



Beyond Satisfaction: Brands That Deliver Service Excellence to Maximize Business Results

The J.D. Power 2012
Customer Service Champions

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Gina Pingitore, Ph.D.

Chief Research Officer

J.D. Power and Associates

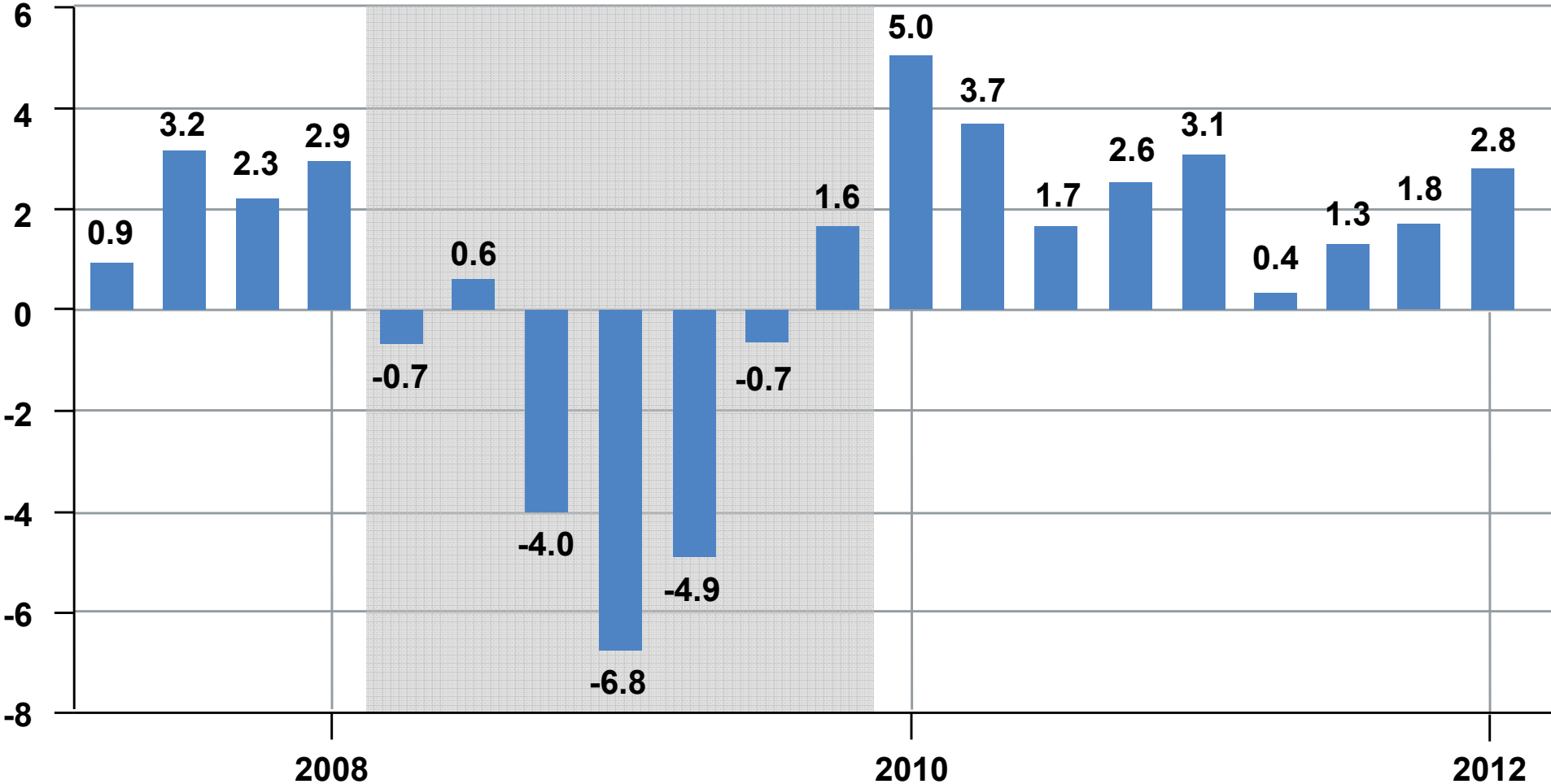
2012
**SERVICE
EXCELLENCE
SUMMIT**

Things Were Bad...



