's Most-Hated Companies

"...customer-service scores have no relevance to stock market returns... the most-hated companies perform better..."

For all the usual complaints—such as “I hate dealing with this company” or “these guys are the worst at customer service”—about the usual suspects from the ranks of cable and Internet providers, airlines, and banks, it turns out they just don’t have much incentive to care. The companies you hate are making plenty of money. In fact, the scorned tend to perform better than the companies you like.

The American Customer Satisfaction Index scored 290 major brands this year on a 100-point scale for customer satisfaction. The highest score went to Mercedes-Benz (DAI-GR), with an 88. Filtering the list to include only publicly traded companies with at least one full year of trading data allows a comparison between 2013 stock market returns and the customer-satisfaction rankings of 146 companies.

COMEDY CENTRAL

## Episode Clips: December 18, 2013



### Rethinking Customer Satisfaction (03:00)

Views: 30,038



### Santa Claus Ethnicity Debate (02:53)

Views: 27,644



### Santa Claus Ethnicity Debate - Hans Beinholdt (03:08)

Views: 62,065



### Keanu Reeves (07:13)



Wednesday December 18, 2013 | Views: 30,038 | Comments: 0

## Rethinking Customer Satisfaction



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Companies & Industries

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"Your contempt really, truly doesn't matter... If anything, it might hurt company profits to spend money making customers happy."

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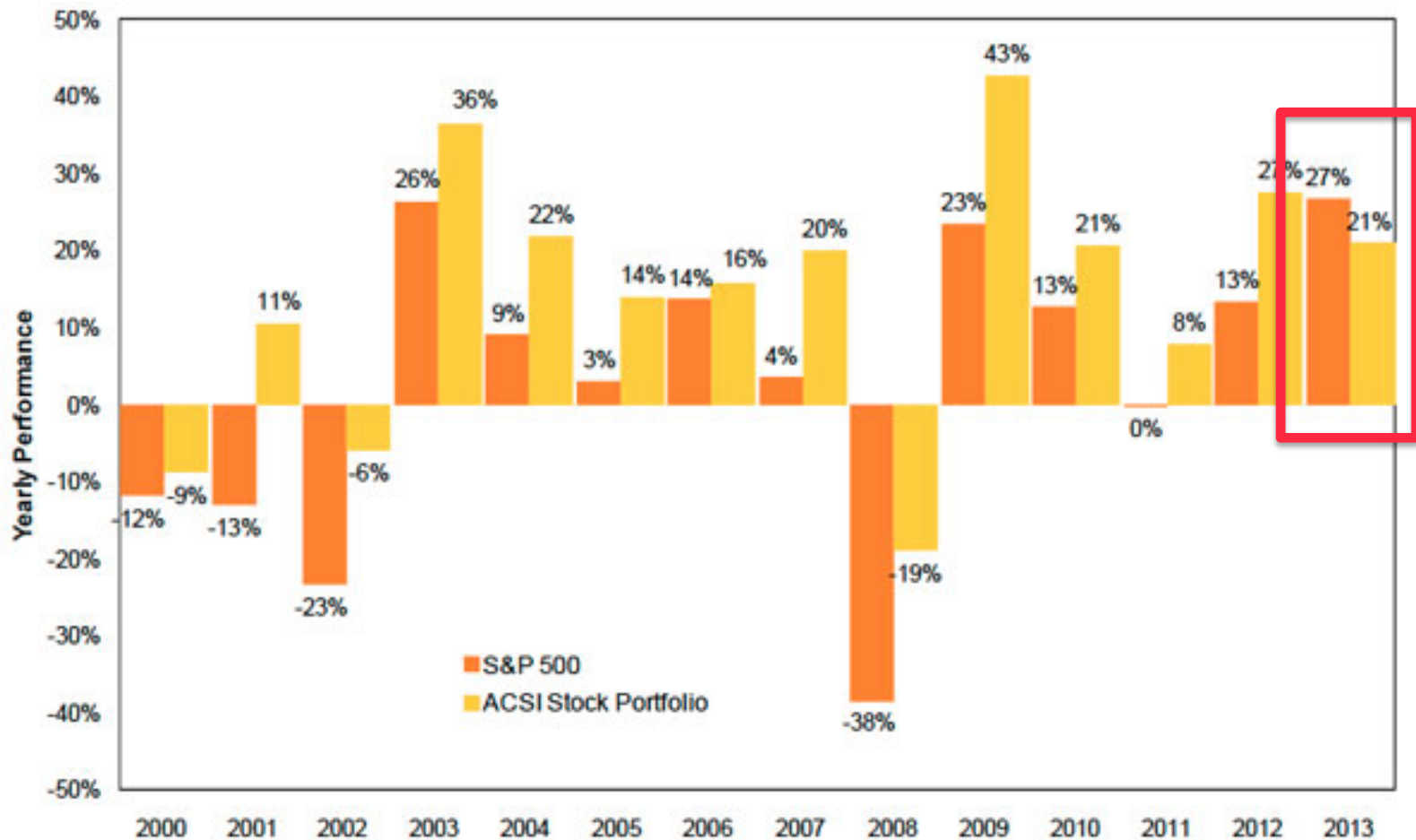


**Keanu Reeves** (07:13)

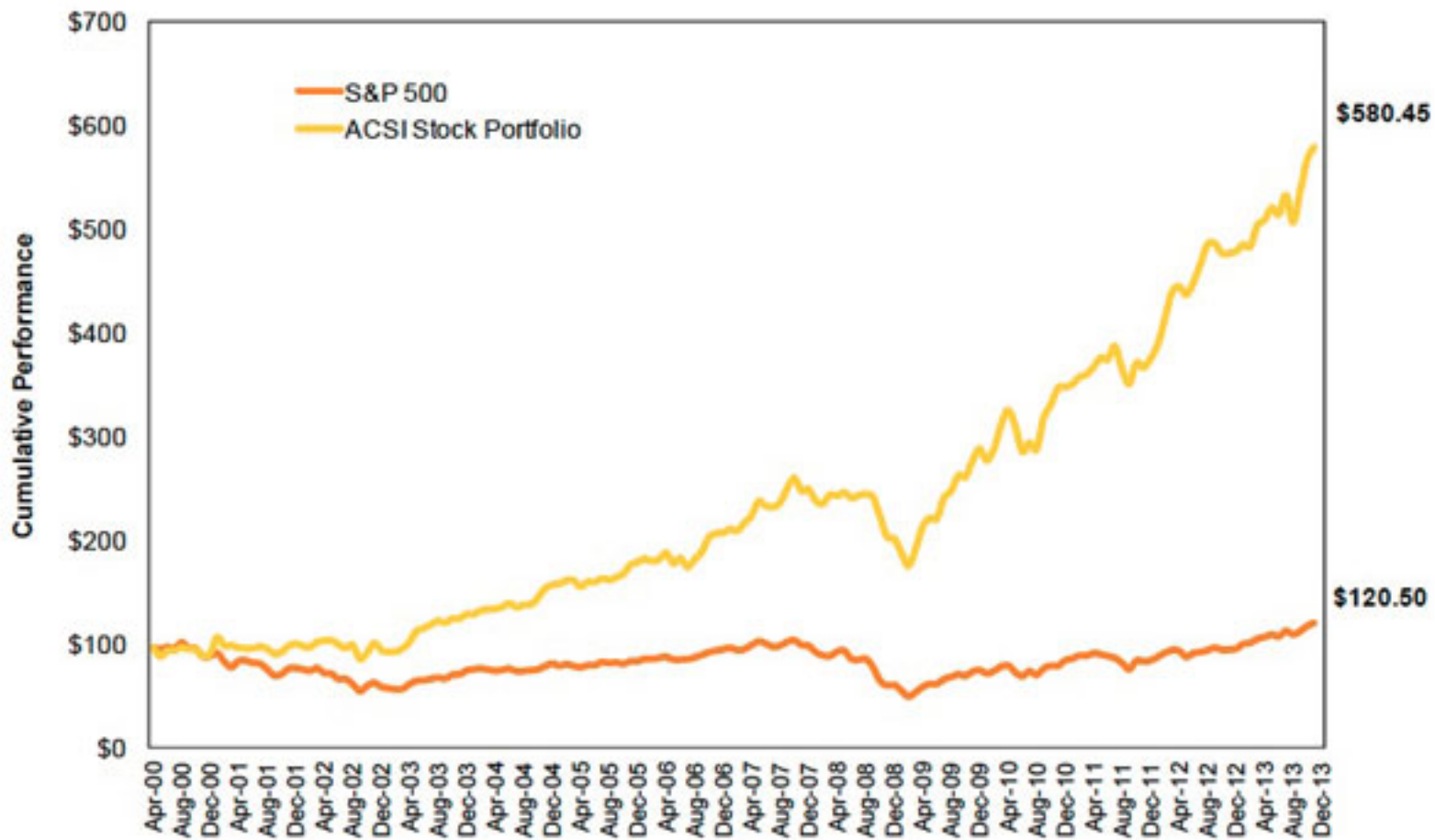


Wednesday December 18, 2013 | Views: 30,038 | Comments: 0

**Rethinking Customer Satisfaction**







81% of consumers are *willing to pay more* for a better customer experience.



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70% have *stopped buying goods or services* from a company after experiencing poor customer service.


81% of consumers are *willing to pay more* for a better customer experience.

70% have *stopped buying goods or services* from a company after experiencing poor customer service.

64% have made future purchases *from a company's competitors* after experiencing poor customer service.



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*Our experience makes  
all the difference to yours.  
fly the friendly skies®*

[united.com/flyerfriendly](http://united.com/flyerfriendly)

Every day we're working to be flyer-friendly.

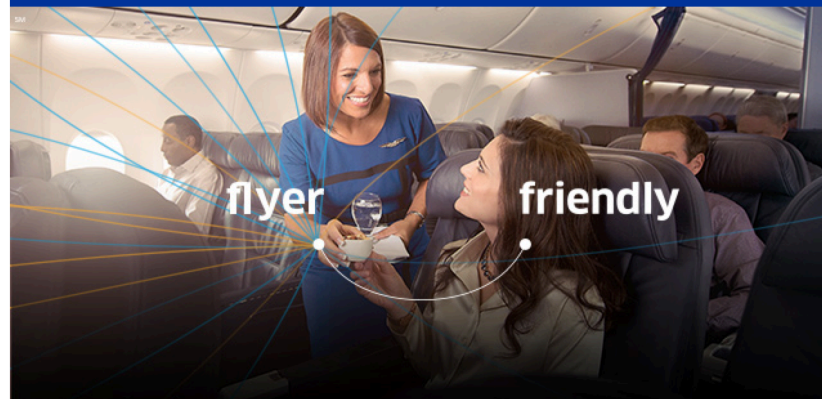
To ensure delivery to your inbox, please add [UnitedAirlines@news.united.com](mailto:UnitedAirlines@news.united.com) to your address book.

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MileagePlus # XXXXX235

fly the friendly skies<sup>SM</sup>

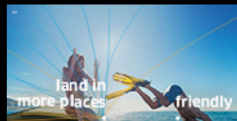


## From take off to landing, putting you first.

We're working hard to deliver the products and services you want, by providing the complete travel experience you expect and deserve. It's this commitment that's inspired us to reinterpret our famous tagline fly the friendly skies<sup>SM</sup>.

"Friendly" now means more than it ever did. It means being user-friendly. In other words, flyer-friendly<sup>SM</sup>. We're giving you an unmatched global network with more onboard product features, better technology and, of course, great customer service.

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“Friendly” now means more than it ever did.

It means being user-friendly.

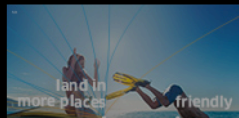
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# FLYING IS MORE THAN JUST A FLIGHT.

DELTA CONTINUES TO ELEVATE THE FLYING EXPERIENCE.



BEFORE YOU GO

AT THE AIRPORT

IN THE AIR

REACHING NEW HEIGHTS

## BEFORE YOU GO

MY DELTA | SIGN UP

MY TRIPS

BOOK A TRIP

FLIGHT STATUS

CHECK IN

VACATIONS

NEED HELP?



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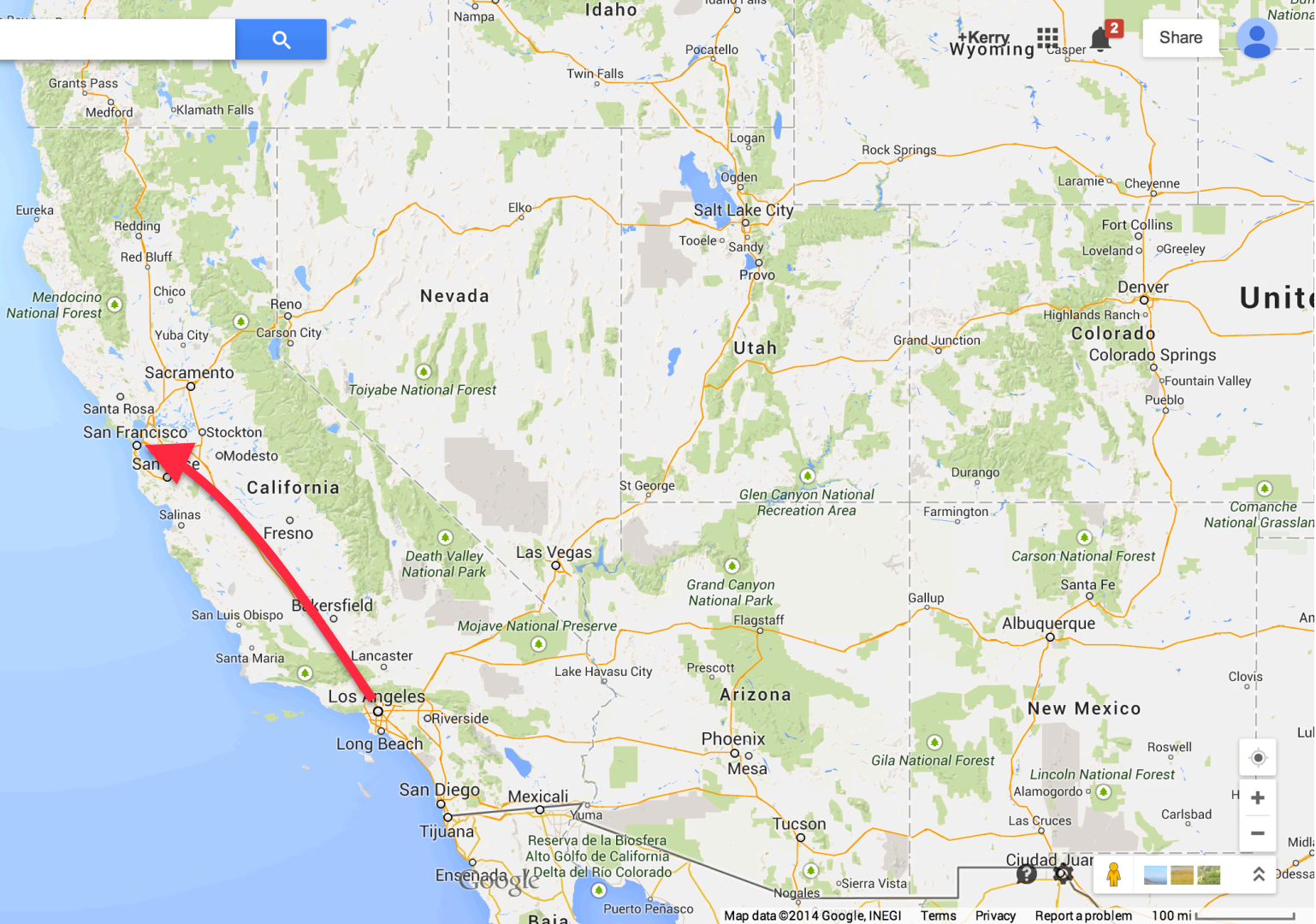


