



THE IRISH
CX IMPACT AWARDS
2018

Categories & Finalists

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CX Impact in Digital

Musgrave Omni- Channel Team

This submission is to highlight the work that the omni-channel team achieved in conjunction with the CX team that delivered a 13-point increase in NPS in a short space of time. Order volumes increased by 26% and calls to the call centre reduced by 33%. It was a focused joint effort that showed amazing results.

Online Passport Renewal Service - Department of Foreign Affairs and Trade

The Department of Foreign Affairs and Trade (Passport Service) launched the Online Passport Renewal Service in March 2017. With a global reach, Irish citizens can submit their passport application online representing a significant innovation in customer service, drawing on cutting edge technology and software. To date over 270,000 citizens have utilised this innovative service.

Paddy Power Betfair

In Paddy Power Betfair, our CX journey has three key digital components focused on building powerful customer relationships: 1) Launching and scaling Messenger across brands and regions, 2) Integrating a Virtual assistant to automate transactional, easy customer contacts, 3) Utilising these new channels (Messenger & Virtual Assistant) for outbound and predictive next best action suggestions on inbound customer interactions.

Pinergy

Pinergy have developed a market leading Smart App that helps its customers to take control of their energy consumption. Designed with a Customer-first approach the app has uniquely led to changes in their customers' behaviour and energy habits with nearly a third using 20% less energy last year.

CX Impact in Business IT & Technology

Standard Life

Clientview is an application on Standard Life Ireland Financial Adviser website. It has undergone significant transformation that has enhanced the user experience for advisers whilst reducing the cost to serve and helped retain customer assets for longer. This submission tells the story of how we created an exceptional experience for advisers and enhanced our profitability.

Sun Life Financial Ireland

The Sun Life Financial Service Desk's Customer and Agent Experience Program, and their agent led the ITSM tool transition. This has improved the agent experience, productivity and enabled a technology lead client experience transformation.

Version 1

To ensure Version 1's strong growth trajectory enabled them to retain their relentless Customer focus, they set about an ambitious but highly successful Customer Experience strategy, a new Customer Success team, organisational structure & cultural change, underpinned by strong metrics & processes.

CX Impact in Utilities

Electric Ireland

In 2017 there was a need to change, improve and align Electric Irelands customer experience & brand performance tracker to the Electric Ireland strategy. This resulted in changes to the methodology & focusing on the KPIs for the new strategy which would help inform future strategic decisions.

Gas Networks Ireland

GNI engaged all to deliver enhanced CX. Customer stories and Journey Mapping inspired employees with the understanding they needed to work collaboratively. Guiding Principles involved all - helping communicate that what they do matters. Incentivising drove better employee and customer experiences.

Pinergy

Pinergy were looking to differentiate themselves on providing a unique customer experience in the Utility Sector. Pinergy developed a unique App that enabled customers to take control of their energy consumption and developed a gamification approach to encourage users to focus on their consumption.

SSE Airtricity

SSE Airtricity provide multi-channel support to 800,000 customers, within a challenging and highly competitive environment. Over the last 18 months, they've improved efficiencies, exceeded customer satisfaction targets and dramatically reduced complaints.

CX Impact in Telecoms

Arise

Arise meet the challenge to raise Vodafone's Internet Service Provider CX measured by benchmark* NPS to retain the no 1 position in the sector by adding to the differential between Vodafone & its main 2 competitors and addressed a new challenger to Vodafone's leading position. The Best got Better!

Virgin Media

Virgin Media has demonstrated distinction in customer experience that has culminated in increased customer loyalty, staff engagement and business results. With the customer positioned very much at the centre of what we do, our strategy is clear .."Make Good things happen". with a key strategic priority to "Grow Customer Experience"

Vodafone Ireland

SME has seen strong improvements over the last 18 months reversing declines in Revenue and ARPUs as well as driving CXX initiatives to claim #1 for NPS. There has been strong focus on putting the customer at the core of everything we do achieved through cross functional engagement and focus.

CX Impact in Insurance

123.ie

123.ie was faced with challenges of rising customer expectations and the need to reduce costs. Following a review and redesign it rolled out a strategy that included improved digital fulfilment, a better loyalty offering and greater management of the customer journey to improve retention by 6 points

AXA Insurance

AXA wanted to improve the experience for Claiming Customers. By using customer experience and agile principles, the delivery of their new Promise to get our Customers back to what matters led AXA to being named as Trusted Merchant in Republic of Ireland and Gold Trusted Merchant in Northern Ireland.

Laya Healthcare

Laya Healthcare's strategic vision to empower you to look after your health and wellbeing so you can be at your very best, always has led our entire team to work in partnership with each other ensuring the delivery of best in class Customer Experience & strengthening our customer obsessed culture.

CX Impact in Financial Services

Bank of Ireland

Premier Banking extensively analyses customer needs and tracks customer experience, clearly demonstrated the link between customer experience and commercial success. It has exceeding targets in customer acquisition, retention and share of wallet. This CX framework guarantees success into the future.

Irish Life Financial Services

In Irish Life Financial Services the customer is at the heart of everything that we do from product design to servicing. Our customers have long-term relationships with us so ensuring they remain satisfied over time is paramount for us. 2017 was our best year to date, we achieved Top Quartile CSI.

KBC Bank Ireland

KC Services Ireland is a first-time entrant to the CX awards. Established in 2006, they work with leading brands across the country on their conference and event requirements. From design to activation, KC Services is a small team with a mighty influence ensuring their CX is exceeded at all times.