But They Are Getting Better

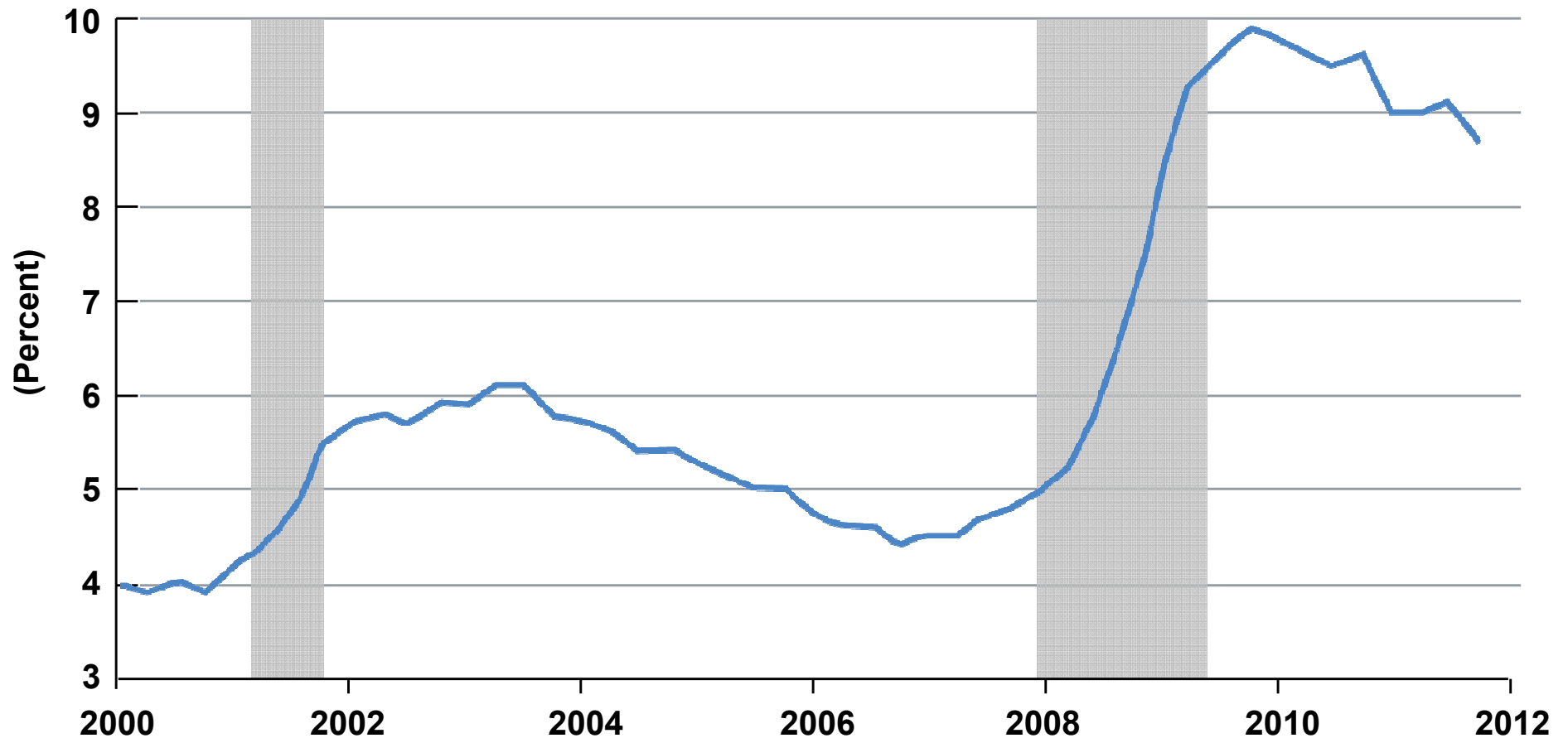
Percent Change in Gross Domestic Product