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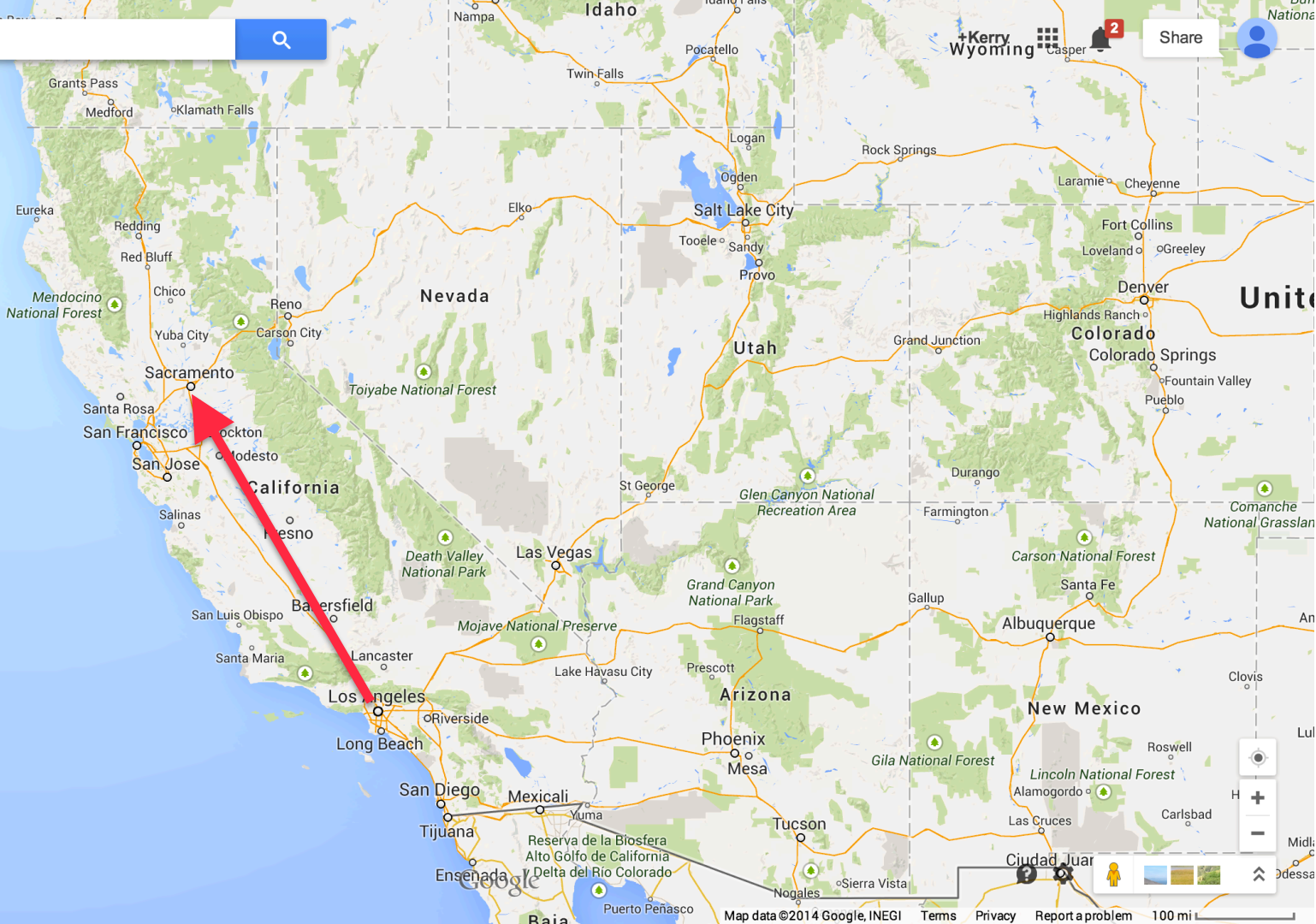


+Kerry Wyoming



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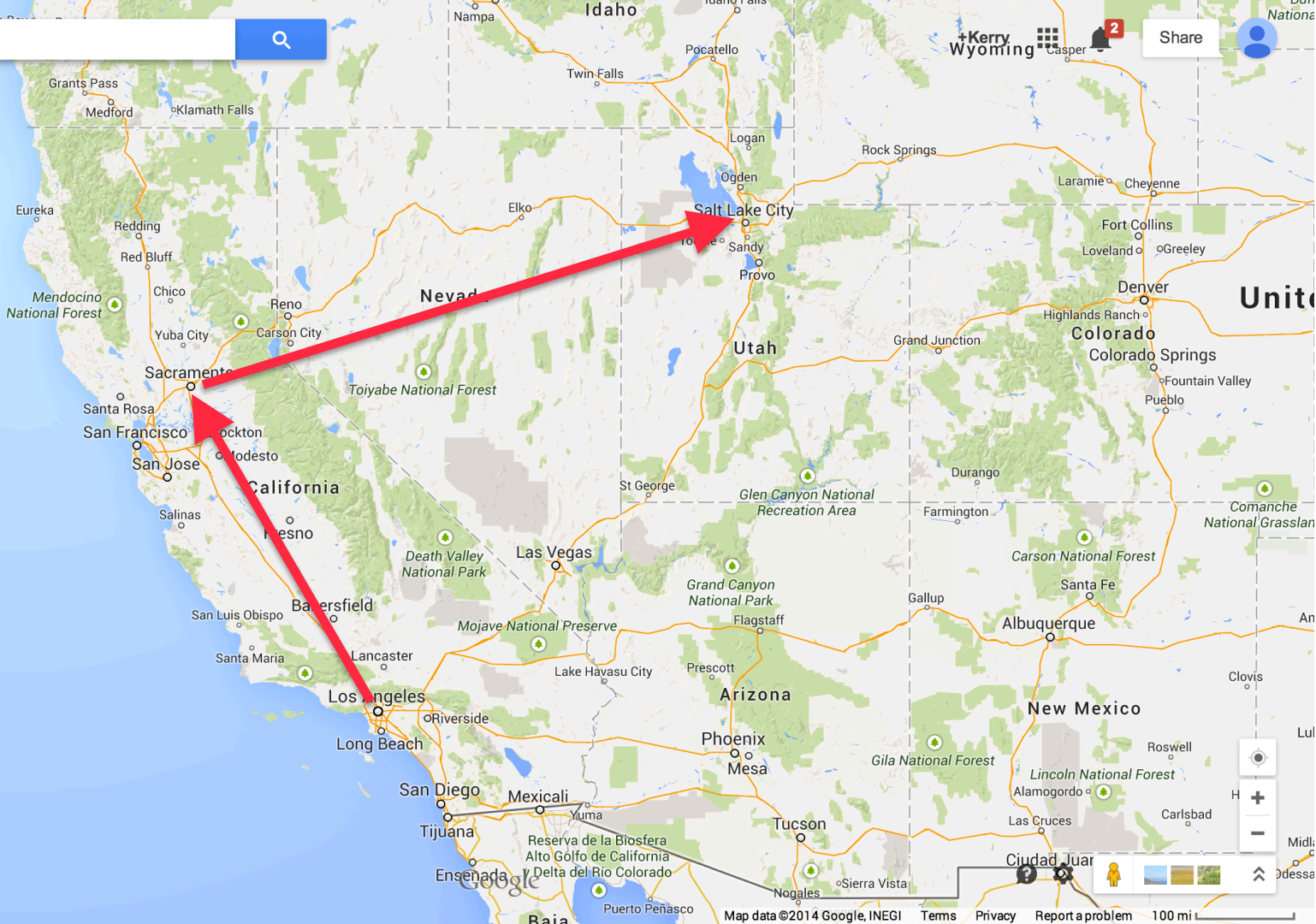


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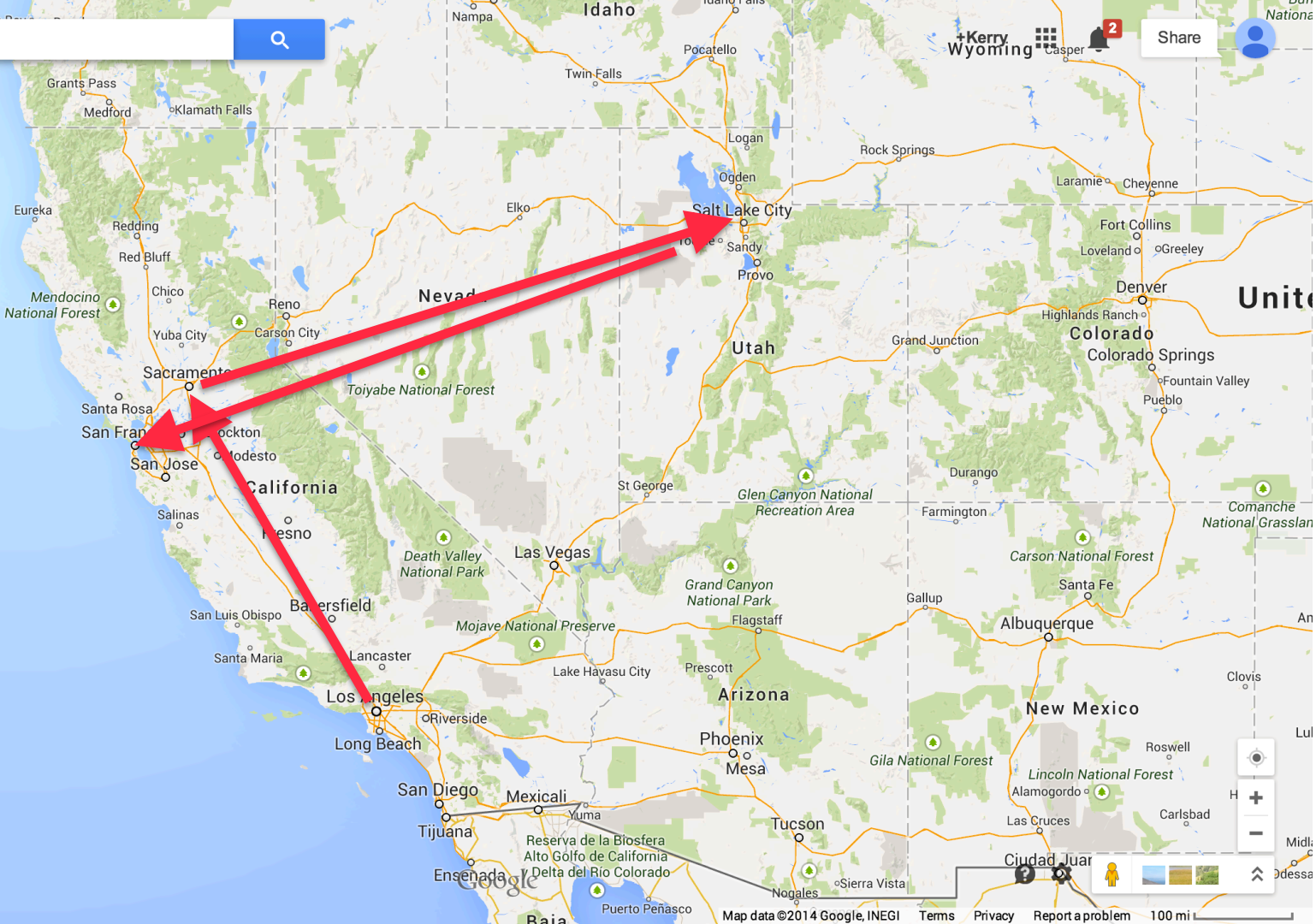
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Welcome to the official  
Delta Assist site.  
Meet the team:

Brenda B. \*BB  
Carlyne S. \*CS  
Cecelia W. \*CW  
Dario N. \*DN  
Derric H. \*DH  
Erika C. \*EC  
Jerry F. \*JF  
Jonathan G. \*JG  
Joseph H. \*JH  
Kristina T. \*KT  
LaShonda H. \*LH  
Rick B. \*RB  
Ron W. \*RW  
Sharita D. \*SD  
Theresa H. \*TH  
Tiffany N. \*TN  
Winston G. \*WG

## Tweets

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Lists

## Tweet to Delta Assist

## Photos and videos



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Sean J. Taylor @seanjtaylor ✕

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JetBlue Airways @Jet... ✕

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1212

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249K

FOLLOWING

58.6K

FOLLOWERS

128K

Following



Followed by Colin Shaw, Niels Aarts, Ingrid Lindberg and 10 others.

## Tweets All / No replies



Delta Assist @DeltaAssist · 20h

@BMcCollom I can look at your confirmation number, however you will not be  
able to exit the aircraft unless the flight is cancelled? \*BB

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Delta Assist @DeltaAssist · Feb 28

@antoniakoiHmmm, not sure I understand? \*BB

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Delta Assist @DeltaAssist · Feb 28

@Minnette12 Please refer to this page. [delta.com/contactus/page...](https://delta.com/contactus/page...) \*BB

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Delta Assist @DeltaAssist · Feb 15

@Shanecki27Scott enclosing unable to make calls via twitter. Can I further



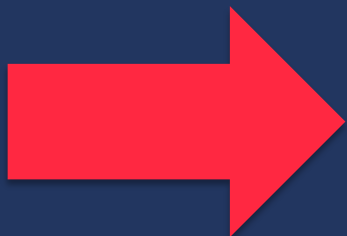
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**Kerry Bodine** @kerrybodine · Mar 1

@DeltaAssist, 2 AM, husband's LAX->SFO cancelled b/c of broken plane. No hotel & rather than put him on SWA/UA direct, 3 connections tmrow!

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2:00 AM - 1 Mar 2014 · Details

Reply to @DeltaAssist



**Kerry Bodine** @kerrybodine · Feb 27

@samstemjones @HatchShowPrint We do, too! :-)

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**Kerry Bodine** @kerrybodine · Feb 27



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**Kerry Bodine** @kerrybodine · 16h

Dear @DeltaAssist, your Twitter handle suggests that you actually assist people on Twitter. #FAIL #CX #CustExp

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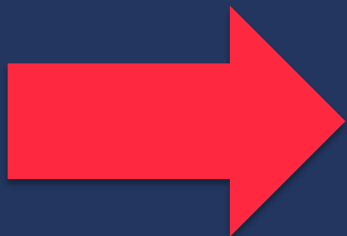
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10:49 AM - 1 Mar 2014 · Details

Reply to @DeltaAssist



**Delta Assist** @DeltaAssist · 13h

@kerrybodine

Thank you for your patience. We have had EXTREMELY high call and twitter traffic due to the weather conditions across... 1/2

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**Delta Assist** @DeltaAssist · 13h

@kerrybodine ...the US. How may I assist? \*RB 2/2

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**Kerry Bodine** @kerrybodine · Mar 1

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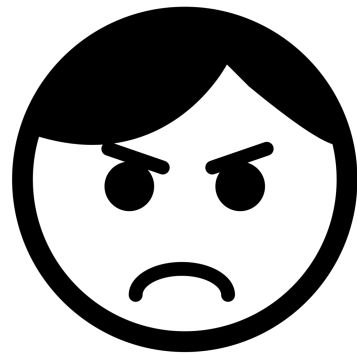
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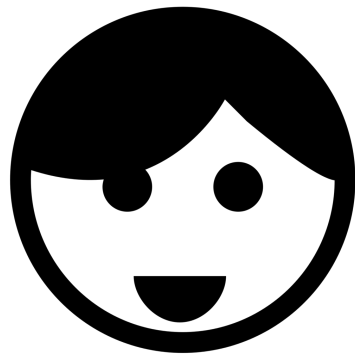
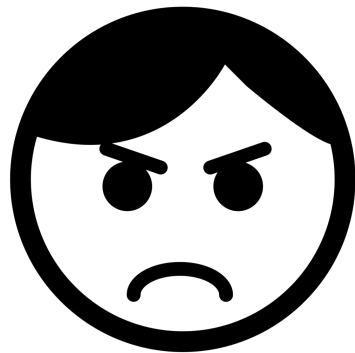
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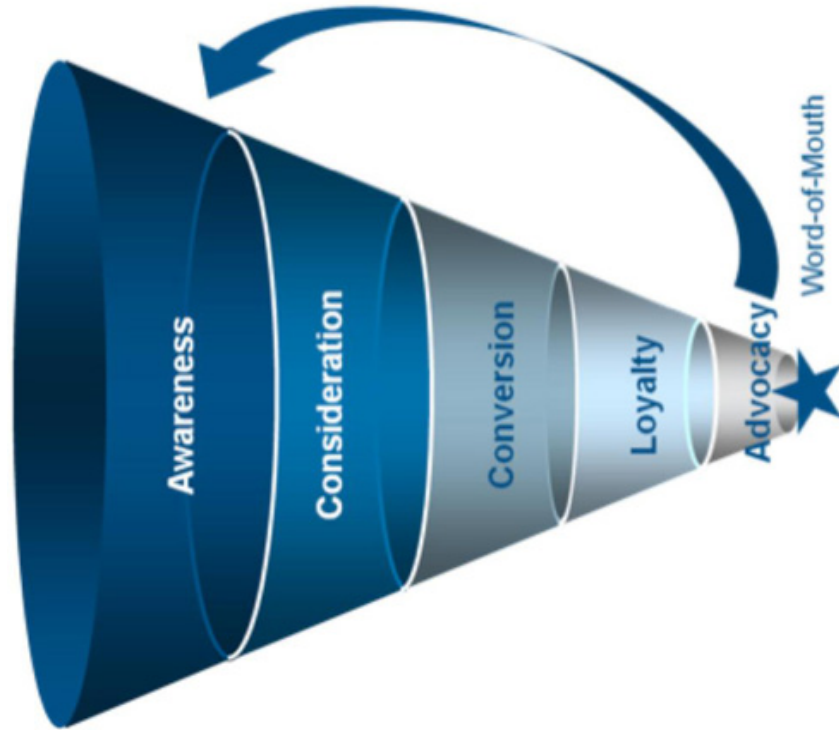












Word-of-Mouth

Advocacy

Loyalty

Conversion

Consideration

Awareness



**awareness**

**conversion**

**advocacy**

**consideration**

**loyalty**

Sorry.

That's not going to cut it.

# We Make House Calls On Demand

A local credentialed tax pro comes to you and does all the work. Pushing start is the hardest part.