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CX Impact in Entertainment & Leisure

Iconic Health Clubs

Dublin's Iconic Health Club Group consists of three private, premium health clubs in Dublin: The Dartry Health Club; ICON Health Club and 1escape Health Club. Having recently celebrated its 10th anniversary, Iconic Health Clubs prides itself on their Customer Experience.

Jameson Distillery Bow St.

Jameson Distillery Bow St. draws on brand immersion & theatre to complement this iconic 230-year-old Dublin distillery. 5 fully-hosted tours deliver an unforgettable sensorial experience. Bow St. also includes JJ's Bar where guests can enjoy live events, share great drinks & good times with friends.

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Vagabond Tours

Ireland's original and leading small-group tour operator since 2002, Vagabond specialises in fantastic off-the-beaten track tours of Ireland – taking our guests to the hidden corners of the world's favourite country. We have two main brands, our Vagabond Adventure Tours, or our more relaxed Driftwood Cultural Tours.

CX Impact in Specialty

Customer Experience Framework – Actavo

Actavo's install and service engineers visit over 1.5 million homes every year, representing clients in heavily regulated markets. Actavo have built a Customer Experience framework, aligned to their brand promise of Going Beyond. The framework aligns technology, processes and people capability to deliver of an integrated CX culture.

Eason

Eason embarked on a strategic CX journey in 2017, in response to customer demand for greater personalisation in experiences with our heritage brand. A year on and with CX Company, we have delivered an innovative, impactful CX learning experience for store teams recognising input and presenting challenge to achieve CX certification.

IKEA Ireland

IKEA Dublin are creating the conditions for a customer experience transformation because customers' expectations are evolving. Our objective was to create a truly multi-channel mind-set where we accommodated new shopping habits and made every customer feel like a guest.

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PhoneWatch

PhoneWatch staff across Ireland deliver a personal customer experience, with real-time 24/7/365 interaction creating a reputation as Ireland's most-trusted provider of monitored safety alarms. It's a customer experience built on quality, trust and service, as well as the peace of mind that comes from knowing that a PhoneWatch home, is a safer home.

Working With Customers of Varying Abilities – Actavo

Actavo's install and service engineers visit over 1.5 million homes every year, representing clients in heavily regulated markets. According to the Irish 2016 census, there 13% of the population are registered as having a disability. With this in mind, Actavo developed a framework for 'Working with Customer' of varying ability.

CX Impact in Auto/Fuel

Circle K Ireland

Delivering better outcomes for customers and the business in less than one year by listening to the Voice of the Customer and taking necessary tactical and strategic action to drive an exceptional customer experience.

Spirit Motor Group

Spirit is built on an ethos of total dedication to the customer experience which is changing with revolutionary new technologies and evolving customer behaviour. With highly trained and enthusiastic teams led by our dedicated senior management, we continue to focus on our strategy and deliver measurable results across the business every day.

CX Impact in Food/Drink/Restaurant

Frank and Honest Gourmet Coffee Company

Musgrave instigated a breakthrough coffee project with the objective of transforming the end to end coffee experience across all of its SuperValu and Centra Stores. Frank and Honest Coffee brand was born out of it and is now the leading coffee offer in the Irish coffee-to-go market.

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LloydsPharmacy

LloydsPharmacy has seen the commercial, brand and customer benefits of their new consumer insight led customer first strategy and integrated implementation roadmap. With increased training and resources colleagues are empowered to deliver expert health care and customers have embraced the free personalised and tailored Change your health Direction Programme.

CX Impact in Supermarket/Grocer

Lidl Ireland & Northern Ireland

Over the past 2 years Lidl Ireland has made customer service and the CX a key strategic focus point of the entire business. Through investing in training and development and developing the customerFIRST programme, Lidl aimed to improve the customer experience by upskilling their store teams.

Musgrave Online Shopping

This submission is to showcase how listening to your customers will help pin point pain points for customers. It allowed the voice of the customer to be heard and it also brought the team closer to the customer by calling detractors to hear first hand from customers. The program was so successful in changing the internal culture and increasing NPS scores.

CX Team of the Year

Eason

The Eason CX team together in partnership with the CX Company have designed and created an innovative and impactful CX programme across the Retail stores to ensure Eason continues to deliver and exceed their customer's expectations.

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Laya Healthcare

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Lidl Ireland & Northern Ireland

Over the past 2 years Lidl's Customer Service team have undergone a major transformational change internally and have achieved outstanding results. They have outperformed all expectations and played an integral part with bringing Lidl's customerFIRST strategy to life - a key strategic goal for Lidl.

Musgrave CX Team

The CX Team are a new team in Musgrave but in a short time what they have delivered and achieved is so impactful that they are making a market difference in how Musgrave does business. They have brought Service Design thinking into the business and demonstrated the benefits with quick wins on key projects.

PhoneWatch

The PhoneWatch Alarm Receiving Centre (ARC) Team stands out in delivering an unparalleled customer experience. Nowhere is CX more profound or impactful than when it's genuinely saving lives, and this is what the ARC Team do every day, responding to 670,000 alarm activations each year.

Three Customer Experience Transformation Team

Three has Transformed its culture to embed CX in its DNA. A new CX business partner function has put NPS and Customer Effort as a level 1 KPI for all senior leaders in the organisation. With a weighted company metric and 15 journey portfolio, CX insight, subsequent action and customer loyalty is now at the centre of the business.