Shaded areas indicate US recession

Source: www.TRADINGECONOMICS.COM | BUREAU OF ECONOMIC ANALYSIS

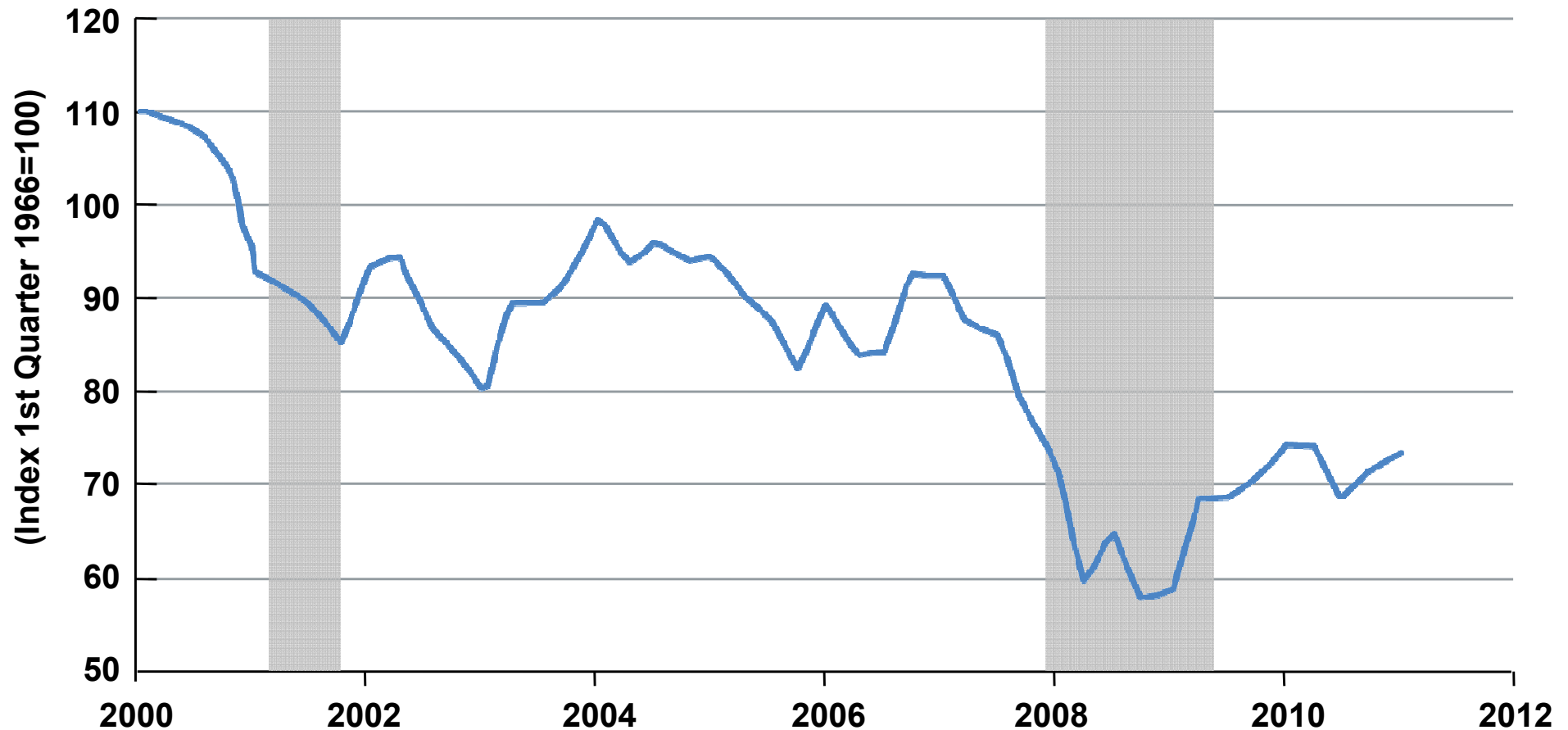
Unemployment Is Coming Down



Shaded areas indicate US recessions

Source: US Department of Labor: Bureau of Labor Statistics, 2012 research.stlouisfed.org

