



SYDKYSTDANMARK

Tag ansvar for kundeoplevelsen

Ian Wisler-Poulsen





En almindelig efterårsdag i Søborg



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*“People will forget what you said.
They will forget what you did.
But people will never forget
how you made them feel.”*

Maya Angelou, forfatter

Ian Wisler-Poulsen

- Selvstændig (siden 1997)
- Customer Experience Manager, Tivoli
- Ekstern lektor, ITU & RUC
- Saatchi & Saatchi, DSB, Agillic



Hvorfor
skal I tage ansvar for
kundeoplevelsen?

1

”Kundeoplevelsen har udviklet sig til at være det mest afgørende aspekt for at opnå succes for virksomheder på tværs af alle brancher.”

Meenakshi Sharma & D.S. Chaubey, Uttranchal University

80%

af lederne mente, at virksomheden leverede ekstraordinære oplevelser til kunderne.

8%

af kunderne i de pågældende virksomheder var enige.

Bedre økonomi

The background of the image is a blurred airport check-in area. It features several blue self-service kiosks with touchscreens. Some of the kiosks have the text "STAR ALLIANCE" and "CHINA BAG TAG" visible. In the background, there are silhouettes of people, including one person standing and another person bending over a suitcase, suggesting a busy travel environment. The overall color palette is dominated by light blues and greys, creating a clean and modern aesthetic.



24%

højere forbrug hos de kunder, der var *meget tilfredse*
ift. de kunder, der "kun" var *tilfredse*

Differentiering

The background of the slide is a blurred photograph of an airport check-in area. It features several blue self-service kiosks with touchscreens. Some of the kiosks have the text 'CHINA BAG TAG' visible on them. In the background, there are silhouettes of people, including one person standing and another person bending over a suitcase, suggesting a busy travel environment. The overall color palette is dominated by light blues and greys, creating a clean and professional look.



Restaurant SILO



Restaurant SILO

Ambassadør- effekt

The background of the slide is a blurred photograph of an airport check-in area. In the foreground, there are several light blue SAS check-in kiosks. The kiosks have the SAS logo at the top and "STAR ALLIANCE" written below it. One kiosk in the lower right has "CHECK BAG TAG" visible. In the background, there are people, including a man in a dark jacket looking at a phone and another person with a suitcase. The overall scene is brightly lit, typical of an airport terminal.





Ian



Dear Ian,

Wow, I am so glad to be home with you again! I was a little scared when I got left behind, but since you and Mommy put your initials on my tag, some people helped me find you!

While I was on my little adventure, I did have a little fun at Lansdowne Resort while I got my new flight information and booked my ticket back home. I took some pictures and got you both some cool t-shirts! They might be a little big because I said I needed them for my human kids but I couldn't remember your size. Sorry. I did get you this backpack I'm wearing too, well okay I got it to keep the shirts in until I got home, but maybe now I can ride around in it!

Okay, I'm going to hop in my travel box and head back your way Ian, I can't wait to see you again!

Your Buddy,

Bear



They even have a party for me!

Working out to stay fit!

Ahh, time for one last look at the view...

They got it kept.

More Candy Please!

All the money I wanted!

"A boy, his lost teddy bear and amazing customer service"



Bmfreda
Princeton, New Jersey

1 7



Anmeldt 3. juni 2014

A HUGE thank you to Michael Murray, IT Manager at Lansdowne Resort, who tracked us down after finding my son's beloved teddy bear a few weeks after our stay in the hotel for a wedding. I had no idea we left the bear at the hotel, which had fallen behind a night table where the IT guys found him when working on the phone line. My 4 year old was pretty upset, he slept with "Bear" every night and now he was lost. But Michael went above and beyond to find us, even posting photos of the bear on a lost teddy bear web site! Once we connected, Bear was immediately on his way home to my son, paid for by the resort. And he was not empty-pawed! Michael included a couple of t-shirts and a little bag for my son, as well as a set of creatively captioned photos depicting Bear's journey around Lansdowne during his extended stay. We all had a good laugh looking through them. Again, thanks Michael - you made a little boy's day with your generosity and big heart. A shout out to Ercia Gaskins as well who may have assisted in Bear's return.

