



THE IRISH

CX IMPACT AWARDS

2019

in association with



Categories & Finalists

The Irish CX Impact Awards 2019

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Best Use of Data Analytics in CX

AIB

To transform the way we were recognising how we are performing, the CX team led the migration from Silo NPS Metrics to Customer – Commercial Metrics, through leveraging our transactional data with experience and behavioural data and transitioned from Descriptive CX to Predictive CX.

Idiro Analytics

Digicel enlisted the services of Idiro to assist with understanding customer behaviour in order to grow revenues and improve customer experience. Idiro currently provides analytics as a service in 27 of Digicel's markets for 18 million customers across the three regions.

CX Impact in Digital

Ardmac

Ardmac chose to implement BIM across their business to demonstrate added value and a single source of truth for their clients. As a team, they are focused on delivering better value and reducing waste of information and time through digital construction and produce a more effective delivery of projects.

Core Optimisation

Core Optimisation is an award-winning performance digital marketing agency specialising in Hospitality. They provide digital expertise proven to increase revenue through innovative digital marketing techniques. As a Google Premier Partner, they partner with their clients in areas such as Paid Search Advertising, SEO, Social Advertising, Metasearch Advertising, Conversion Rate Optimisation.

ProfileTree

ProfileTree is a web and content marketing agency in Belfast, serving clients across Ireland and the UK. They undertook a CX transformation project to streamline their project management and client communication, resulting in increased customer satisfaction and 150% more active projects in 6 months.

The Passport Service - Department of Foreign Affairs and Trade

In 2018 Ireland became one of the first countries in the world to introduce the facility to renew child passports online. The service provides a fully end-to-end digital experience to Irish citizens throughout the world that is faster, cheaper and more customer friendly.

Travelmaster

The company was established in 2017 to sell individual bus seats to event & concert attendees. Starting with just Cork City and County and growing rapidly over the last 2 years to include over 50 Pick Up points in 16 counties, Travelmaster now makes travelling to concerts and events easy & reliable.

Version 1

With the successful launch and ongoing success of its transformative Customer Success Mindset Initiative. Version 1 has proven that weaving 'Customer Success' into the fabric of the organisation is the secret to thrilled customers and 98% Customer Retention.

CX Impact in Business IT & Technology

Cora Systems

In 2017, Cora decided to re-brand its product by retiring its old product, ProjectVision, and create a new product called Cora PPM, which would include additional functionality and improved Customer Experience (CX). It invested €3 million into the new product, Cora PPM.

Standard Life Claims Pipeline

Standard Life is first in the market with an online claims pipeline for financial advisers, an innovation within the Irish Life and Pensions industry. This new digital eco-system has allowed them to deliver 97% adoption within the first 12 weeks, with a decrease in their costs and created a new customer experience that positively affected both internal and external users.

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CX Impact in Utilities

Gas Networks Ireland

Gas Networks Irelands Customer Team inspire by sharing how they worked towards driving a truly Customer Centric organisation. They engaged employees with their set of Customer Experience Guiding Principles and Rewarded all for going above and beyond for their customers and crucially secured commitment from Senior Executives, to continue their focus on putting customers first.

Solus

Solus have a proud Irish heritage of innovation for the last 80 years. Today, the company places R&D and CX at the heart of the business. Trade customers are achieving double digit growth through the pioneering new Customer Lighting Experience & CX achievements in product, packaging and POS.

SSE Airtricity

SSE Airtricity is Ireland's second largest energy provider, supplying 800,000 customers. Their 'This is Generation Green campaign' promotes that they supply 100% green energy. They believe that positive changes start with the smallest of steps and they are changing the world, one cup of tea at time.

CX Impact in Telecoms

Enet

Enet offers wholesale telecoms services to customers (retail providers). Enet have developed an online portal which aggregates all Irish wholesale network offerings and enables their customers to order Enet, or 3rd party services via one single integration. Thereby simplifying network procurement.