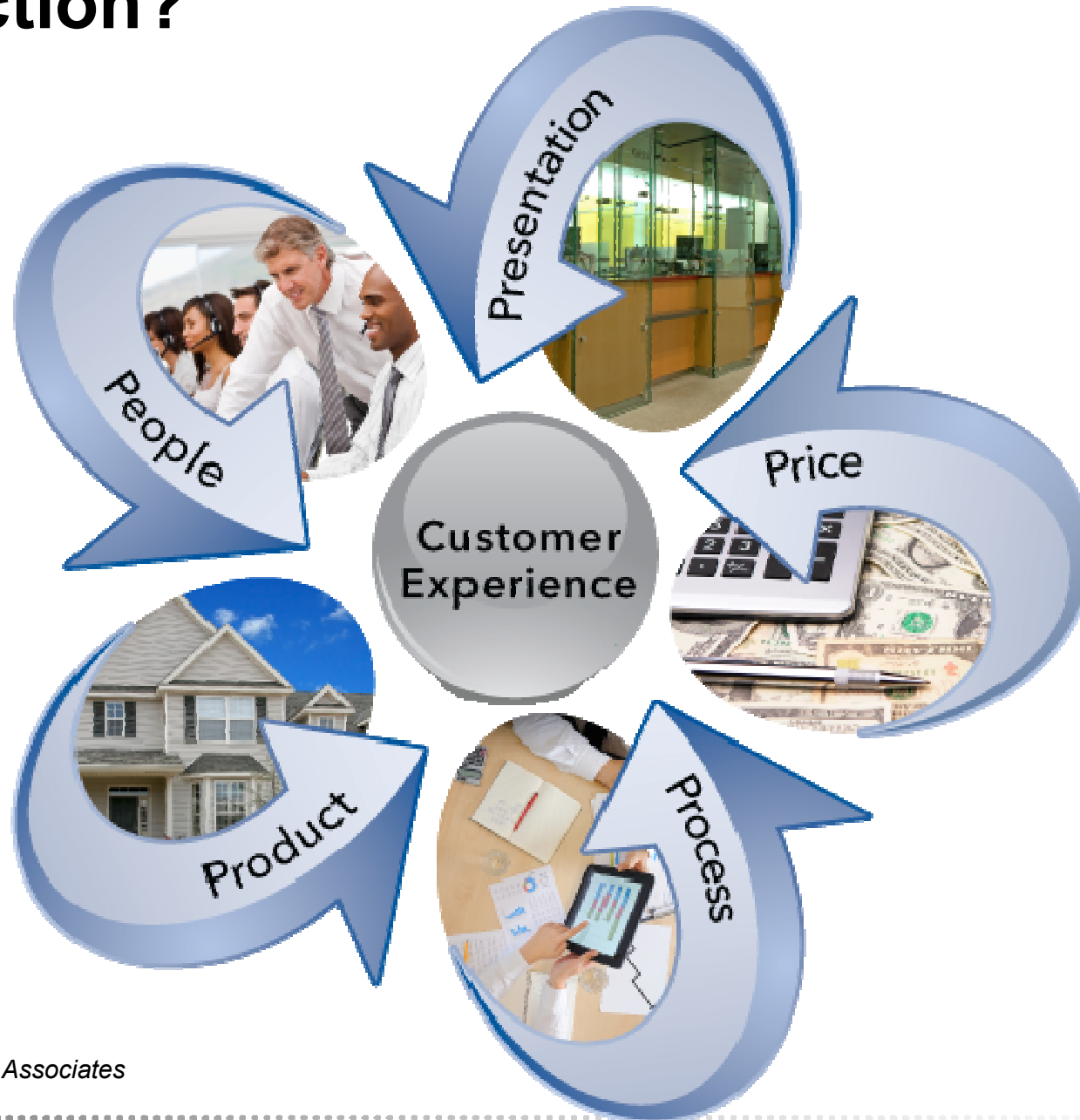
But Consumers Remain Unsure



Shaded areas indicate US recessions

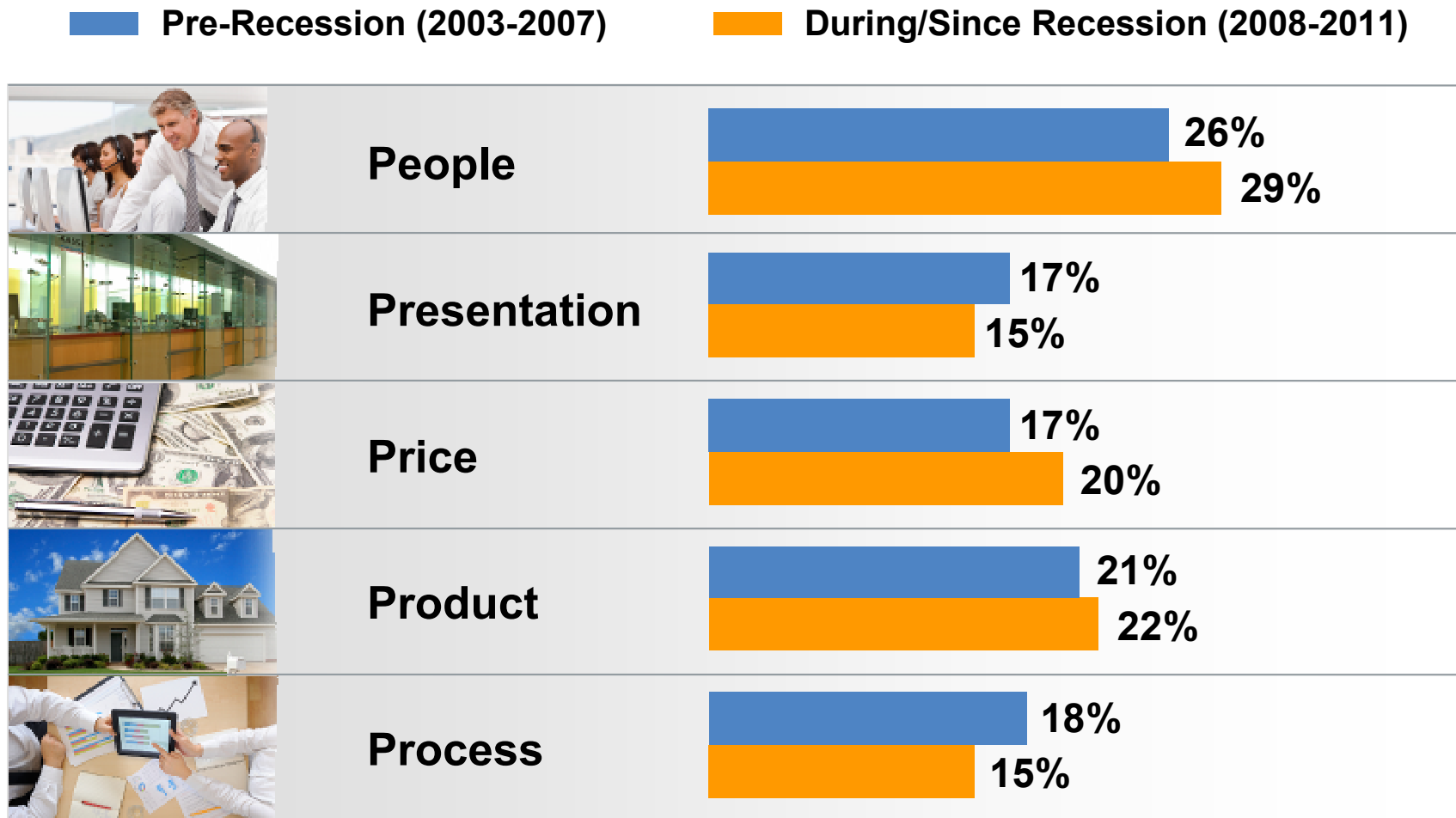
Source: Thomson Reuters/University of Michigan, 2012 research.stlouisfed.org