## How it works



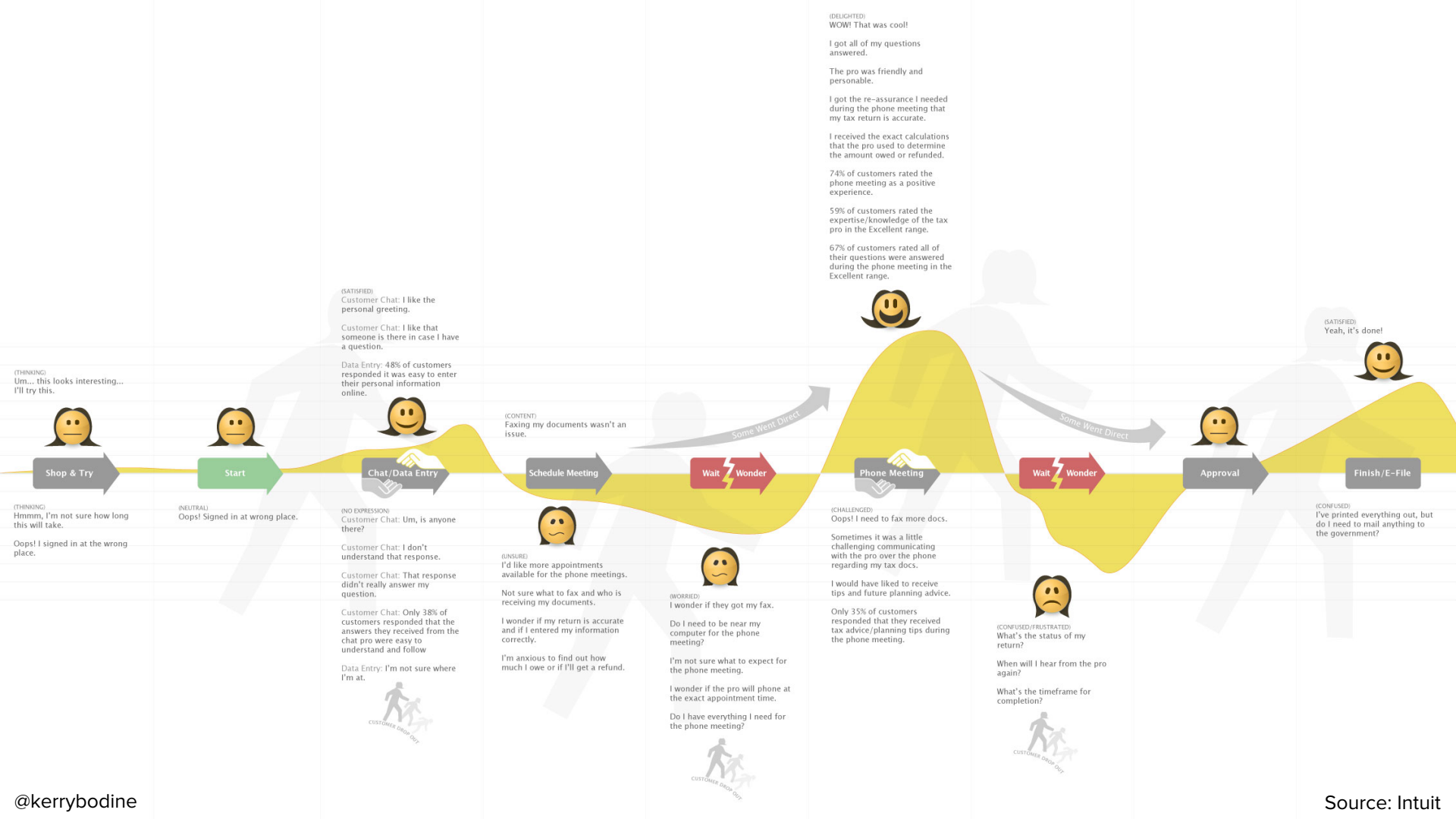
You request a pro  
when you're ready

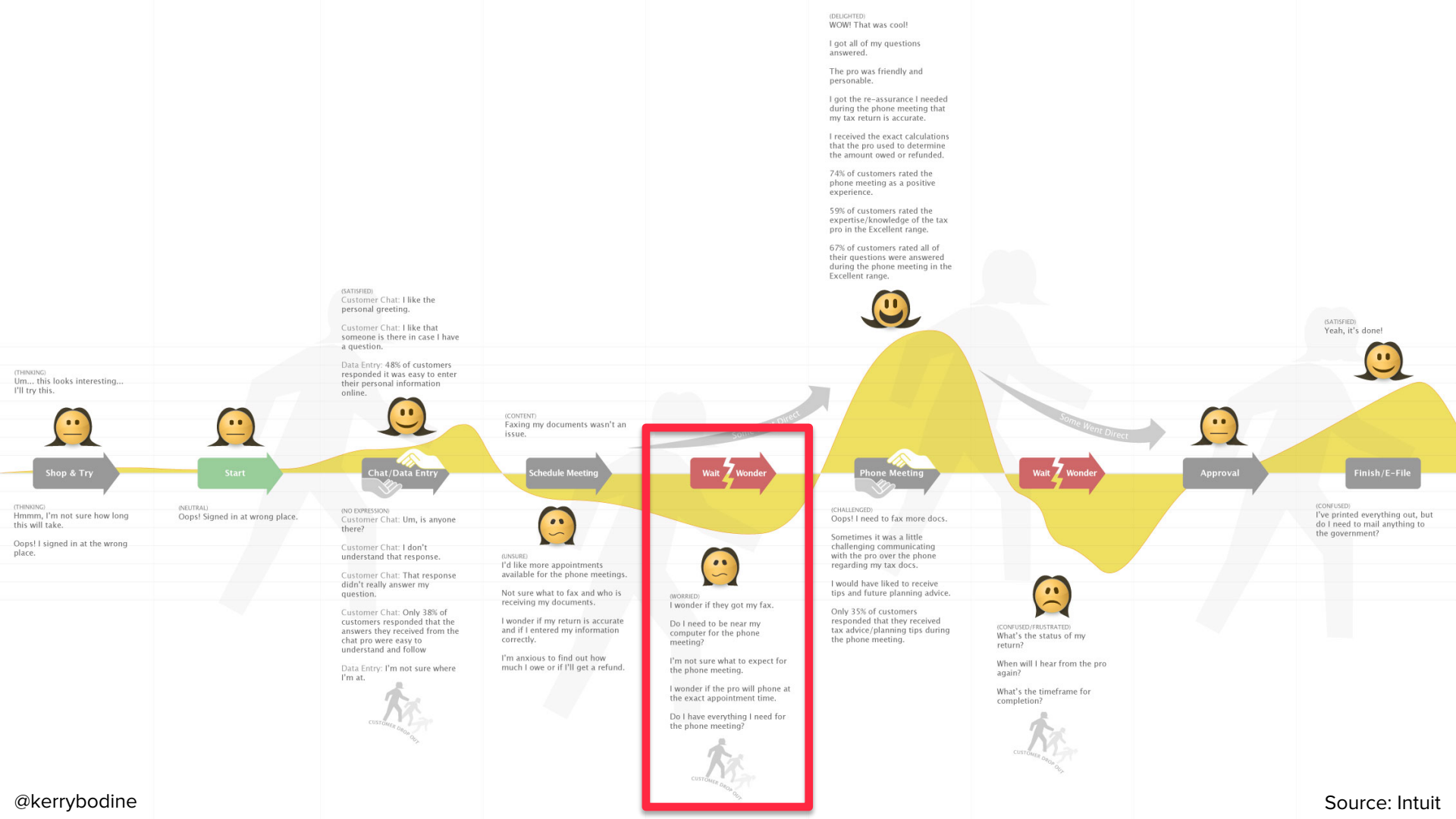


Our pro arrives and  
does all the work



We efile for you and  
get you your refund





(DELIGHTED):  
WOW! That was cool!

I got all of my questions answered.

The pro was friendly and personable.

I got the re-assurance I needed during the phone meeting that my tax return is accurate.

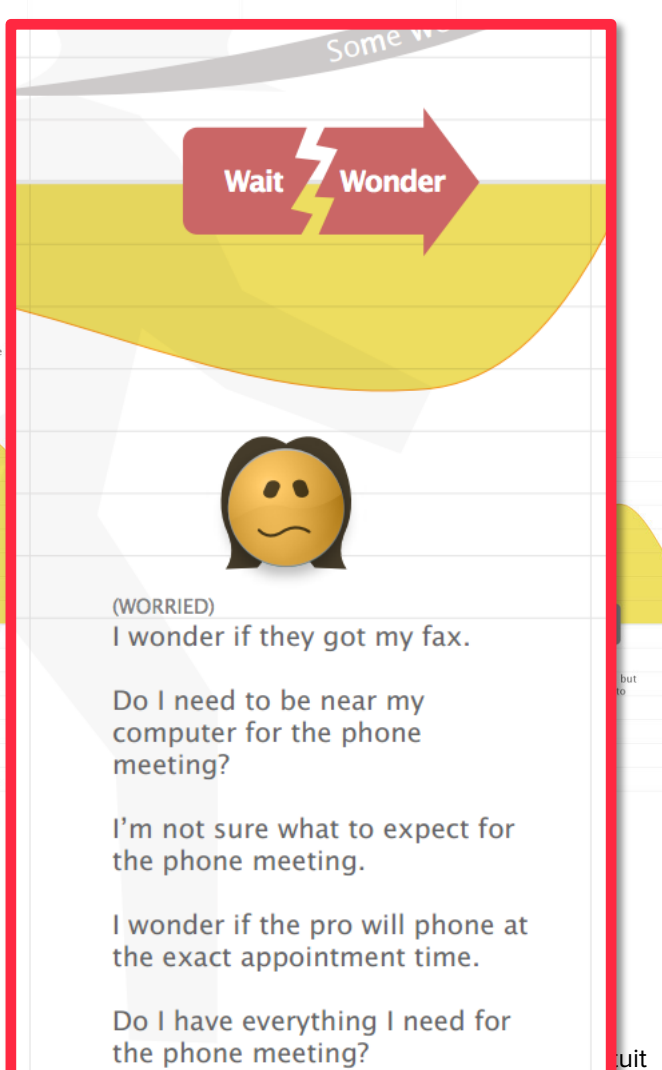
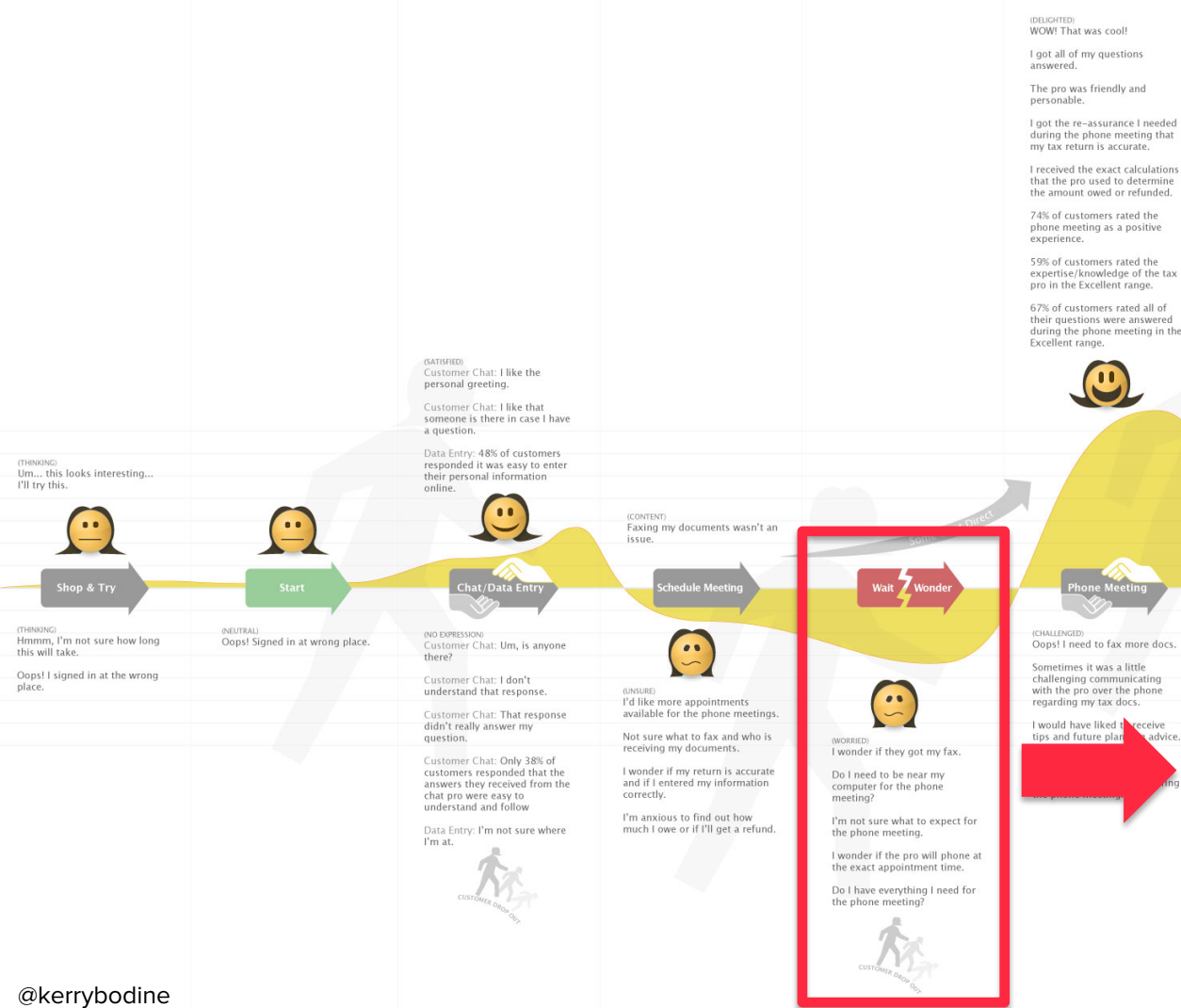
I received the exact calculations that the pro used to determine the amount owed or refunded.

74% of customers rated the phone meeting as a positive experience.

59% of customers rated the expertise/knowledge of the tax pro in the Excellent range.

67% of customers rated all of their questions were answered during the phone meeting in the Excellent range.