We would absolutely come back to visit - preferably for longer than 24 hours - and would recommend the resort to others. The room worked out well with 2 toddlers (1 in a crib) and 2 beds. And we were happy to find our room right across from my parents. Early check-in was not a problem, which was great after a long drive with 2 little ones and needing to get ready for a wedding. Brunch the next morning was perfect.

Overnattede: Maj 2014, rejste med familie



Værdi



Sted



Søvnkvalitet



Værelser



Renlighed



Service



Stil et spørgsmål om Lansdowne Resort and Spa

Udforsk lignende hoteller

6,5 km

Homewood Suites by Hilton Leesburg
440 anmeldelser

Vis priser

6,4 km

Hampton Inn and Suites Leesburg
533 anmeldelser

Vis priser

4,3 km

Clarion Hotel & Conference Center Leesburg
277 anmeldelser

Vis priser

Vis alle hoteller i Leesburg

6,4 km

”For 20 år siden fortalte kunderne om oplevelser til de 8 nærmeste venner”

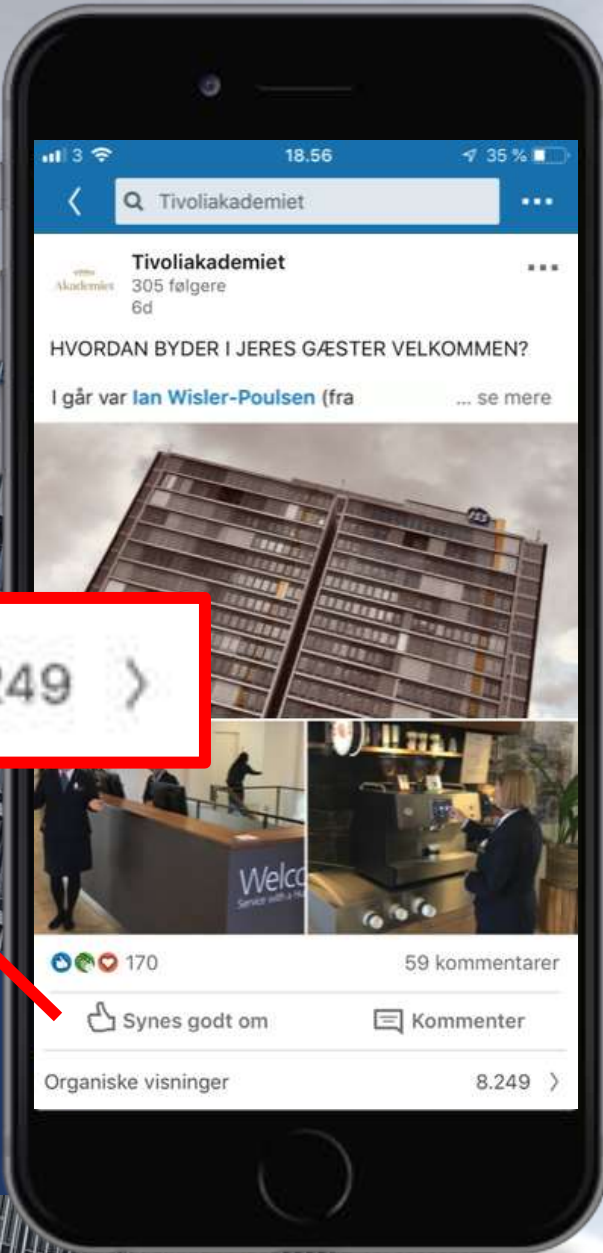
”Nu er det de 8.000 nærmeste venner”



Organiske visninger

8.249 >

En almindelig efterårsdag

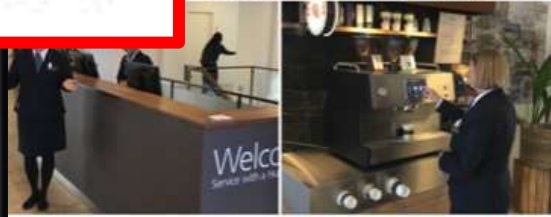


18.56 35%

Tivoliakademiet

Tivoliakademiet
305 følgere
6d

HVORDAN BYDER I JERES GÆSTER VELKOMMEN?
I går var Ian Wisler-Poulsen (fra ... se mere)