What Are The Drivers of Customer Satisfaction?



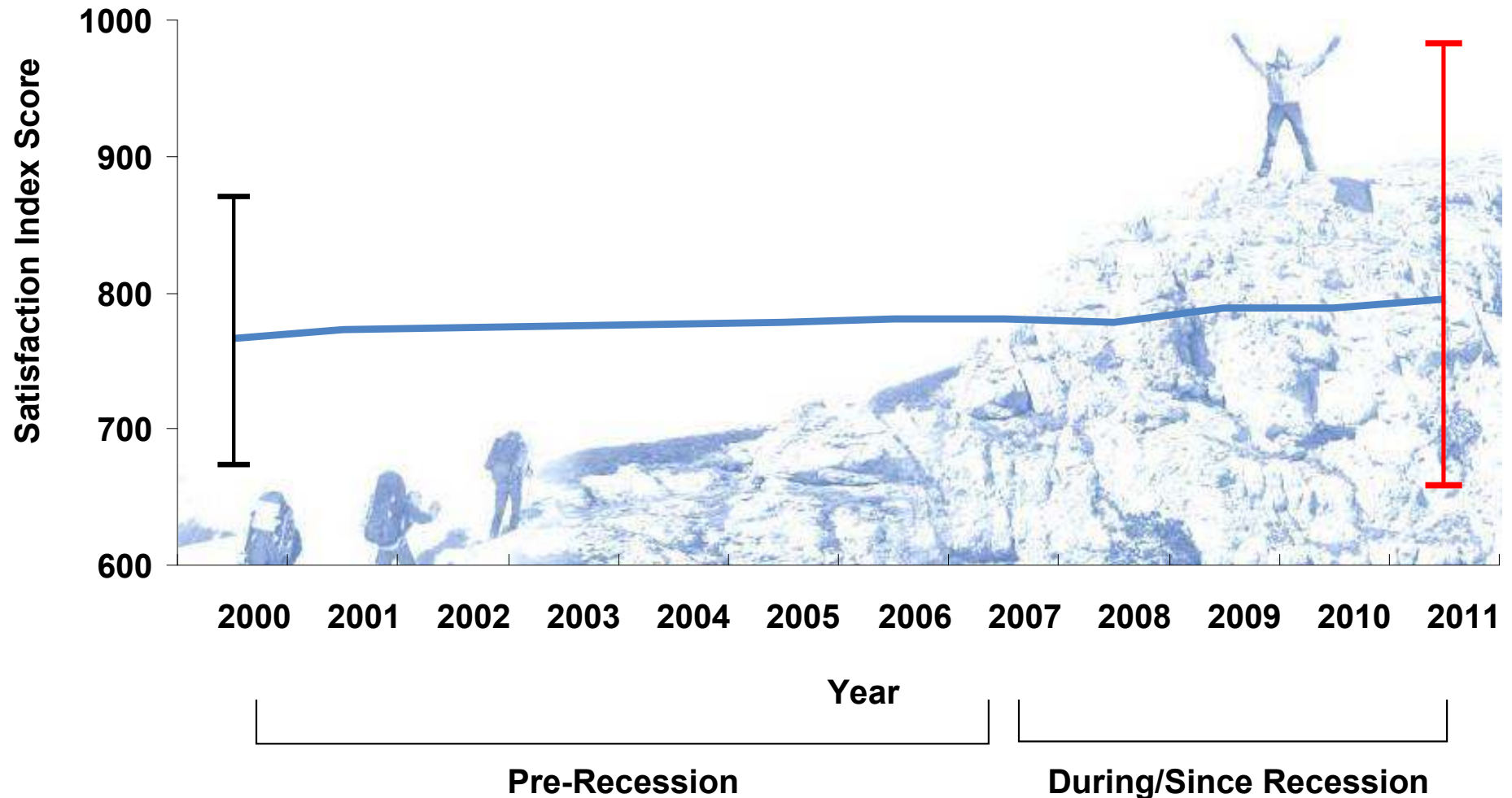
Source: J.D. Power and Associates

Have These Drivers Changed During The Great Recession?