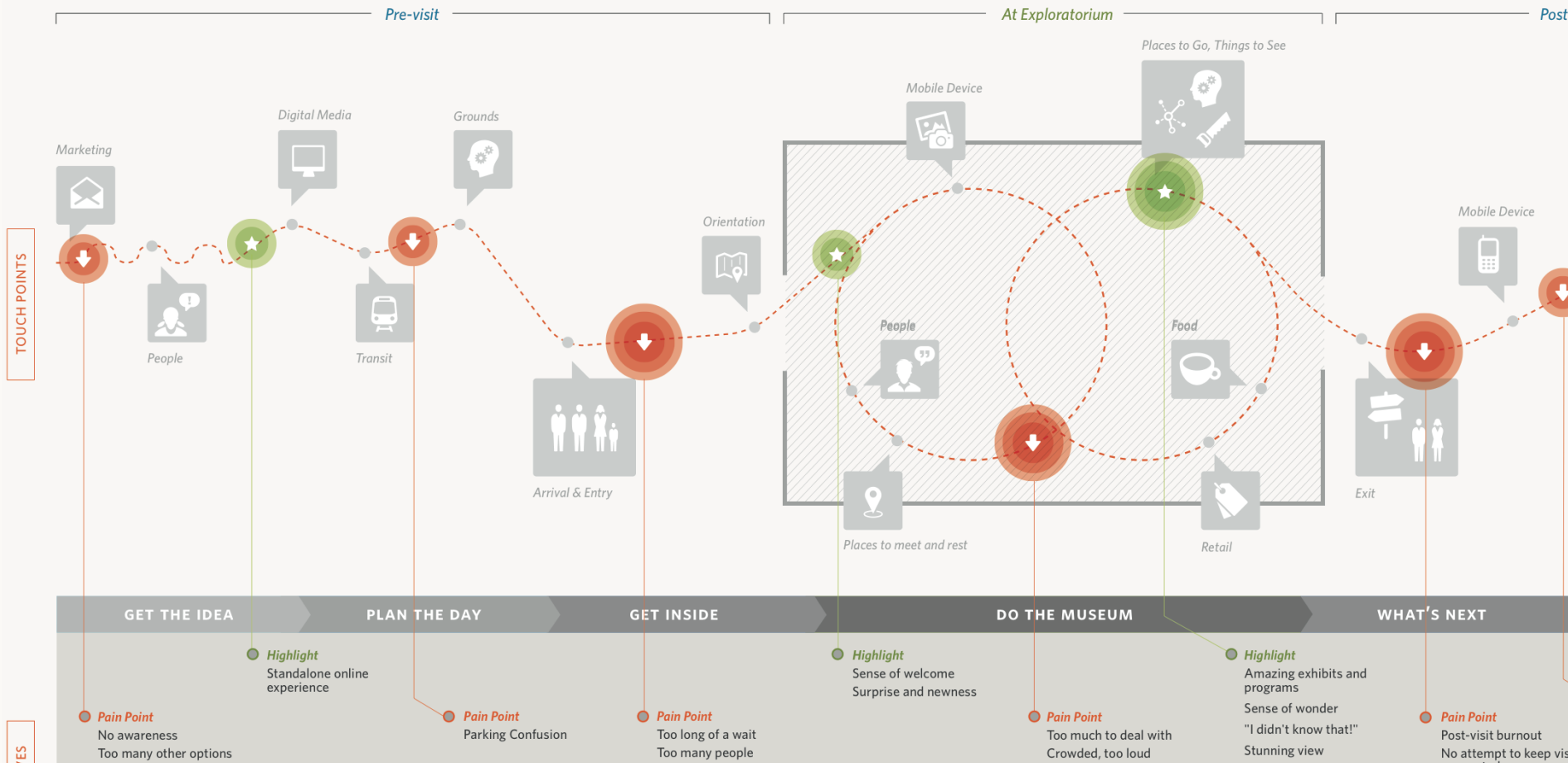




# Exploratorium Visitor Experience Map

Source: Adaptive Path

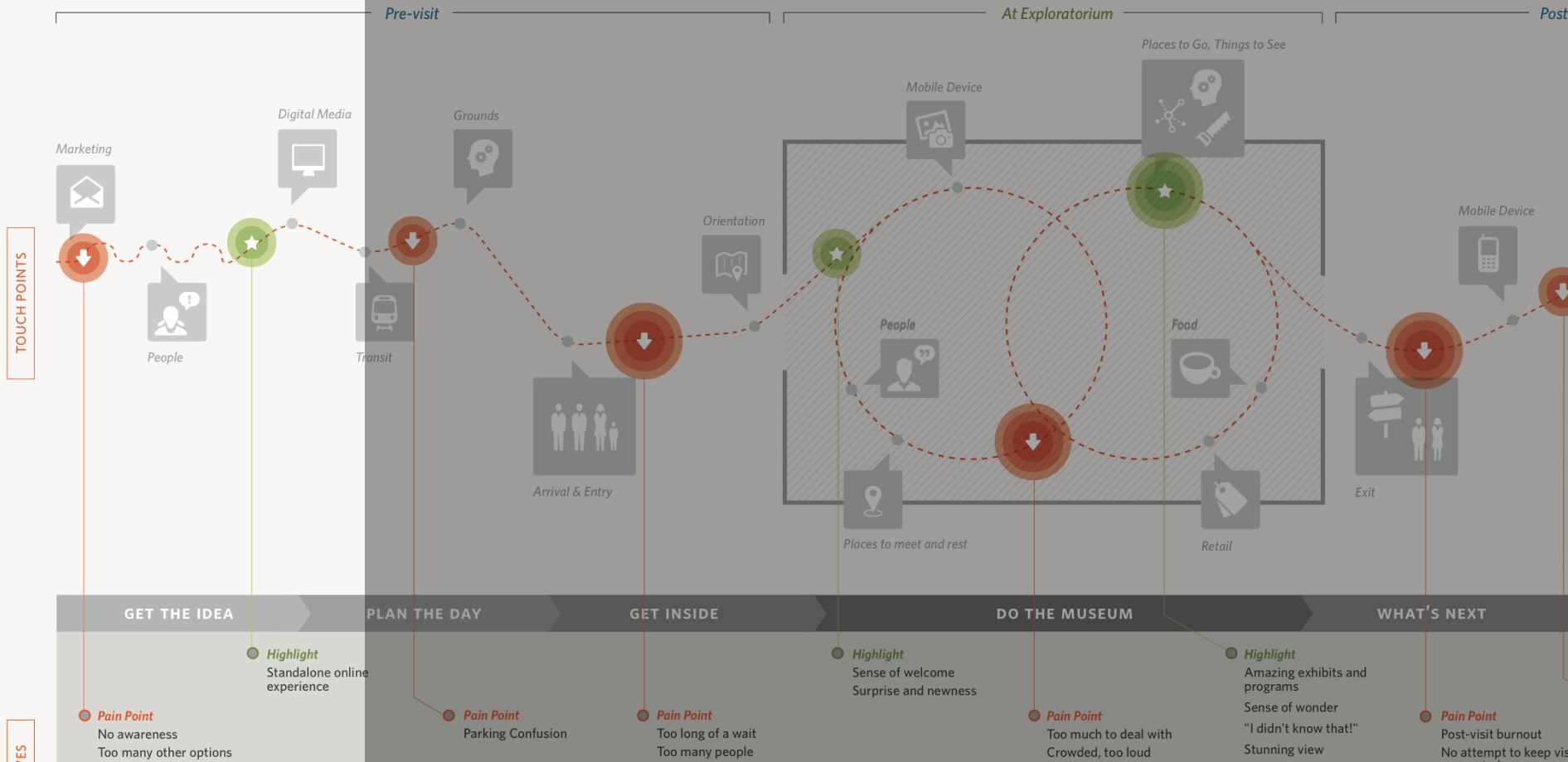
What opportunities exist to impact the experience at scale?



# Exploratorium Visitor Experience Map

Source: Adaptive Path

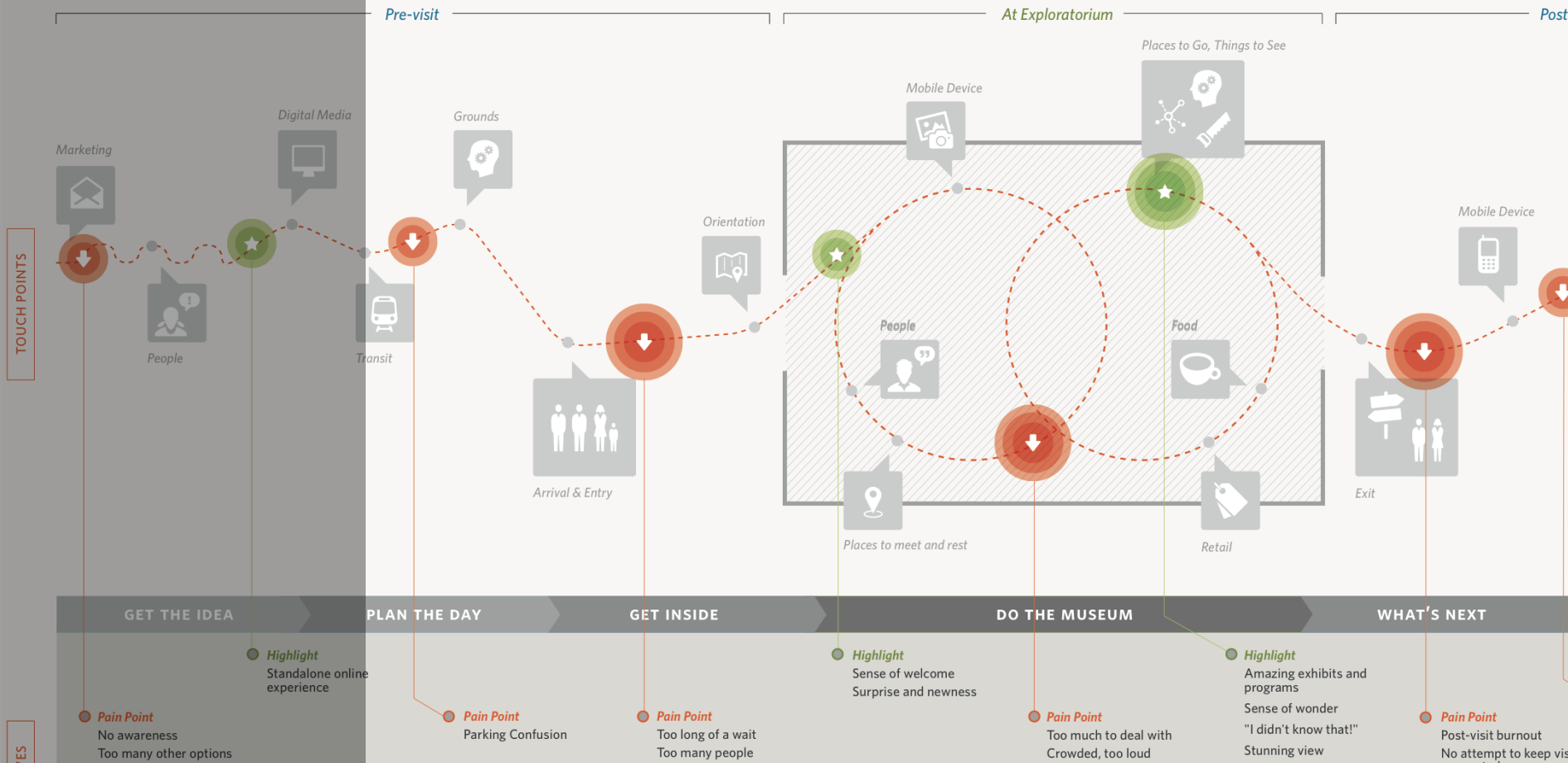
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# Exploratorium Visitor Experience Map

Source: Adaptive Path

What opportunities exist to impact the experience at scale?



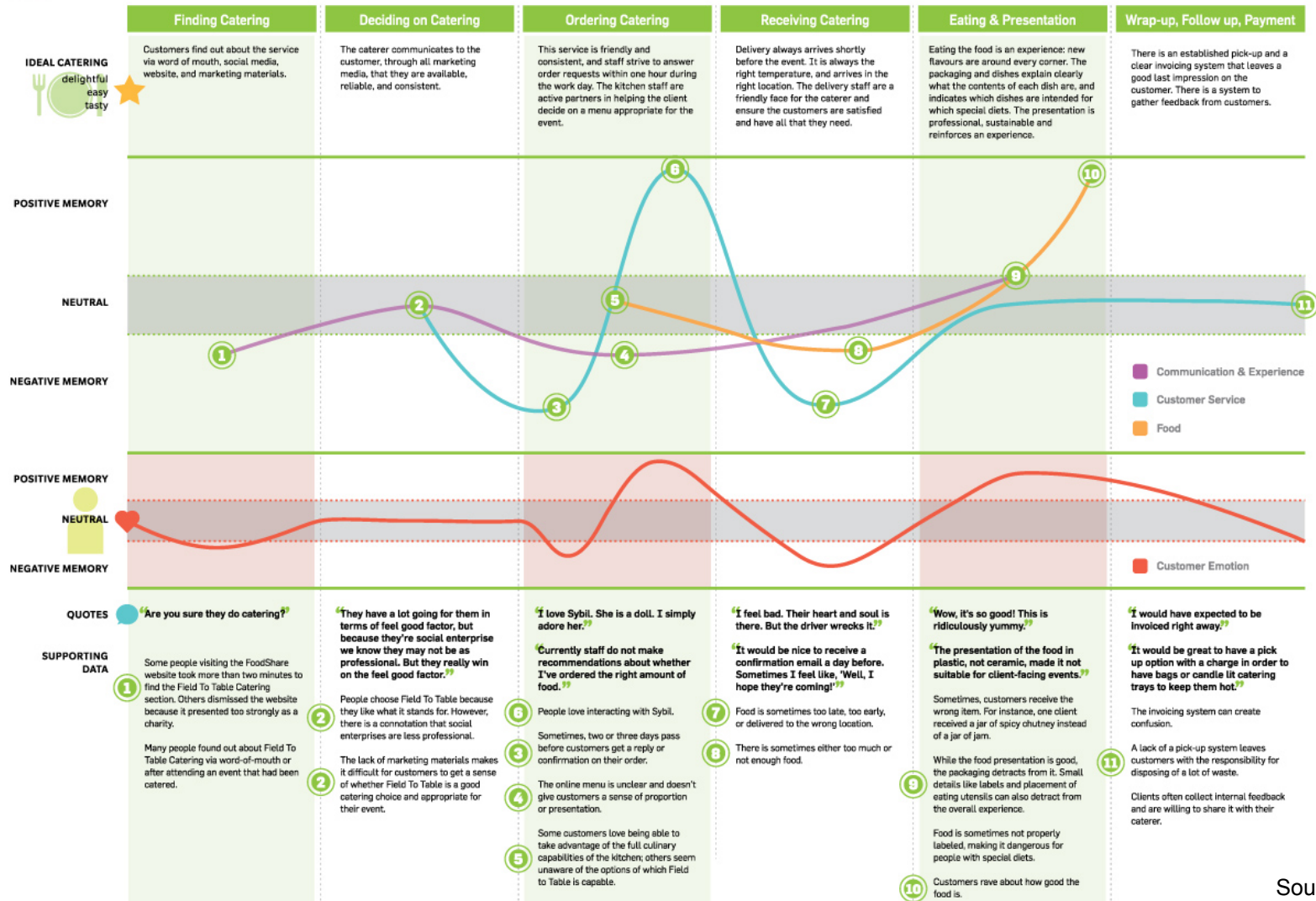


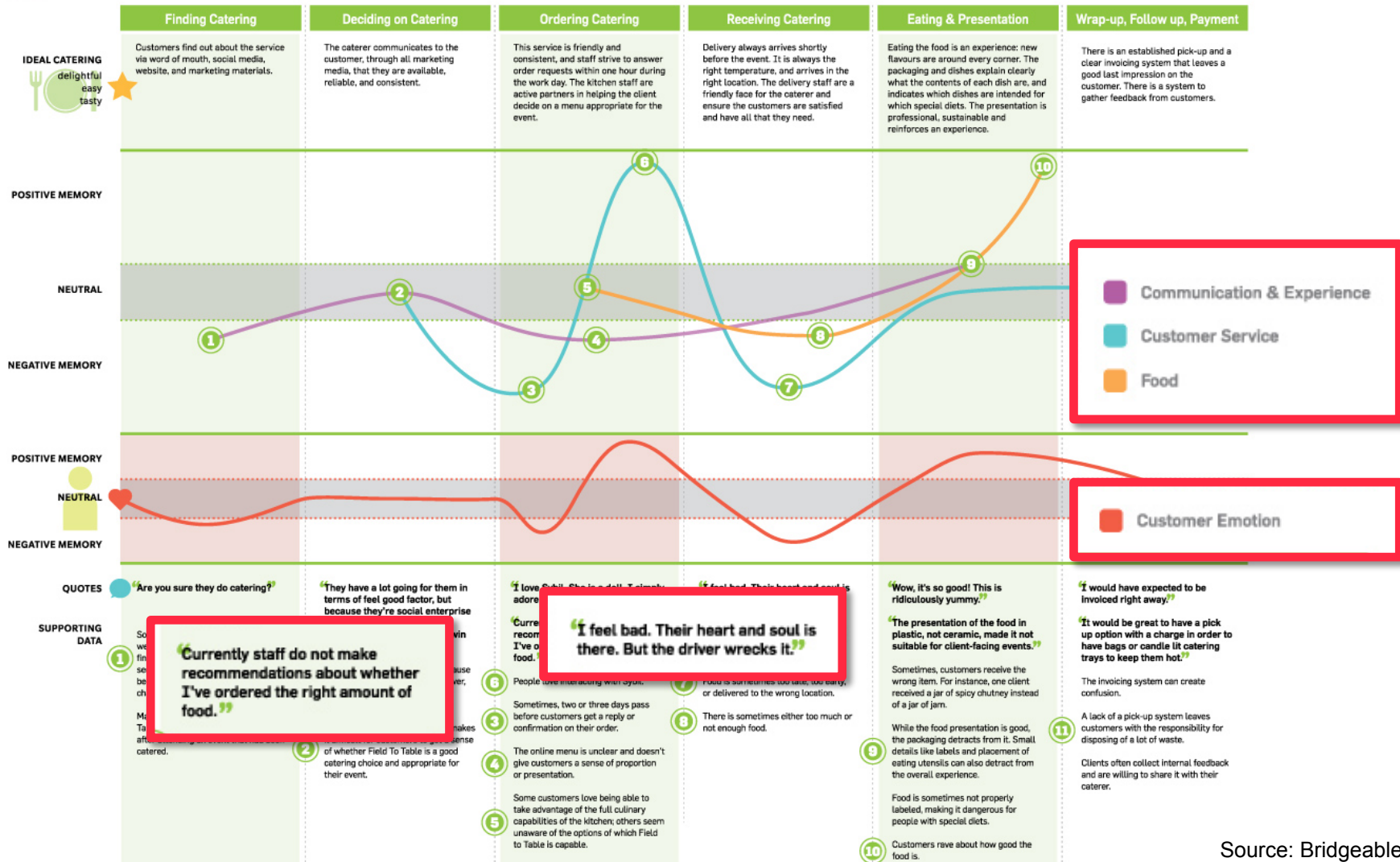
Who's responsible for brand?

Who's responsible for marketing?

Who's responsible for CX?









