

Customer Experience is the key to success, whatever the market

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Royal Mail

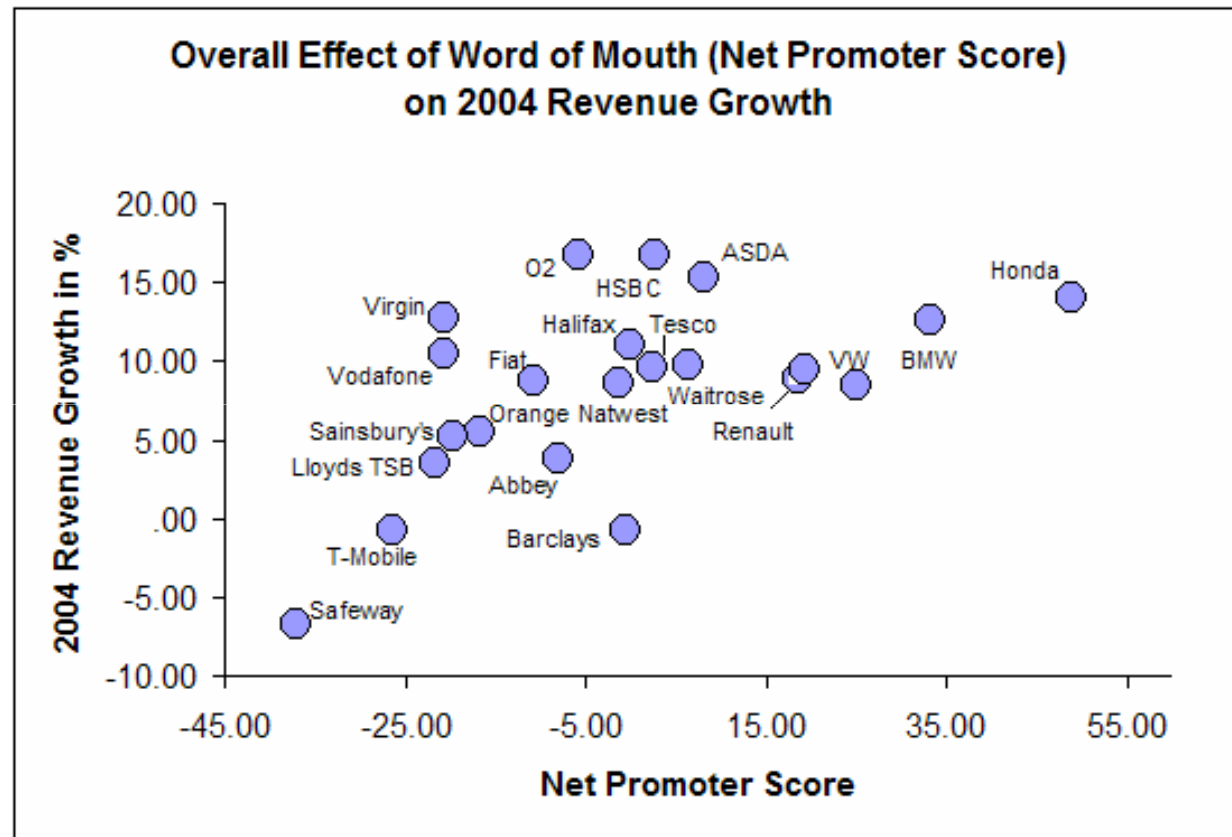
Why is a focus on the customer important?

- It makes sound financial sense
- It reduces costs
- It improves customer retention and enables cross / up sell
- Tracking and improving customer loyalty provides actionable results and links to growth and profitability
- Loyalty leaders grow 2.5 times faster than the industry average whatever the market



What has it done for companies who have truly embraced it?