Source: J.D. Power and Associates US Syndicated Studies—2000-2011

Are Companies Getting Better at Satisfying Customers?



Source: J.D. Power and Associates US Syndicated Studies—2000-2011

Let's Meet The 2012 Customer Service Champions



NEW Products



telecom

Some Best Practices Of The 2012 Customer Service Champions



Best Practice #1

People Matter



People Are Your Best Differentiator— Especially in a Tough Economy



Best Practice #2

Understand and Act on Customer Differences



Not All Customers Want the Same Things— And They Expect You to Know Them



Best Practice #3

Assure Consistency Across Service Channels



Customers Expect Excellence Every Time— In Every Channel and Transaction



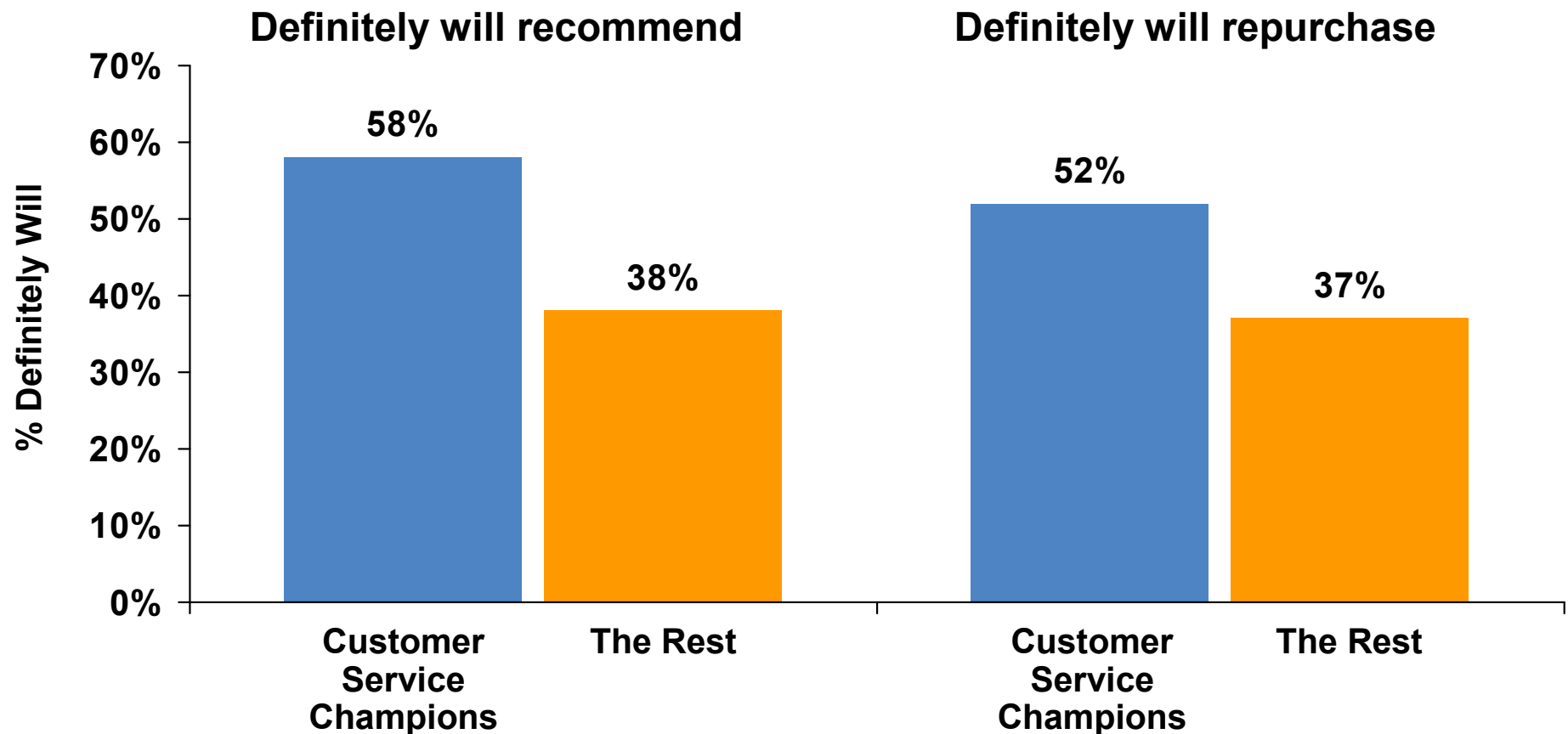
Why Should Companies Care About Service Excellence?



Service Excellence Matters Because It Pays



More Recommendations, Higher Repurchase Rates



Source: J.D. Power and Associates 2011 US Syndicated Studies

Let's Look at the Payoff in Banking...