170 59 kommentarer

Synes godt om Kommenter

Organiske visninger 8.249 >

92%

af kunderne har mere tillid til anbefalinger fra andre kunder end indhold fra virksomheden

Opgave: Den gode historie

1. Hvad skal kunderne fortælle til venner og familie efter et møde med dig og din virksomhed?
2. Hvilke ord og formuleringer skal kunderne bruge?
3. Kom med idéer til, hvordan du kan skabe den kundeoplevelse, som udløser den historie, du ønsker.
4. Hvordan kan du selv bidrage til deling af den gode historie på sociale medier?

Hvad vil
det sige
at tage ansvar for
kundeoplevelsen?

2

Hvad er kundeoplevelser?

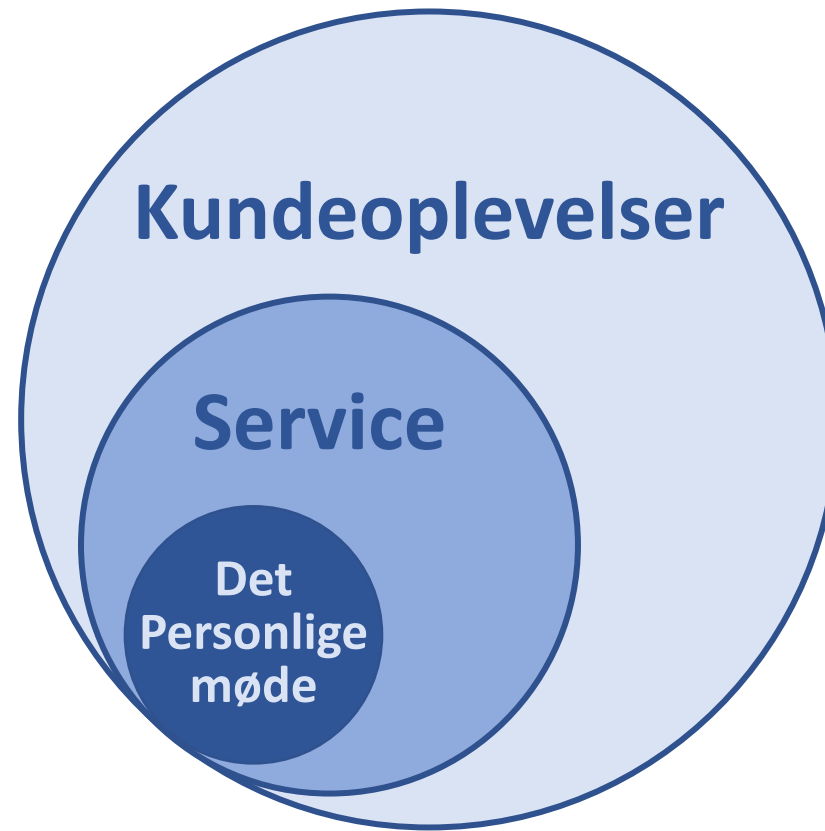
Kundeoplevelser er summen af alle de oplevelser, en kunde har med en virksomhed gennem hele det forløb, kunden har med virksomheden.

Oplevelser er sansninger, følelser, erfaringer, erkendelser, holdninger og minder.



Øvelsen: ”Et lykkeligt øjeblik”

Fortæl din gruppe om dit lykkelige øjeblik på 1 minut



Kundeoplevelser

Oplevelsesøkonomi

The background image is a blurred photograph of an airport baggage claim carousel. The carousel is light blue and features the SAS logo at the top. Below the logo, the text 'CHAS BAG TAG' is visible. In the foreground, there are two people: one standing and one bending over a suitcase. The overall scene is dimly lit, suggesting an indoor airport environment.



Prisen på en kop kaffe



0-1 kr.



1-4 kr.



5-28 kr.



25-55 kr.