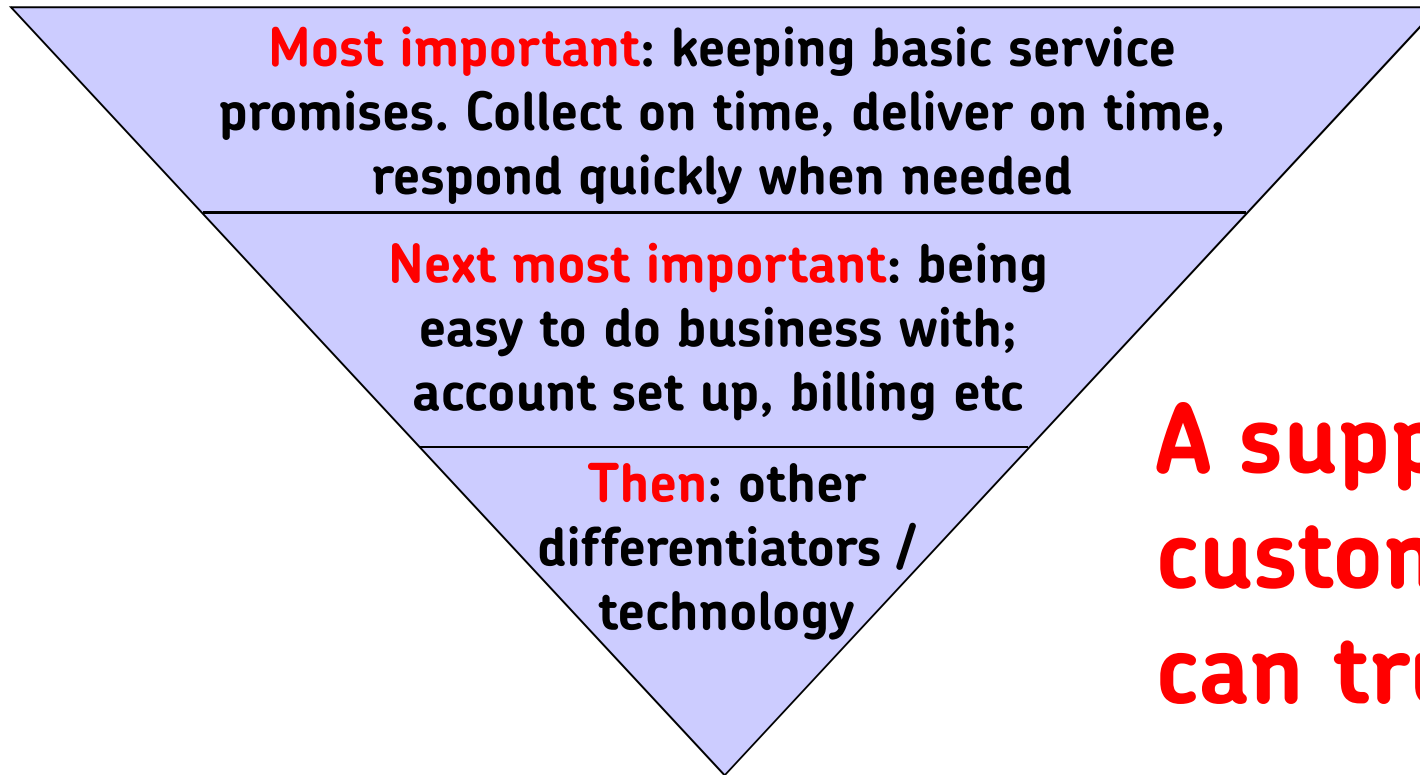
- **Advocacy Drives Growth (LSE)**
- **It's practical and provides actionable results.**



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Are the requirements any different for Mail and Express?

Research and evidence from multiple sources says no.



A supplier customers can trust!



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What has the experience been in other countries?

- USPS introduce Customer Experience Programme in 2010
- Canada Post Customer Experience Programme launched 2007
- Deutsche Post 'First Choice' programme launched in 2007
- And many others; all linking the customer experience and the loyalty this drives to increased retention, revenue and profit.



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What are we doing in Royal Mail?

- A new structure putting the customer at the heart of everything we do
- Oversight through a Chief Customer Officer
- A Customer Experience Programme already driving major change



Touching everything we do

What is Royal Mail for?

What is our customer experience to deliver this and how will we measure and improve it?

How do our people deliver this?

**Products. Operation.
Customer Service....
...and everything else**

Our People Values

Our Customer promise

Our Brand Vision & Proposition

Through a Programme in four parts

Putting customers at the heart of everything we do by:

- 1. Helping everyone to understand what they need to do to improve customer loyalty**
- 2. Fixing and improving products and processes**
- 3. Improving our core customer service**
- 4. Introducing new easy to understand measures that everyone will see from top to bottom in the organisation**



Involving customers every step of the way

- Customer Councils to get direct feedback and discussion
- Relationship research so we continue to understand what is most important to customers and how we're doing at delivering this
- Transactional feedback on all touchpoints to quickly identify issues and enable coaching and training where necessary



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What does this mean for Mail & Express looking forward

- Long term winners will be those who truly understand what their customers value
- Who focus on delivering this to build customer loyalty
- Whose entire organisation understands why this is important and what they need to do
- Whether they provide Mail, Express services, or both



Thank you



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