Spearline

The Spearline platform was developed in response to a customer need, to test phone numbers in-country cost effectively. Today the platform is constantly evolving to meet Spearline's customer demands and requirements. Spearline's customers in turn are able to provide excellent CX to their own customers.

CX Impact in Insurance

AXA Ireland

In today's world, where customer expectations are increasing faster than companies can keep up, how do you reduce calls to your call centre, whilst increasing customer and employee satisfaction? AXA found a way - by keeping it simple!

RSA Ireland & 123.ie

Customer Experience is a key management tool essential for delivering long-term success. RSA Ireland needed to break down the organisational and functional barriers to put the customer at the heart of what they do every day.

CX Impact in Professional Services

Ardmac

Ardmac chose to adopt BIM across their business to improve information management across all projects and to better communicate with their customers, ensuring a single source of truth. They began their journey by introducing a dedicated team and now use technology to add value & enhance their processes.

Fenero

Fenero is a tax company specialising in tax and payment management solutions to professional service contractors. Fenero are straight talking tax experts, with a vision to provide market-leading customer experience, focusing on company culture, bespoke technology and excellent operational practices.

KC Services Ireland

KC services were commissioned to create a unique CX on behalf of Trocaire as part of the 2018 World meeting of families. The research completed in order to work to demonstrate the conditions led to a bespoke design, incorporating the client brief and creativity to bring the exhibition to life.

CX Impact in Financial Services

AIB

AIB's purpose is to back our customers' dreams to achieve their goals and ambitions. Launched as part of a clear strategy, the CX team led the deployment of a series of initiatives to deliver enhanced customer – commercial success.

Fexco trustMinder

Through the evolution of their technology, they were able to use real-time insights to detect CX performance trends, identify the reasons through AI, and alert the brand loyalty team for issue resolution and customer satisfaction management. Their impact supported an NPS shift from 55 to 88 in banking.

Ifac

Ifac has been providing accountancy services and financial advice to farming families for over 40 years. Over the years, they have grown and evolved to better deliver on the needs of their clients, including introducing new services and supports.

RSA Ireland & 123.ie

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Standard Life Adviser Dashboard

This submission took the interactions from advisers and customers to serve up relevant, customised experiences for that individual adviser on a dashboard. It created a feedback loop that allowed users to share their experience of using the dashboard. It brings together a unique user experience that allows us to go beyond standard notifications to creating opportunities for the adviser to enhance their value proposition with their clients.

CX Impact in Entertainment & Leisure

Abbey Theatre

The Abbey Theatre is artist-led and audience-focused. Their project objective was to define the customer journey ensuring all audience interaction meets and exceeds their expectations. Delivering exceptional visitor experience is at the core of their venue's activity.

Cannonball Ireland

Cannonball is the largest organised road trip in Europe, 190 super cars, 3 action packed days of adrenaline fuelled adventure, €1,016,000 raised for charities to date, 190,000 spectators ... It is CANNONBALL, it is epic, it is bold and CX Impact is the main driving force.

Grooveyard

Limerick becomes a mecca for families, foodies, fun runners and water sport enthusiasts, each May Bank Holiday for the city's premier summer festival, Riverfest! Highlights include the Riverfest BBQ Competition, the Riverfestival village in Arthur's Quay Park, and much, much more!

Killruddery

Owners Anthony & Fionnuala Ardee first opened their home, Killruddery House as a wedding venue ten years ago, since then they have steadily progressed the offering of unique and individual weddings at Killruddery. Working with a talented and engaged team to create a bespoke offering to customers.

Paddy Power Betfair

This year, Paddy Power Betfair has championed their Customer Obsessed culture, their aim being "to make our customers love us". They view their new Messenger channel and automation as the keys to customer satisfaction going forward. Here they discuss why.

CX Impact in Transport

Iarnród Éireann Irish Rail

Iarnród Éireann are passionate about improving the Customer Experience to place the Customer at the heart of our business which is their key value. Iarnród Éireann wanted to make it easier for Customers with disabilities to use rail services, and our Hub Station accessibility process has done that.