	High Satisfaction (INDEX 800+)	Medium Satisfaction (INDEX 500-799)	Low Satisfaction (INDEX <500)
Retention			
Definitely will reuse next time in need of product	54%	14%	4%
Definitely will not reuse next time in need of product	2%	2%	20%
Advocacy			
Definitely will recommend	58%	14%	2%
Average # of positive recommendations in past 12 mos.	3.9	1.8	0.7
Definitely will not recommend	2%	3%	31%
Average # of negative recommendations in past 12 mos.	0.1	0.7	4.7
Brand Image			
Good reputation (mean score)	6.33	5.22	3.65
Customer driven (mean score)	5.28	3.88	2.41
Product Penetration			
Average # of products with bank	2.8	2.7	2.5
Average # of products with another institution	2.2	2.7	2.6

Source: J.D. Power and Associates 2011 US Retail Banking Satisfaction StudySM

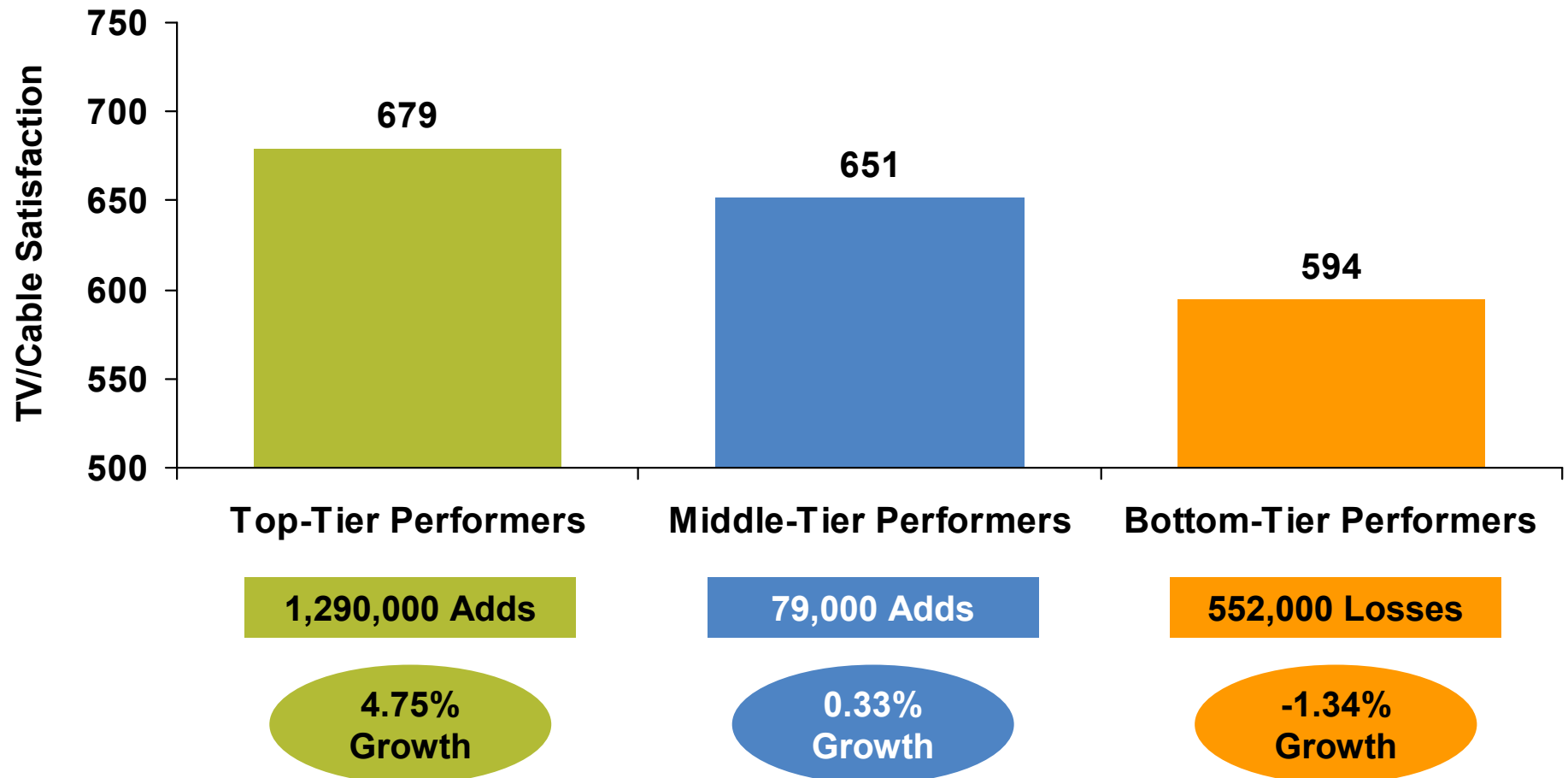
The Payoff in Insurance...