CLIENT

Finding Catering



Deciding on Catering



Ordering Catering



Receiving Catering



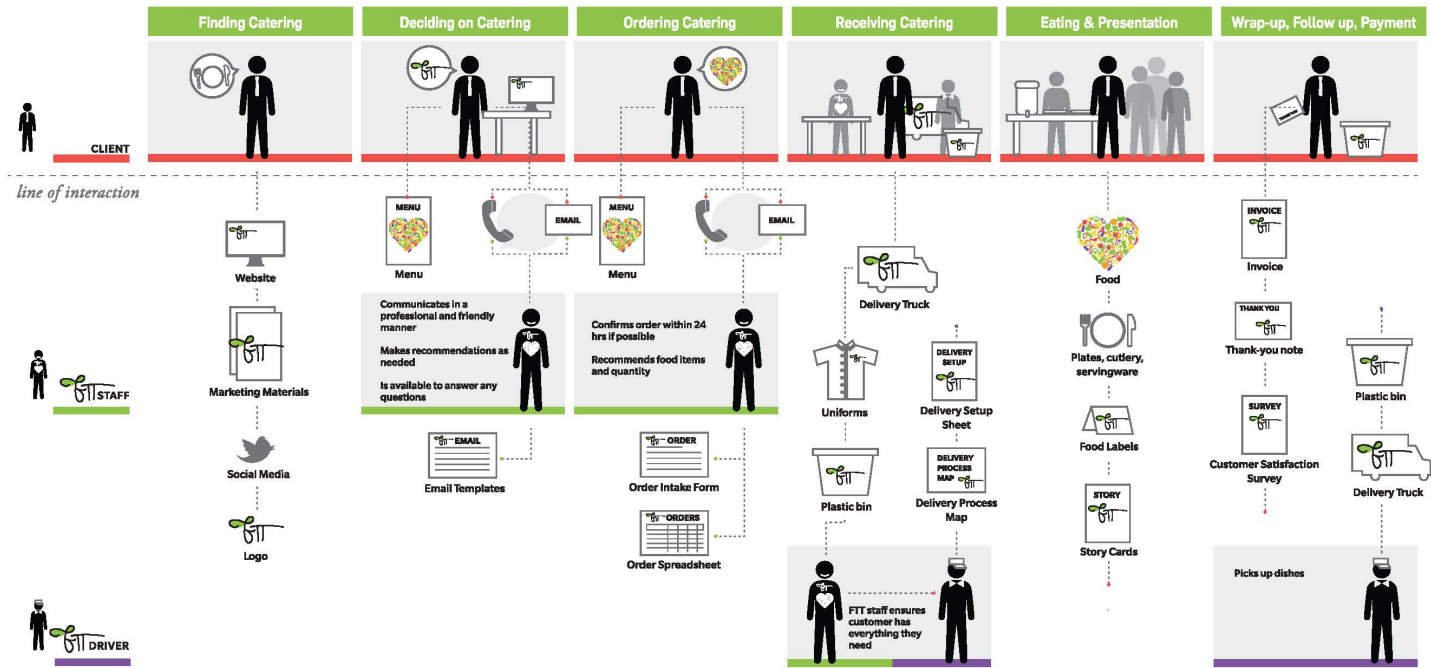
Eating & Presentation

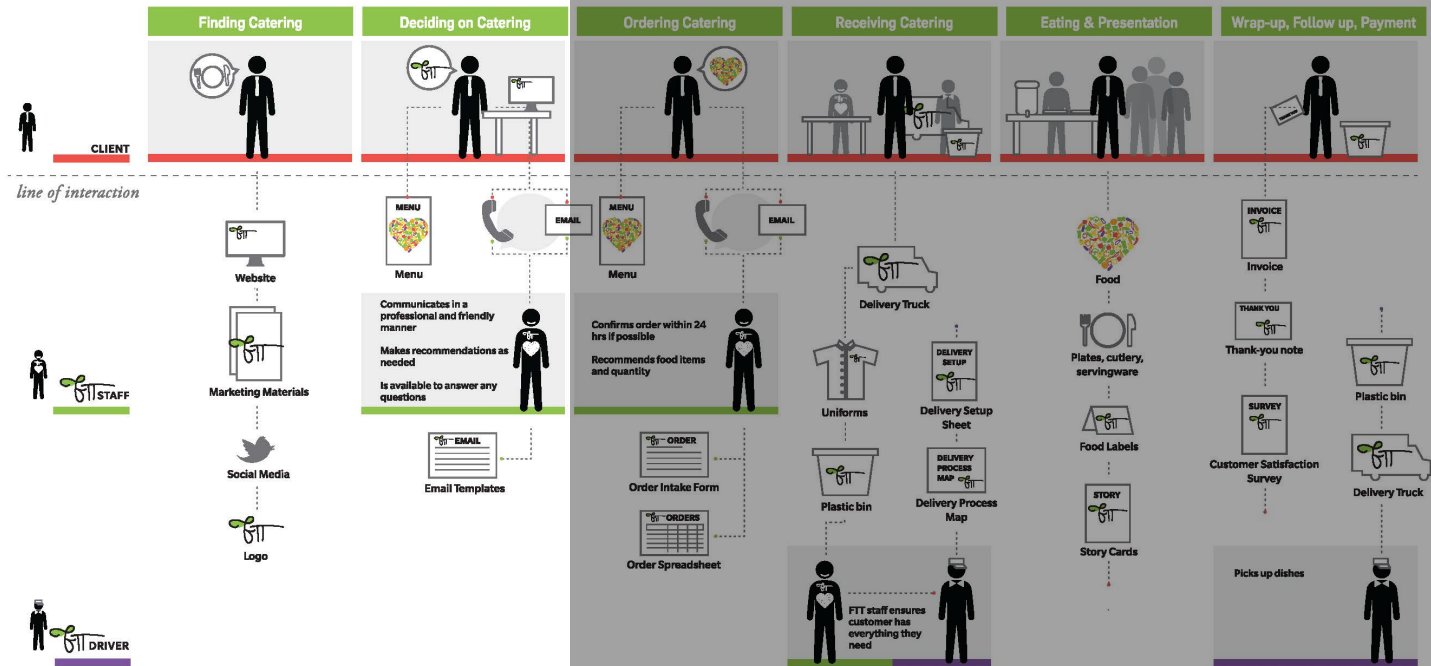


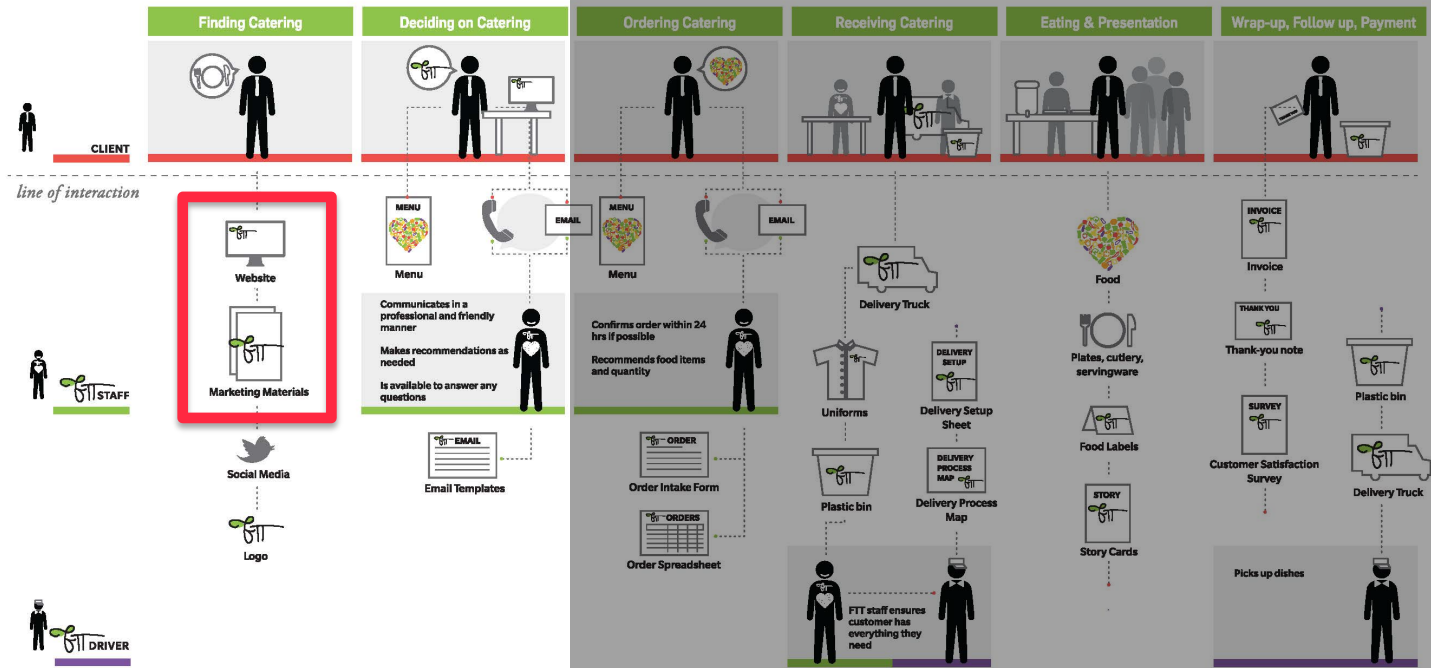
Wrap-up, Follow up, Payment

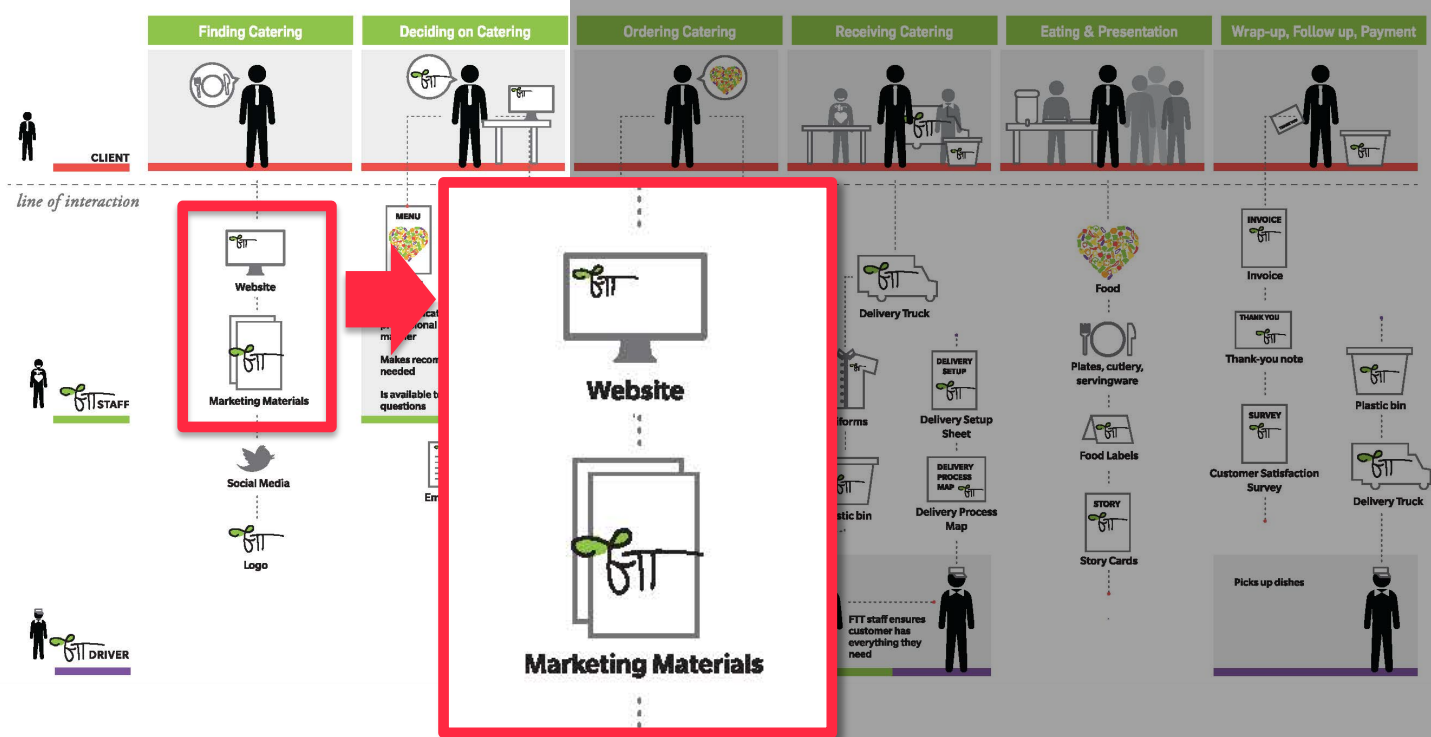


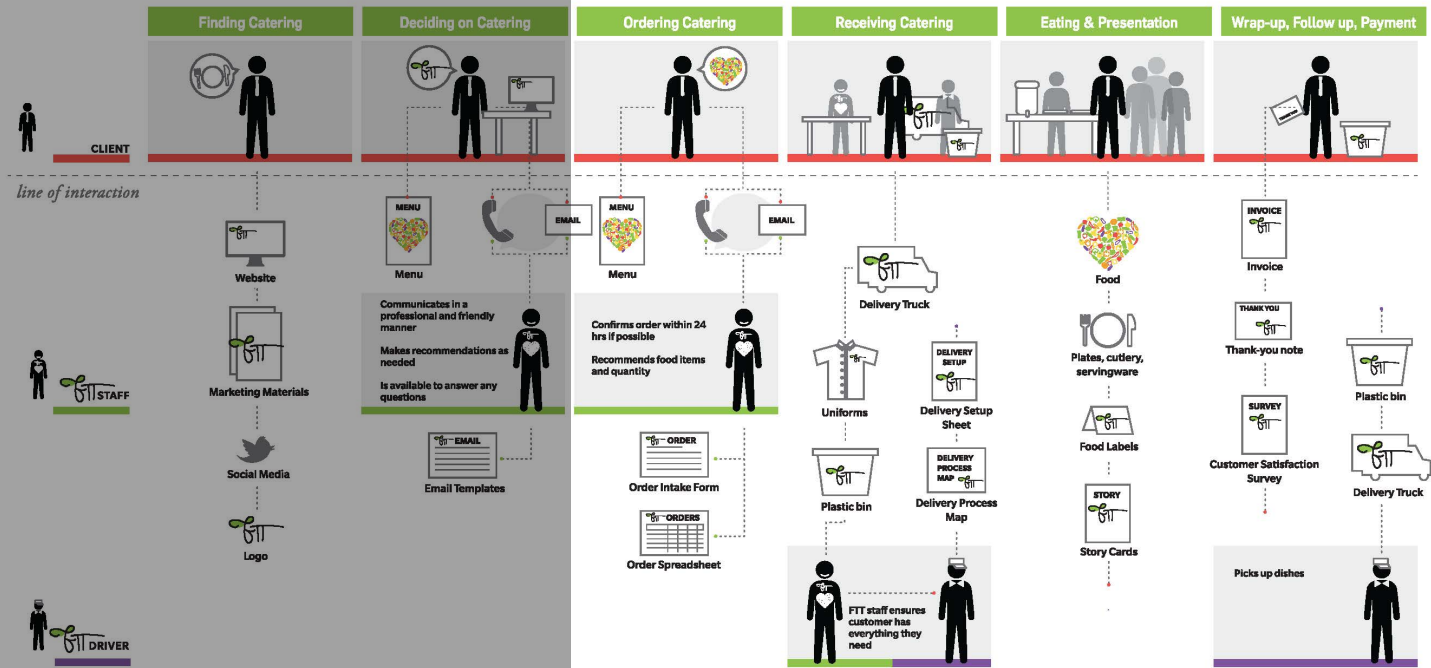




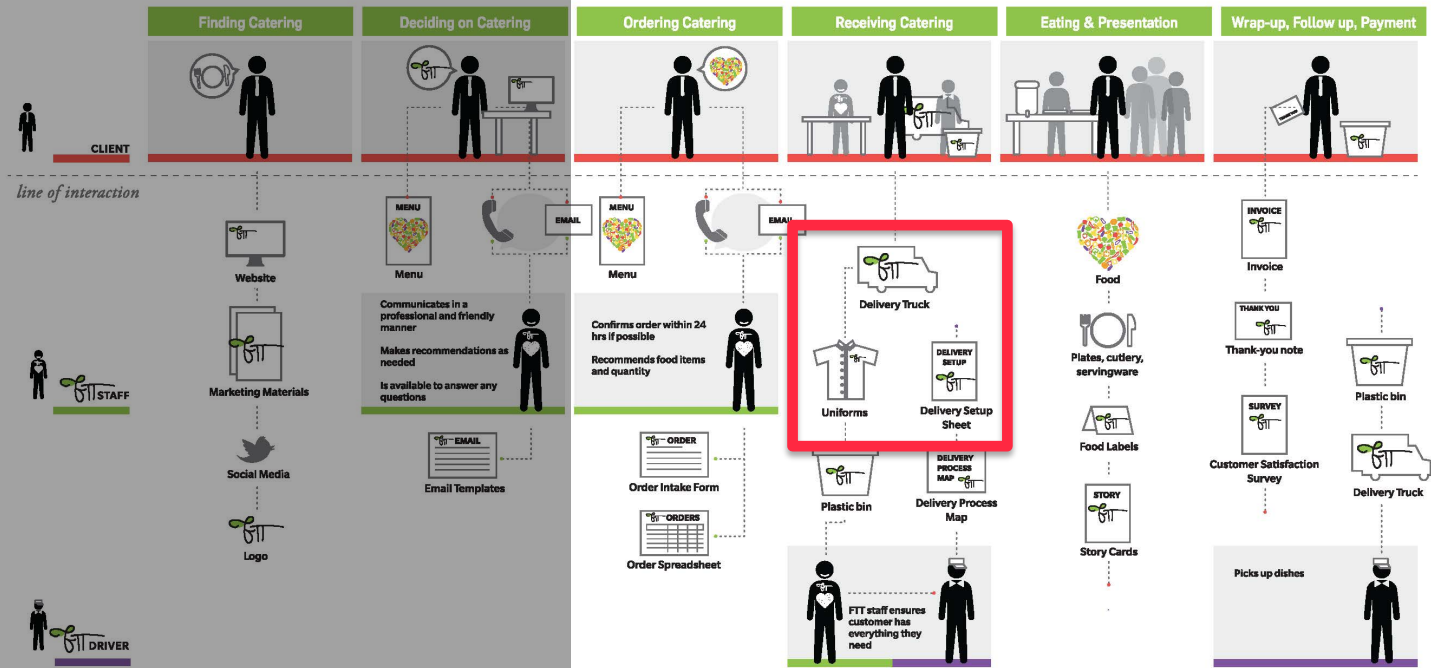


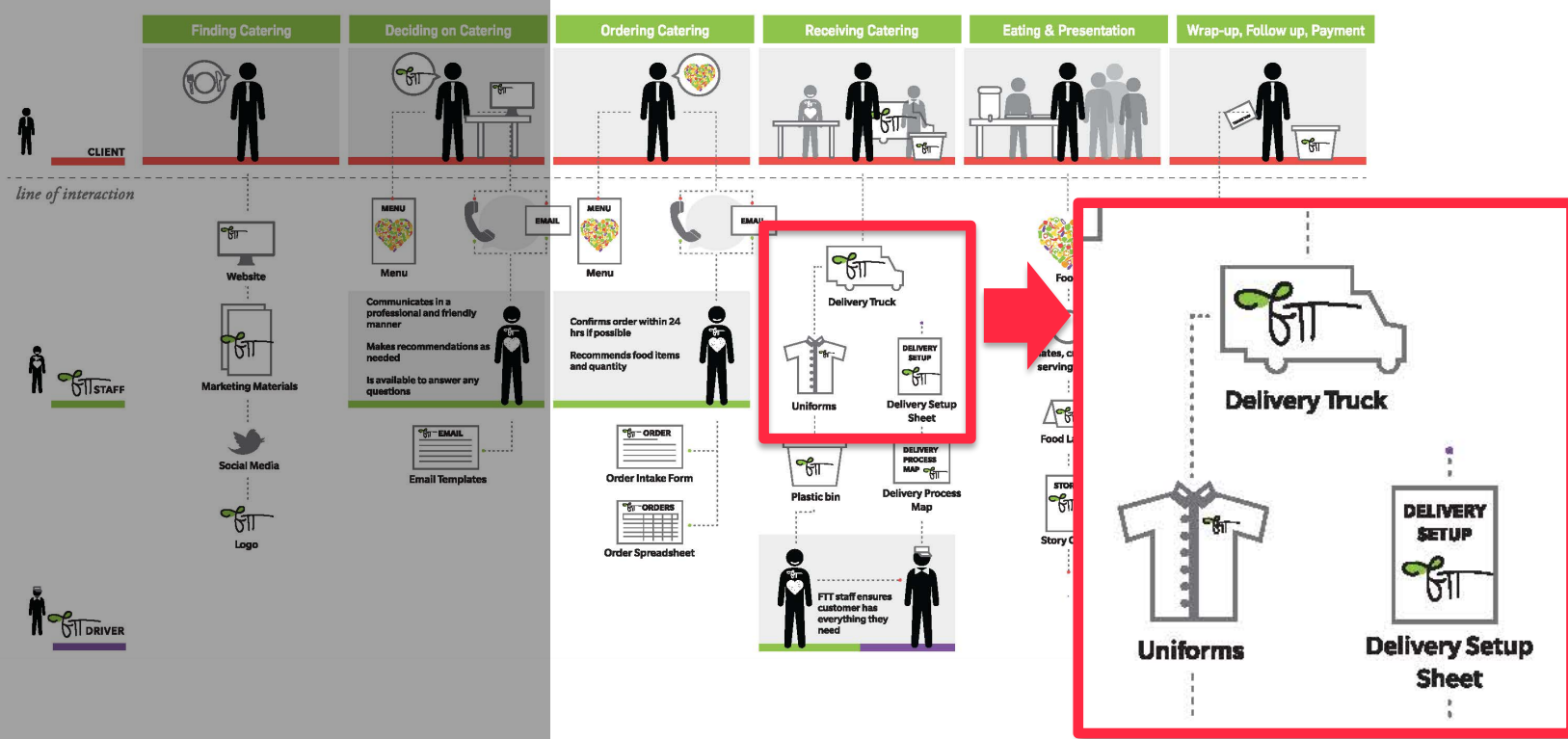


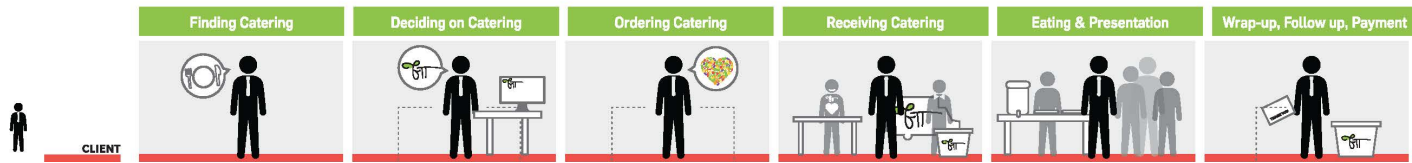








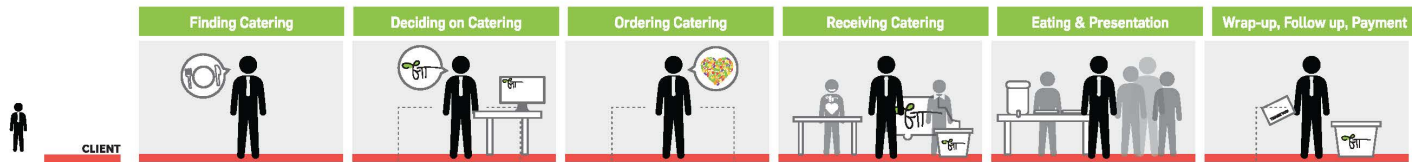




*line of visibility*



BACK OF HOUSE

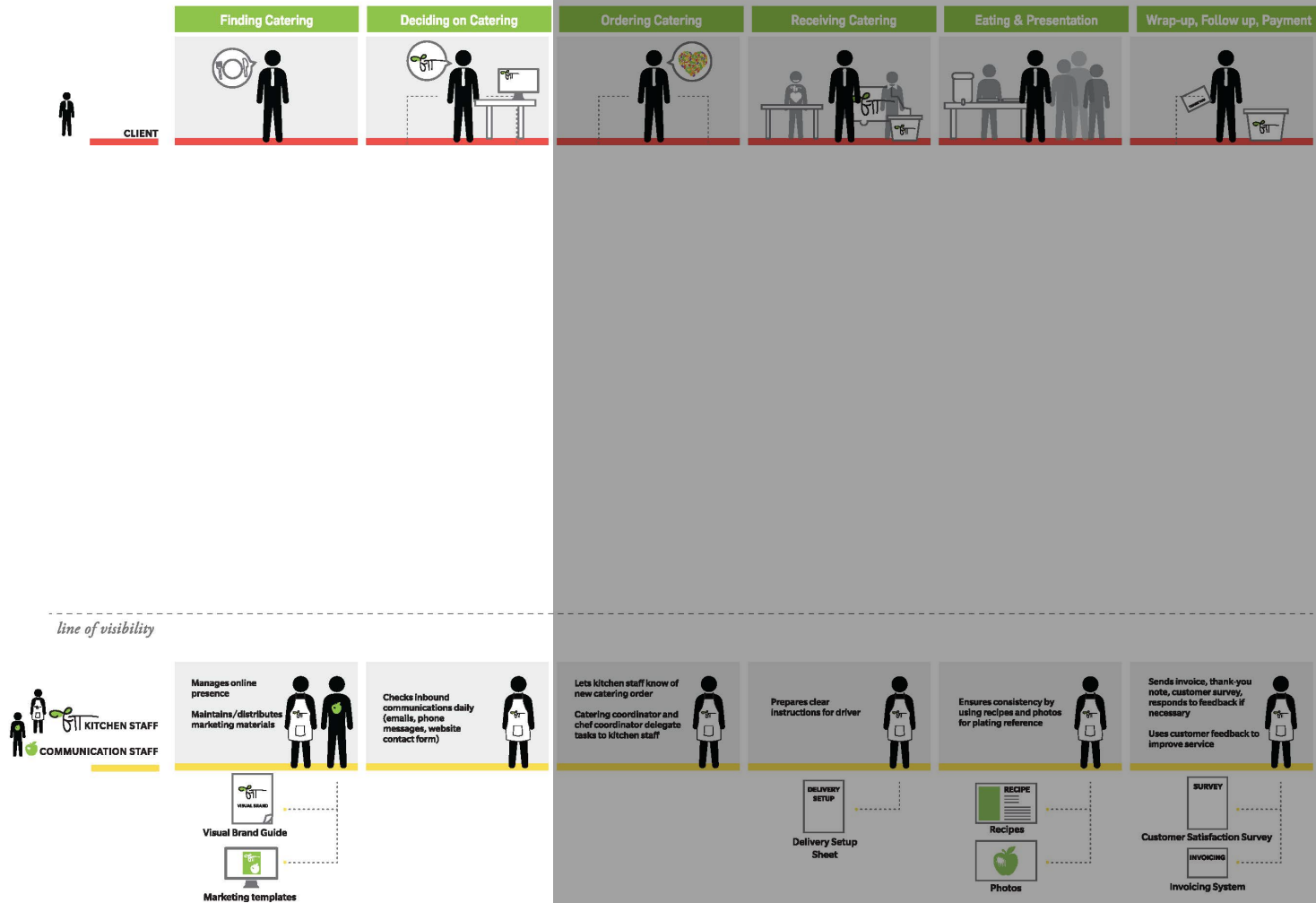


*line of visibility*

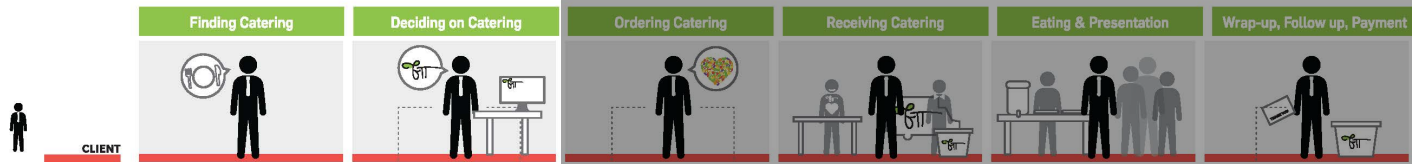


*line of visibility*

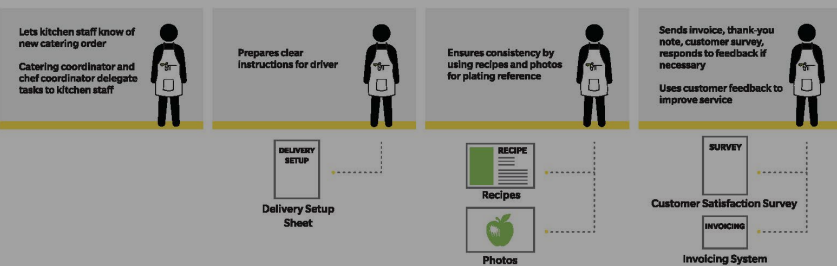