Kuehne + Nagel

As Ireland's logistics provider of choice, Kuehne + Nagel understand that every single customer interaction impacts the overall customer experience. With this in mind, Kuehne + Nagel set about engaging the hearts of every single employee, to consistently deliver at every customer touchpoint.

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CX Impact in Specialty

Actavo

Actavo's install/service engineers visit over 1 million homes every year, representing clients in heavily regulated markets. Their Network team build fibre networks in urban and rural communities across the globe. Consequently, a continued focus on Customer and Community Experience is fundamental to how they deliver successful programs for their clients.

Ardmac

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RCSI

The Royal College of Surgeons is one of the few Healthcare focused universities worldwide. The project goal is to transform and connect our digital identity and provide a tailored experience to attract the right calibre of students, researchers and staff to RCSI, in multiple campuses worldwide.

Solus

Solus have a proud Irish heritage of innovation for the last 80 years. Today, the company places R&D and CX at the heart of the business bringing new innovations and technologies into our ever-changing Irish homes. From product innovation, to packaging, to point of sale, CX is the pivotal force

CX Impact in Retail

Circle K Ireland

On-going feedback and insight results from Talk2us continue to shape Circle K strategies and investment priorities, including 2020 forecourt development and expansion that will truly help cement Circle K's industry-leading fuel market share and expand convenience retail offering, by ensuring customers remain central to all business decisions.

Eason

Eason embarked on a strategic CX journey in 2017, responding to customer demand for greater personalisation in experiences with our heritage brand. Two years on, we continue to deliver CX skills / certification into our teams with CX metrics reaching historic highs. 'CX: Next Chapter' programme 2019 focuses on designing memorable experiences for book-buying customers.

Marquette

Marquette brings a unique urban style indoor food market to Terminal 1, Dublin Airport. Since opening in 2015, millions of customers have enjoyed our freshly cooked to order quality Irish produce. Open 18 hours per day, 364 days a year, Marquette is not just a ground-breaking airport dining experience, it's an airport dining destination!

Paddy Power Betfair

Paddy Power Betfair is an international betting and gaming operator with over 600 retail shops across the UK and Ireland. They pride themselves on their quick-thinking, bold and tenacious people who take customer experience to the next level during every interaction.

CX Impact in Pharmacy/Health

Meaghers Pharmacy Group

Meaghers are a group of community-based pharmacies, and although back of house are run as efficiently as any multiple pharmacy group at the customer face, Meaghers is a warm and friendly place that welcomes their customers, and brings the gatekeepers of the healthcare system to a new digital customer.

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CX Team of the Year

AIB

Despite challenges and uncertainties as an organisation facing new operating and career models, the AIB CX team led a programme of initiatives to drive an enhanced experience for their customers, through a cultural change programme, which is successfully transitioning them to a customer centric organisation.

KBC

KBC's Retail Hub Network Team has been nominated for the CX Team of the Year for their outstanding commitment to excellence in CX. This has resulted in customers who are joining KBC having record-breaking satisfaction levels.

Platinum Services at Dublin Airport

Platinum Services is Dublin Airports very own private terminal offering on demand services to meet your individual needs before or after your flight. Their designated team of professionals look after your every need, taking the stress out of travel and ensuring a memorable customer experience.

SSE Airtricity Home Energy Credit Control Team

The Credit Control team at SSE Airtricity believe that the customer experience is the heart and soul of any contact centre, and always strive to deliver this to their customers. The team takes huge pride in their jobs knowing that they are helping customers manage their financial struggles.

The Customer Service Hub Team, Passport Service - Department of Foreign Affairs and Trade

The Customer Service Hub team of the Passport Service was established in January 2019 in order to provide an integrated and responsive customer service experience for Irish citizens. It has been an abundant success with a 600% increase in the Passport Service's capacity to action customer queries.