	Råvare	Vare	Service	Oplevelse
Beskrivelse	Ombyttelig	Håndgribelig	Immateriel	Mindeværdig
Funktion	Uddrag	Fremstilling	Levering	Iscenesættelse
Egenskab	Naturlig	Standardiseret	Tilpasset	Personlig
Sælger	Handelsmand	Producent	Udbyder	Iscenesætter
Køber	Marked	Bruger	Kunde	Gæst
Efterspørgsel	Egenskab	Funktion	Fordel	Sansning

Fra Service til Oplevelse



Værtskab



Værtskab



Værtskab



Værtskab



Værtskab

Service

Ydelse + oplevelse



 **Frank Jensen**
3 t. · 🌐

Halløj derude! 😊
Er der nogen, der kan anbefale en god VVS'er, for vi skal have renoveret det store badeværelse?



Ydelse + oplevelse





Gentofte hospital



Gentofte hospital

Rationelle oplevelser

Velkomst/afsked
Hastighed (svar og levering)
Fleksibilitet
Proaktiv (henvendelse og opfølgning)
Rengøring
Forplejning
Ventetid (køens længde)
Parkering (afstand)
Funktionelle medier (website og app)
Medarbejder (til rådighed)

Emotionelle oplevelser

Velkomst/afsked
Smil
Øjenkontakt
Imødekommenhed
Anerkendelse
Lyttende
Hjælpssomhed
Empati
Engagement
Følelser

Oplevelser

Opgave: Ydelse og oplevelse

1. Hvad er jeres ydelse?
(ingen forklaring – kun betegnelser)
2. Hvordan sikrer I attraktive,
rationelle oplevelser for kunderne?
3. Hvordan sikrer I mindeværdige,
emotionelle oplevelser for kunderne?
4. Hvad er den første forbedring, I vil gå i gang med?

Hvordan

tager I ansvar for
kundeoplevelser?

3



Et kundeorienteret perspektivet

The background of the slide is a blurred photograph of an airport terminal. In the foreground, there are several blue SAS check-in counters. The counters have the SAS logo and 'STAR ALLIANCE' branding. Below the counters, there are signs for 'CHANGEBAG TAG' and 'CHANGEBAG'. In the background, there are silhouettes of people, including one person with a suitcase, suggesting a busy airport environment. The overall color scheme is light blue and white.

*”Det, der er godt for vores kunder,
er i det lange løb også godt for os.”*

Ingvar Kamprad, Grundlægger af IKEA

MARATHON SPORT

SPORTS
FYSSEN

1982
MARATHONSPORT


MARATHONSPORT



Love
Adventure

”Skab en kunde, ikke et salg”

Katherine Barhetti

Lavpraktiske værktøjer

The background is a blurred photograph of an airport check-in area. It features several blue SAS check-in kiosks with the text 'SAS' and 'STAR ALLIANCE' visible. In the foreground, there are signs that say 'CHAS BAG TAG'. People are seen in the background, some standing and some bending over luggage, creating a sense of a busy travel environment.

Hvad er CEM?

Customer Experience Management, CEM, er strategisk arbejde med indsigt og udvikling af kundeoplevelser og -rejser i et holistisk perspektiv. Det indebærer fokus på aktiviteter i fronten, som skal gøre kunderne attraktive for kunderne, og som sikrer omhederne, og som sikrer sig fra konkurrenterne.

”... men hvad er det så, jeg skal gøre på mandag?”

“If you see it, you own it.”

George Taylor, Beyond Feedback



If you see it, you own it.



If you see it, you own it.



Ansvar



Ansvar

*”Det er ikke nødvendigvis vores fejl
– men det er vores problem.”*

Alicia Matheson, Disney



Hilse-pligt



Hilse-pligt

35%

færre fik en følgesygdom eller døde,
fordi medarbejderne begyndte at hilse på hinanden

Opgave: Tag ansvar

1. Hvad kan du konkret gøre for at tage mere ansvar for kundeoplevelsen?
2. *"If you see it, you own"* – Hvad skal *alle* medarbejdere huske i din virksomhed?
3. Hvordan vil du sikre, at alle medarbejdere hilser på hinanden og kunderne?
4. Hvad vil du gøre i morgen?

Overraskelse

Den kommer nu...



BARE ROLIG!



VI HAR OGSÅ GJORT
RENT UNDER SENGEN



Tak for jeres opmærksomhed

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