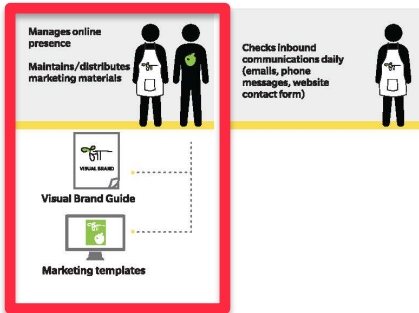




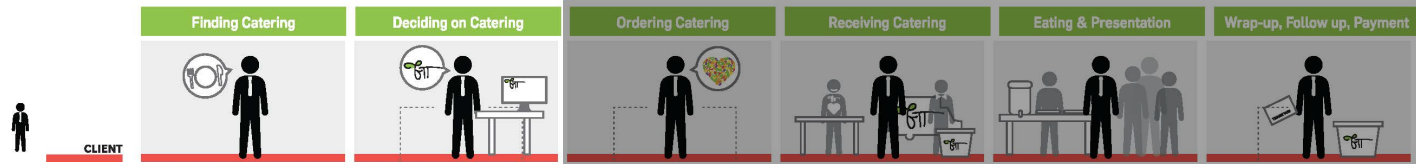




*line of visibility*



BACK OF HOUSE



**Manages online presence**  
**Maintains/distributes marketing materials**



*line of visibility*

**KITCHEN STAFF**  
**COMMUNICATION STAFF**

**Manages online presence**  
**Maintains/distributes marketing materials**



**Visual Brand Guide**  
**Marketing templates**

Checks inbound communications data (emails, website)



Ensures consistency by using recipes and photos for plating reference

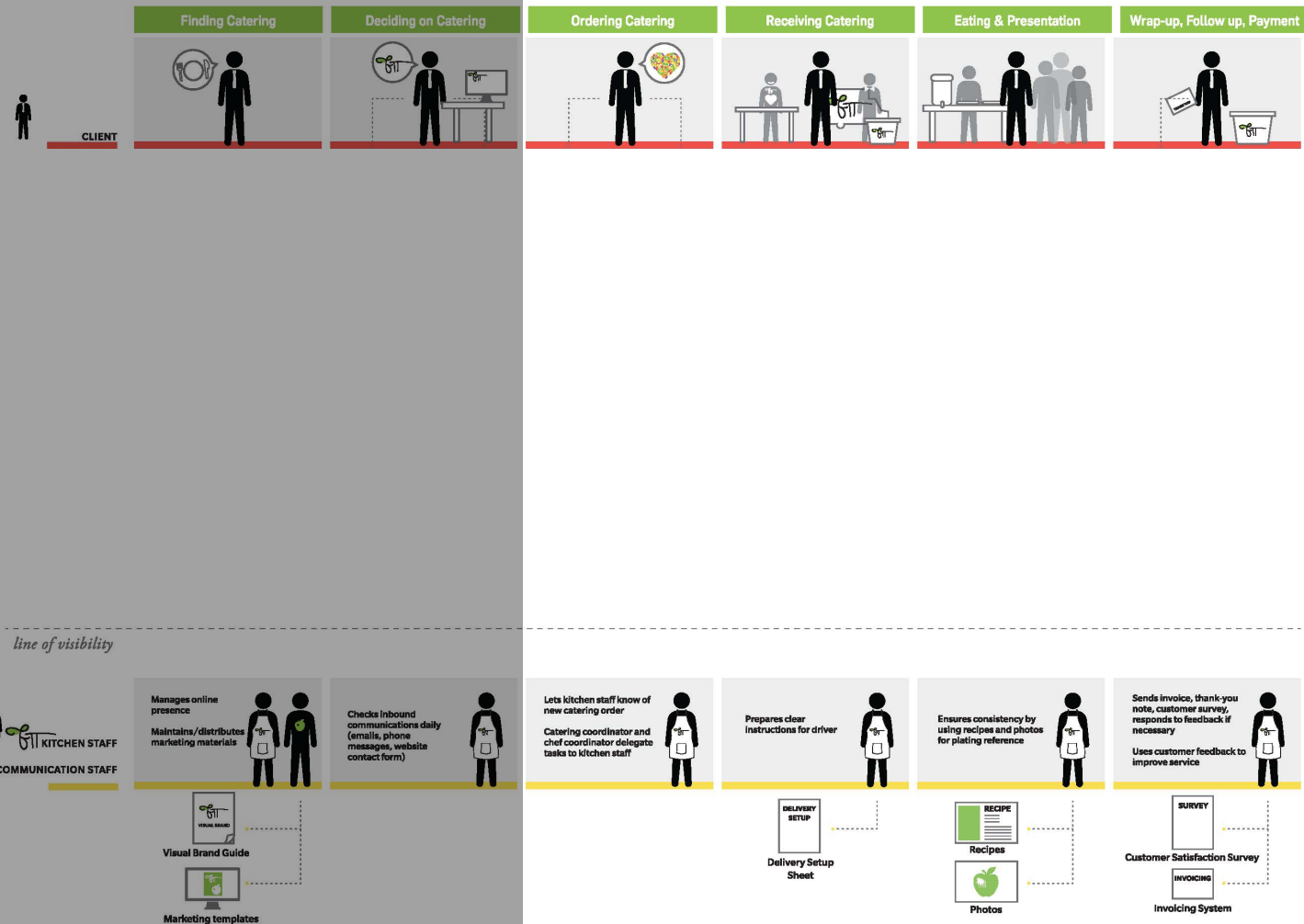


**Recipes**  
**Photos**

Sends invoice, thank-you note, customer survey, responds to feedback if necessary  
 Uses customer feedback to improve service