		Retention Related			Acquisition Cost-Related					% Will Not Switch for Any Price
		Overall Satisfaction (based on a 1,000-point index)	Actual Retention	% Definitely Will Renew	% Definitely Plan to Shop	3-Year Growth	Acquisition Cost	% Definitely Will Recommend	Avg. # of Positive Mentions	
High Satisfaction	824	94%	61%	4%	10.6%	14.3%	58%	2.8	0.1	29%
Medium Satisfaction	781	83%	46%	6%	0.0%	17.0%	41%	2.0	0.2	20%
Among the Rest	754	80%	37%	8%	-8.2%	17.4%	34%	1.5	0.2	13%

Source: J.D. Power and Associates 2011 US National Auto Insurance StudySM

The Payoff in TV/Cable...

Satisfaction Impact in TV/Cable Industry New Customer Acquisition Rates by Satisfaction Tier



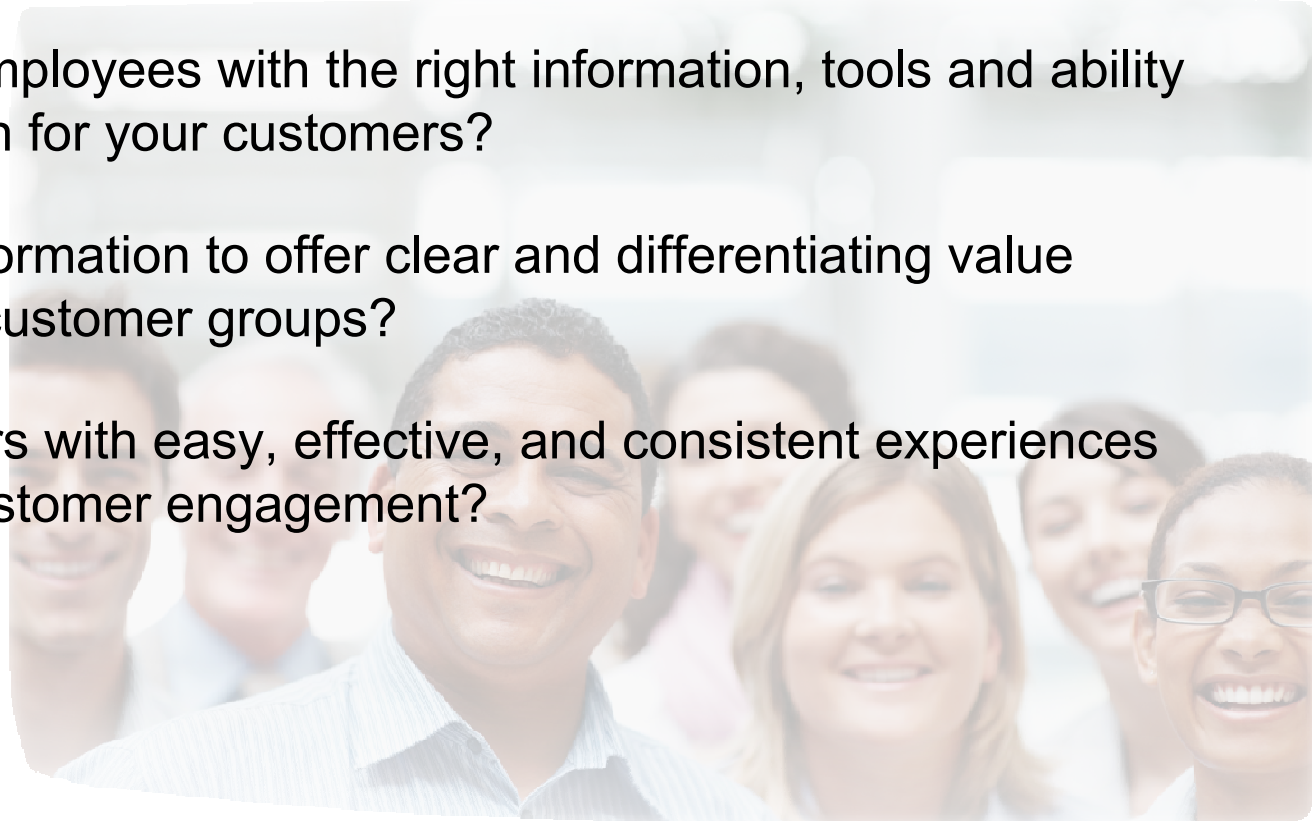
Source: J.D. Power and Associates 2011 Residential Television Service Satisfaction StudySM

Can Your Company Become a Service Champion?



Some Questions You Should Be Asking

1. Do you have recruitment and retention strategies that ensure the right employees are hired to engage with customers?
2. Do you watch and measure what customers want now, but also watch for new trends and needs?
3. Do you empower your employees with the right information, tools and ability to make the right decision for your customers?
4. Do you use customer information to offer clear and differentiating value propositions to different customer groups?
5. Do you provide customers with easy, effective, and consistent experiences across all channels of customer engagement?



NEW Products



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