BACK OF HOUSE



line of visibility



Manages online presence  
Maintains/distributes marketing materials



Checks inbound communications daily (emails, phone messages, website contact form)

Lets kitchen staff know of new catering order  
Catering coordinator and chief coordinator delegate tasks to kitchen staff

Prepares clear instructions for driver



Ensures consistency by using recipes and photos for plating reference



Sends invoice, thank-you note, customer survey, responds to feedback if necessary  
Uses customer feedback to improve service



Finding Catering



Deciding on Catering



Ordering Catering



Receiving Catering

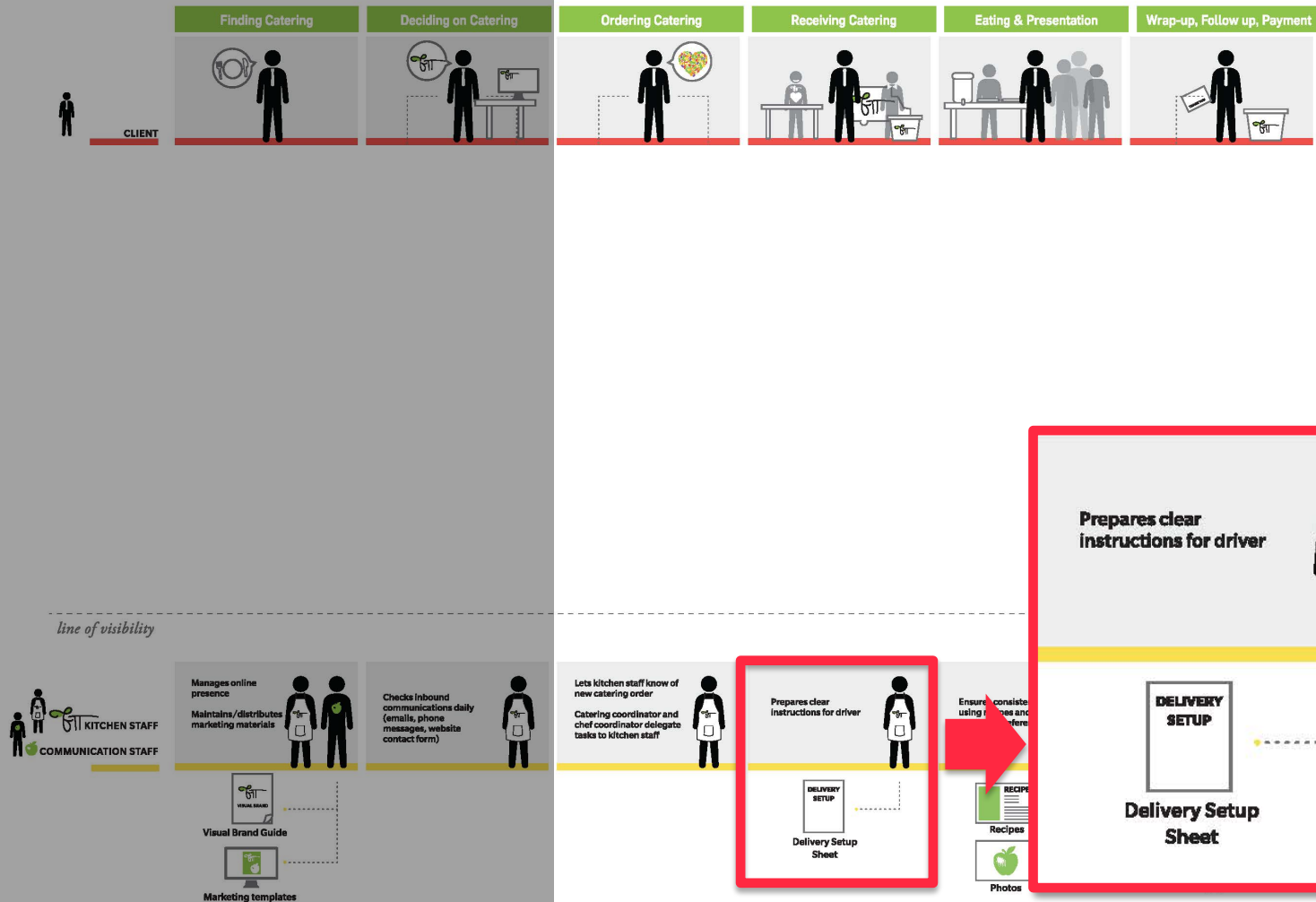


Eating & Presentation

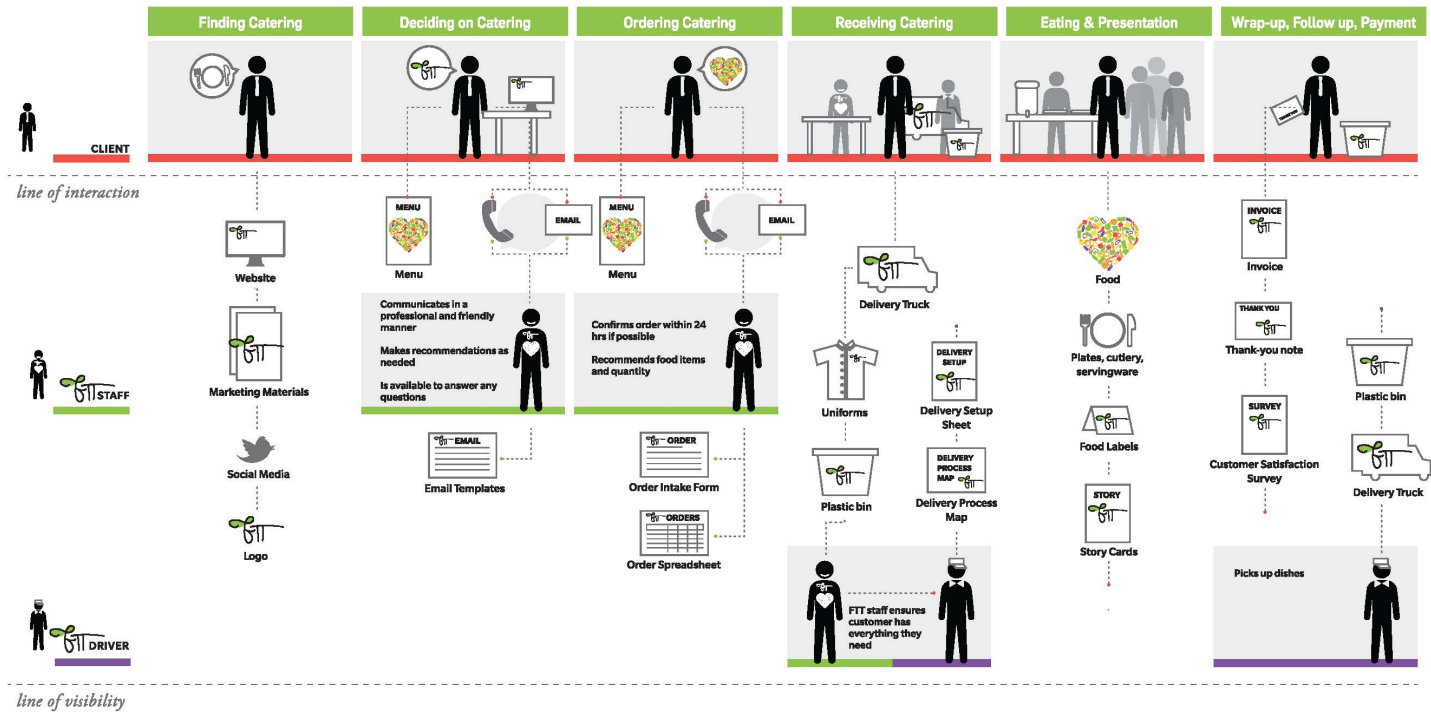


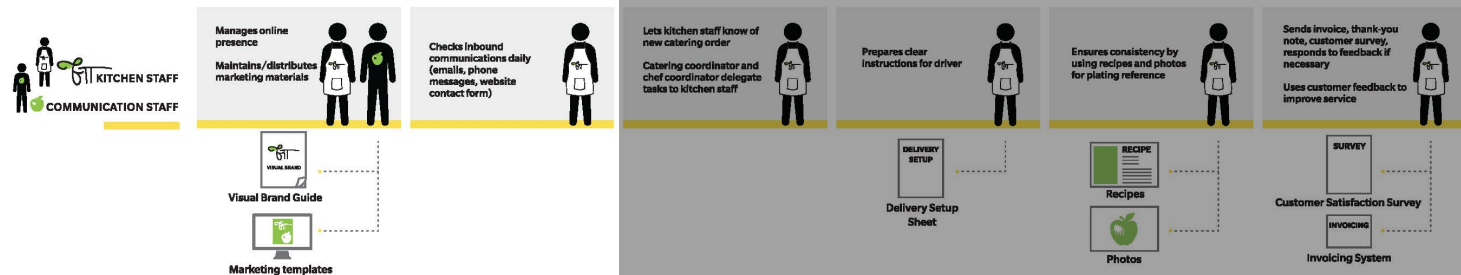
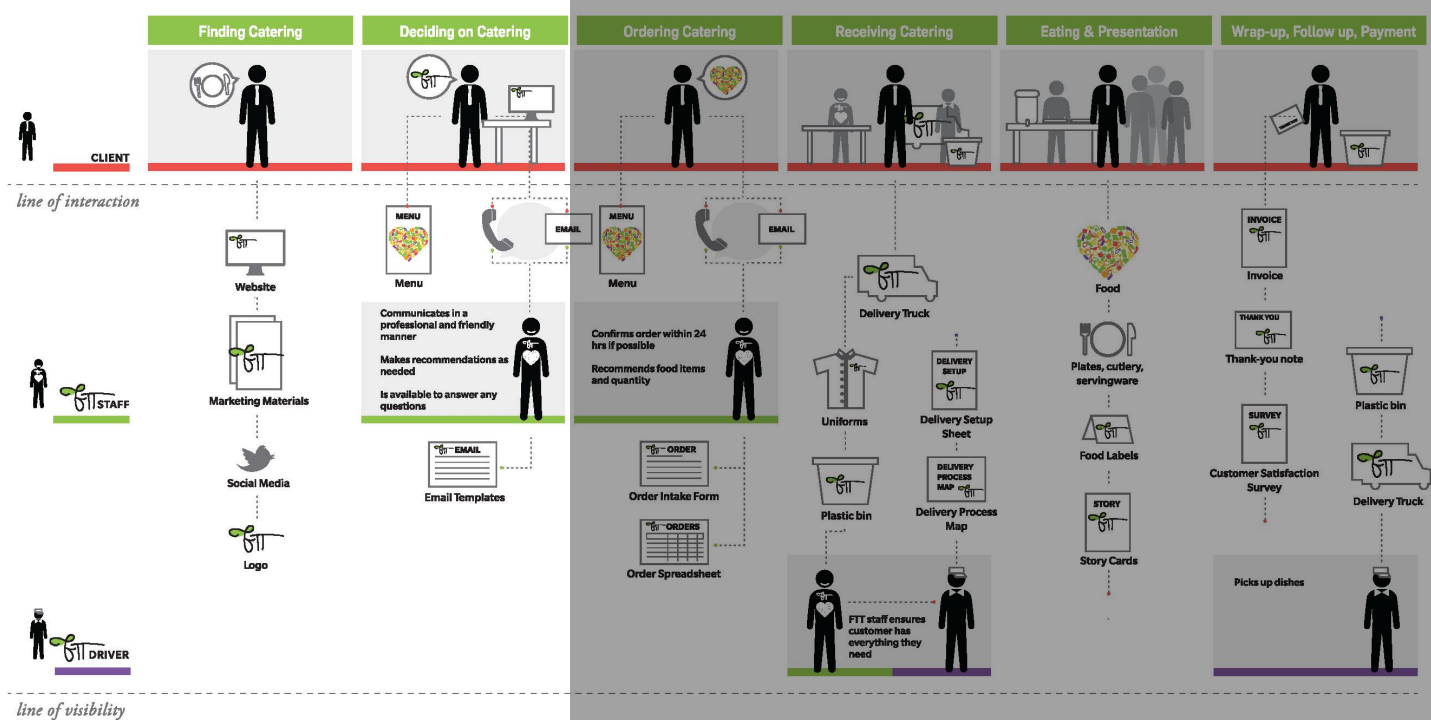
Wrap-up, Follow up, Payment

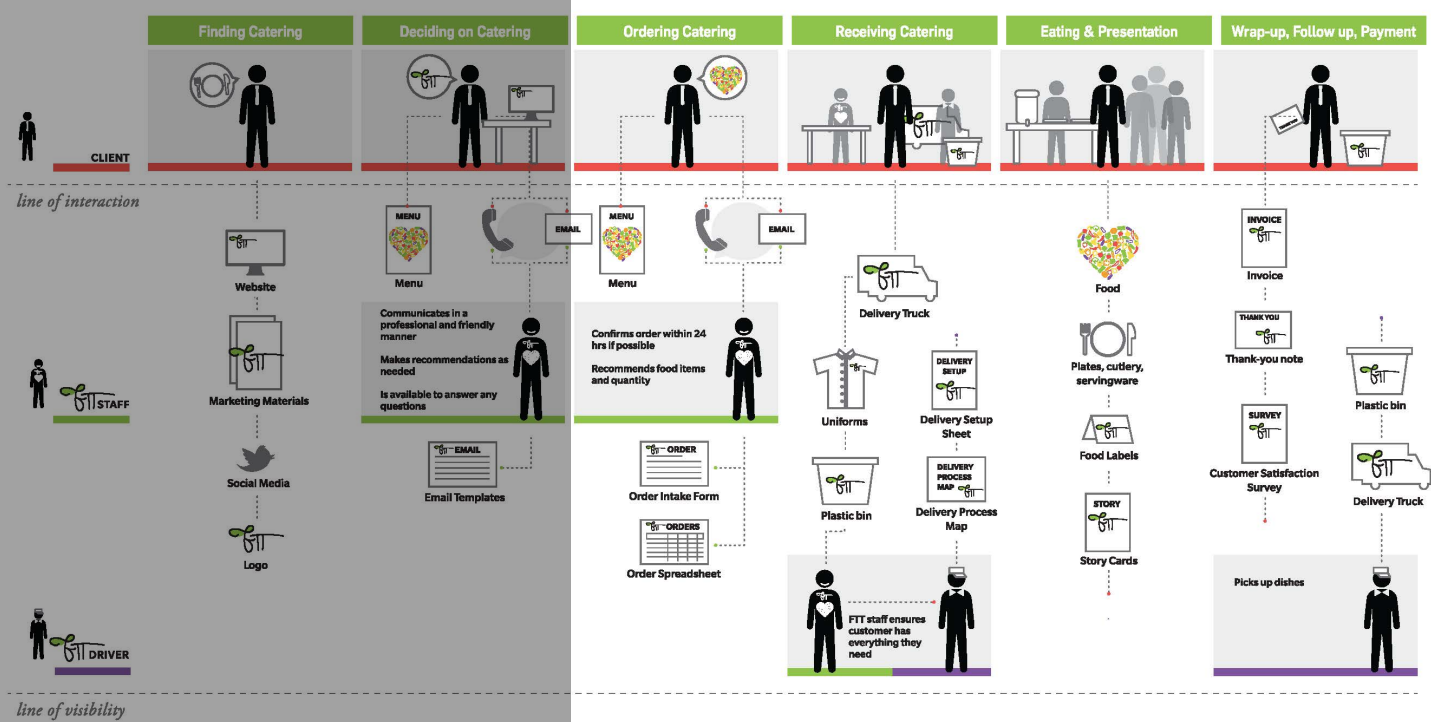












How can you help your company  
keep its promises?

1. Come to terms with what your brand *really* stands for.





\$2000 facebook machines



Try it out before buying it on Amazon

# **W A F F L E H O U S E<sup>®</sup>**

**It's 2am and you're drunk.**



# NyQuil®

**Slip into a nice coma  
for a few hours.**

*Web*MD<sup>®</sup>

Convince yourself that you have a terminal illness.





VINTAGE

Guarantee



MADE in USA

Trust



Sturdy

Confidence



Reliable



Working Together

Accuracy



Precision

Change



CROSS ROAD



CLOSE

Loyal

2. Determine how your brand is  
(or isn't) reflected in your CX.





Mr X  
någon annan?

...någon är  
läsnare

Nöjd! Vad  
enkelt det  
var.

vinhvel  
personlig  
kontakt



Vi behöver  
större

Bor hemma

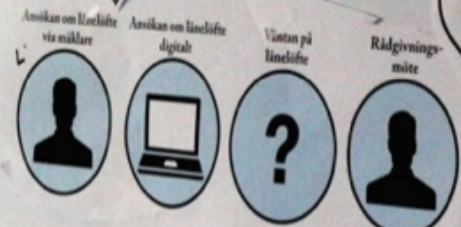
får körkort



Samläst  
värme!

VARDAHSEKONOM  
BUDGET-  
KOLL

SPARMÅL! Fonder  
Koll på utgifter



"Det  
rullar på"



KUND  
i det

Ändra nå  
i förtä

Fånger upp  
och  
hinder  
för  
nytt

Jämför villkor med  
andra aktörer



Har både  
redovisnings-  
och  
privatliv

Nya behov

Hur  
mkt  
mte?

Enkla pröva-  
beholder en  
tävling

TILL  
SÄT

Var i lägenhet

Lär  
Själarna kör

När  
och  
någon

Ranger för att  
vara bakt

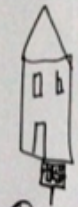
Varierar inte  
för att vara bakt

Enkelt!  
För att  
vara bakt

Personlig  
kontakt  
fåla  
vågar

Inlagg  
För att  
informera  
alla  
med  
Andra (jag, system)

Nya behov  
!  
No rörelser  
No lin  
No spande



CX/Brand map for: \_\_\_\_\_

Date: \_\_\_\_\_

Brand promise			
Evidence in the customer experience			
Brand reality			

3. Help employees discover  
the role they play.





**CX/Brand map** for: \_\_\_\_\_

Date: \_\_\_\_\_

Department: \_\_\_\_\_

Brand promise			
What should this feel like to customers?			
What can I do to deliver this promise?			
@kerrybodine			© Kerry Bodine

CX/Brand map for: Susan Jones

Date: \_\_\_\_\_

Department: Marketing

Brand promise	Transparency		
What should this feel like to customers?	“I understand all of the ins and outs of my insurance.”		
What can I do to deliver this promise?	Test the plan info on website with members to see if they understand it.		

CX/Brand map for: John Smith

Date: \_\_\_\_\_

Department: Customer service rep

Brand promise	Transparency		
What should this feel like to customers?	“I know how my insurance works.”		
What can I do to deliver this promise?	Avoid jargon. Ask callers if they have any questions about their plans.		

CX/Brand map for: Brian Johnson

Date: \_\_\_\_\_

Department: Legal

Brand promise	Transparency		
What should this feel like to customers?	“My insurance company isn’t try to hide anything.”		
What can I do to deliver this promise?	Create new standards for legal text on member correspondence.		

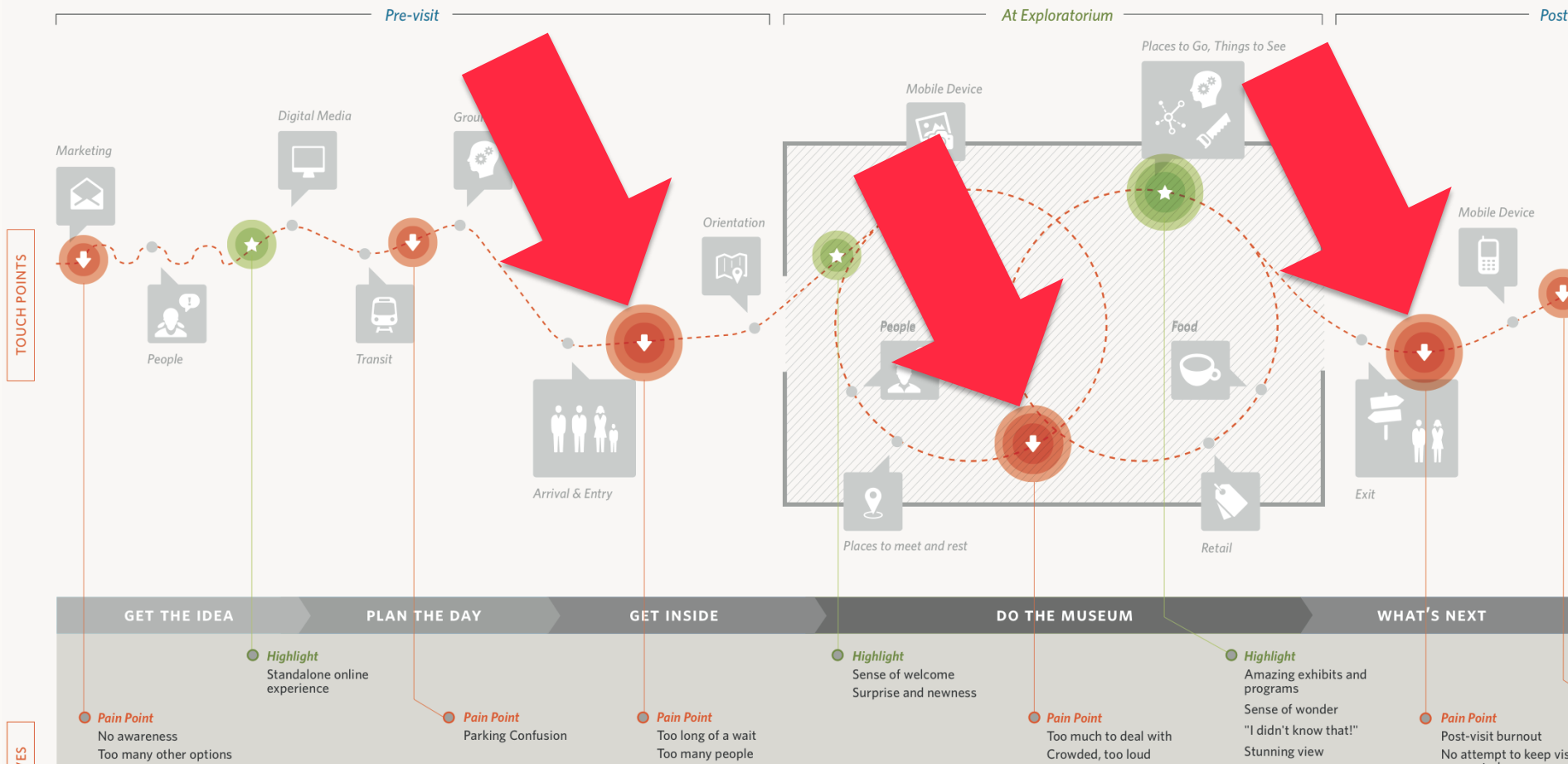
4. Align your marketing with your actual customer experience.



# Exploratorium Visitor Experience Map

Source: Adaptive Path

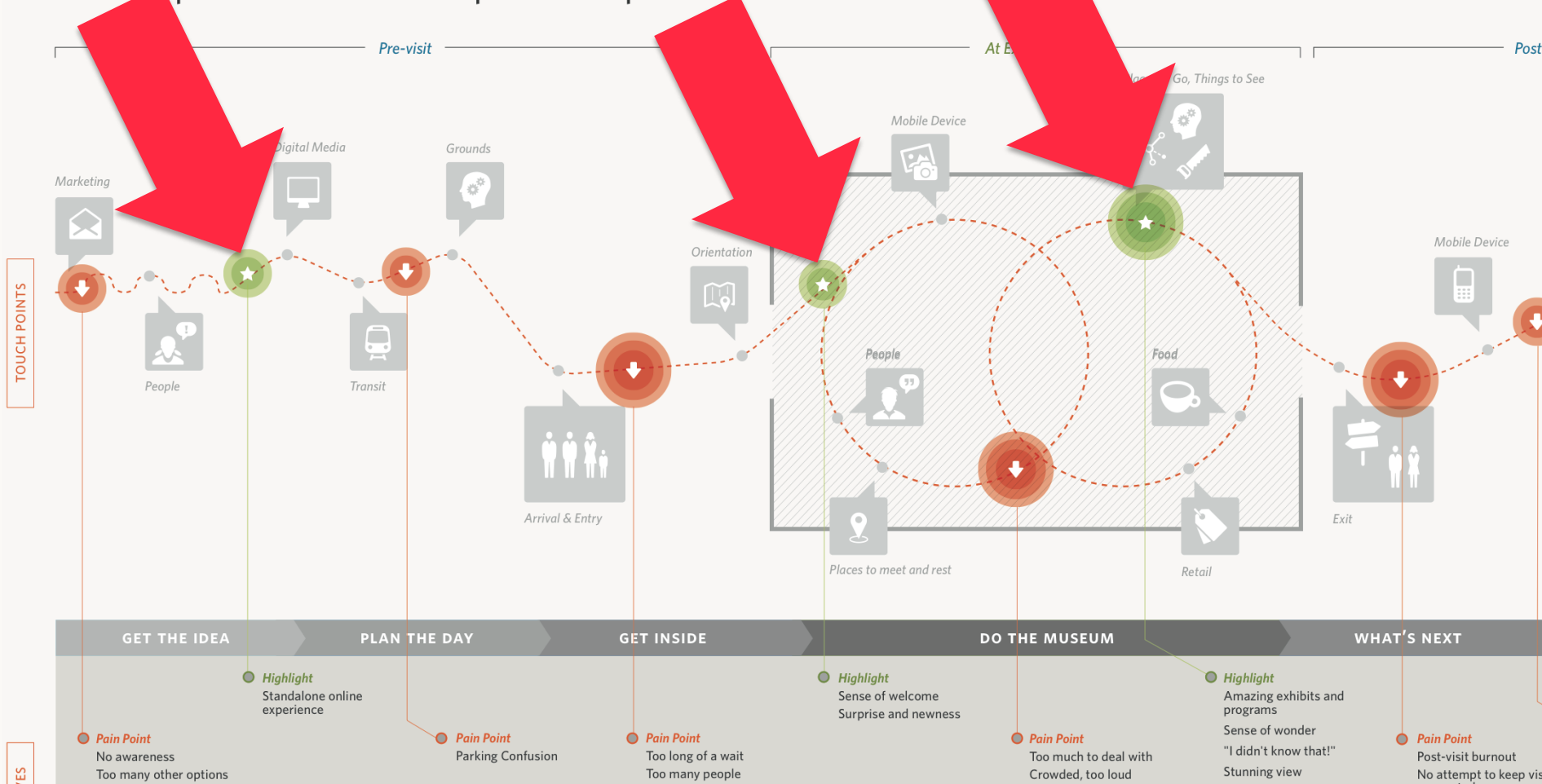
What opportunities exist to impact the experience at scale?



# Exploratorium Visitor Experience Map

Source: Adaptive Path

What opportunities exist to impact the experience at scale?



LTE

9:41 AM



Cancel

Crop Photo

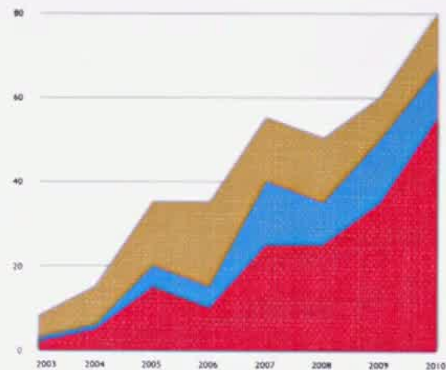
Crop



Constrain

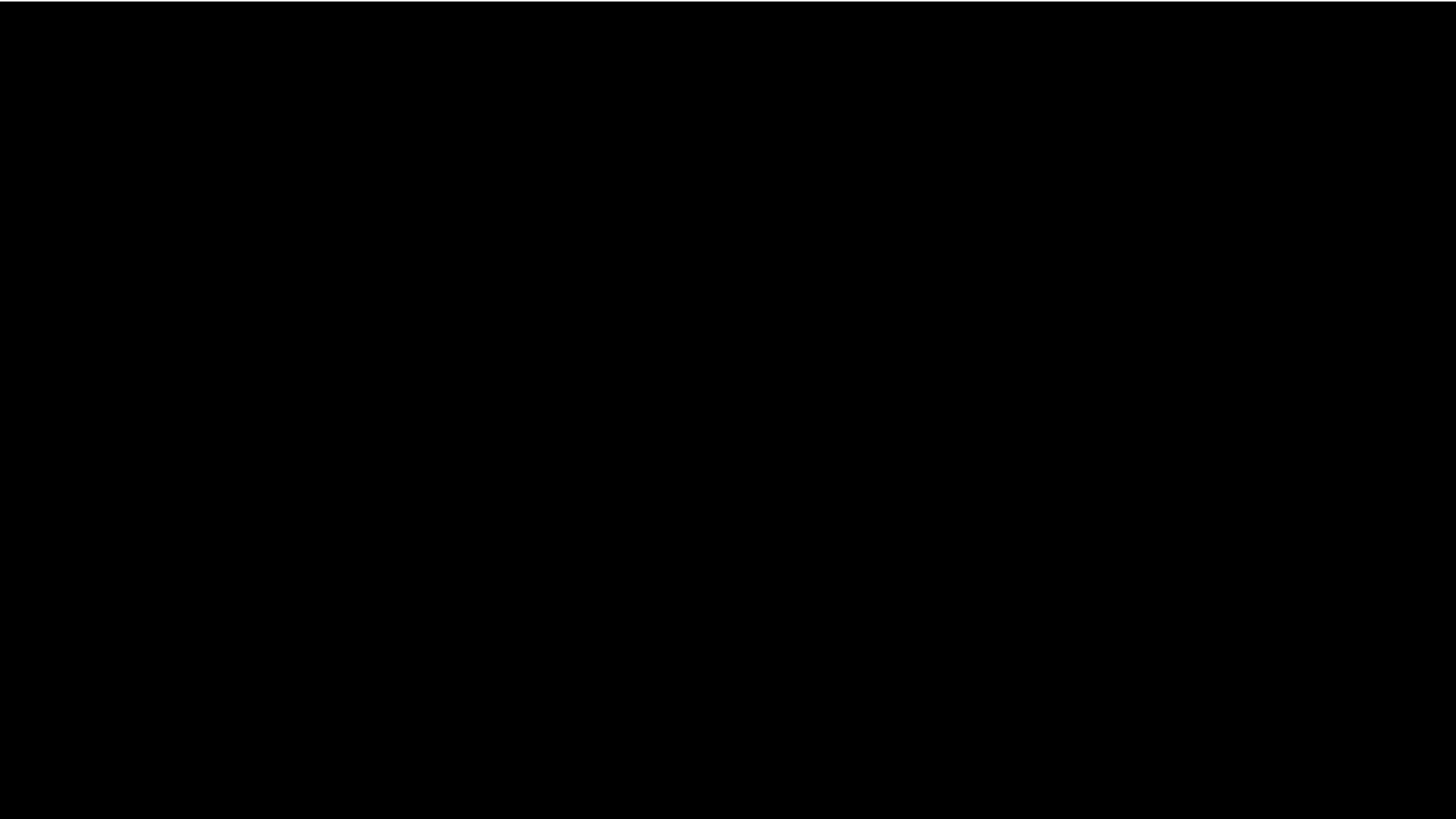


## Market Share



## Quality

We have been pioneers in organic textile production for over five years, providing material to the most discerning designers in fashion and décor. As interest in organic textiles has grown, we've grown to meet these market demands without any sacrifice in our core values and commitment to quality.



Home > Traveling With Us > Planning a Trip > Keep Climbing >

# FLYING IS MORE THAN JUST A FLIGHT.

DELTA CONTINUES TO ELEVATE THE FLYING EXPERIENCE.



BEFORE YOU GO

AT THE AIRPORT

IN THE AIR

REACHING NEW HEIGHTS

## BEFORE YOU GO

MY DELTA | SIGN UP

SkyMiles# Email or Password 

MY TRIPS

BOOK A TRIP

FLIGHT STATUS

CHECK IN

VACATIONS

NEED HELP?







The Emirates  
Experience

Destinations

Special  
Offers

Plan &  
Book

Help  
Center

Emirates Skywards &  
Business Rewards

Log-  
In

Search



United States



[ English ]

Hello

W<sup>SM</sup>

# Make it a year to remember

**Book now**

g+1

f Like

**Book a Flight**

**Find Hotels & Cars**

**Manage Existing Booking**

**Check-in Online**

**Check Flight Status**

**See What's on your Flight**

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First Class Private Suites on our Emirates A380s



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## Airline of the Year 2013

### Emirates Takes Home 2013 'World's Best Airline' Award

Cementing its place as one of the world's leading international airlines, Emirates has been awarded the highly coveted 'World's Best Airline' award, presented by Skytrax at the 2013 World Airline Awards.

In addition to winning 'World's Best Airline' Emirates scooped up a further two awards including: 'Best Middle



Keep your promises.

Keep your promises.  
Then make them.



# MOZCON

2014

## THANK YOU!

### SESSION Q&A



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