

# CUSTOMER EXPERIENCE FRAMEWORK

Presented by Tony Jones

# On Today's Agenda

## Our Key Objective

Provide insight into creating an exceptional customer experience using the BLAST framework to increase our performance as it relates to quality and CSTAT while decreasing escalations.

# COMMON CAUSES OF ESCALATIONS

LACK OF  
KNOWLEDGE

SPECIFIC OR  
WARRANTED  
CONCERN

HIDDEN  
AGENDA

PERCEPTION  
ISSUE

# OVERCOMING ESCALATIONS

*Can I help you?*



- Confidence in what you are presenting and your control of the process
- Knowledge of policies and procedures
- Preparation demonstrated by a professional presentation
- Ability to listen to customer needs, wants, and desires while demonstrating empathy and understanding of their unique situation

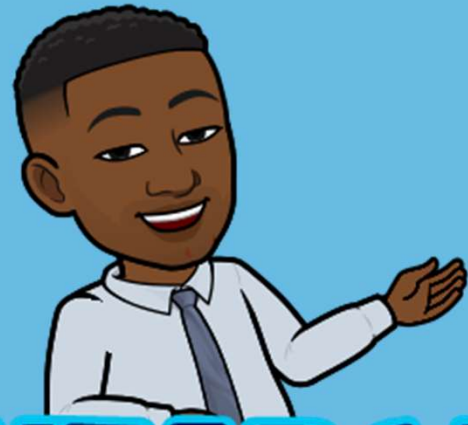
# B.L.A.S.T

*This method works well for inbound customer service situations where Customer Service Reps can resolve most concerns themselves swiftly, without having to escalate the matter to another level.*

# B

## BELIEVE

- It's important to know that the customer believes they have a legitimate complaint. Staff must also truly believe that they have a duty to attend to the customer.

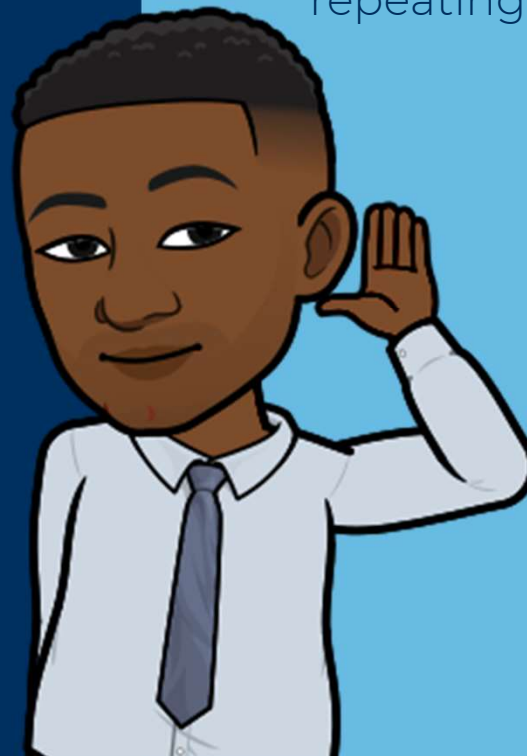


# I HEAR YA

# L

# LISTEN

- Staff should actively listen to each customer's needs or complaints. On top of that, they should demonstrate to the customer they are listening by repeating the question or concern.



# A

## APOLOGIZE

- Once you've acknowledged this issue, simply verbalize your regret that it occurred. Tell your customer you're sorry. It's important for customers to feel as if the person they're talking to empathizes with them.





# S

## SOLVE

- Work to solve your customer's problem. As a CSR you are empowered to solve problems. Make sure you use the tools, training, and resources to solve customer issues
- If you are unable to using those sources escalate the issue and setting customer expectations properly.

~~PROBLEM~~  
**SOLVED**



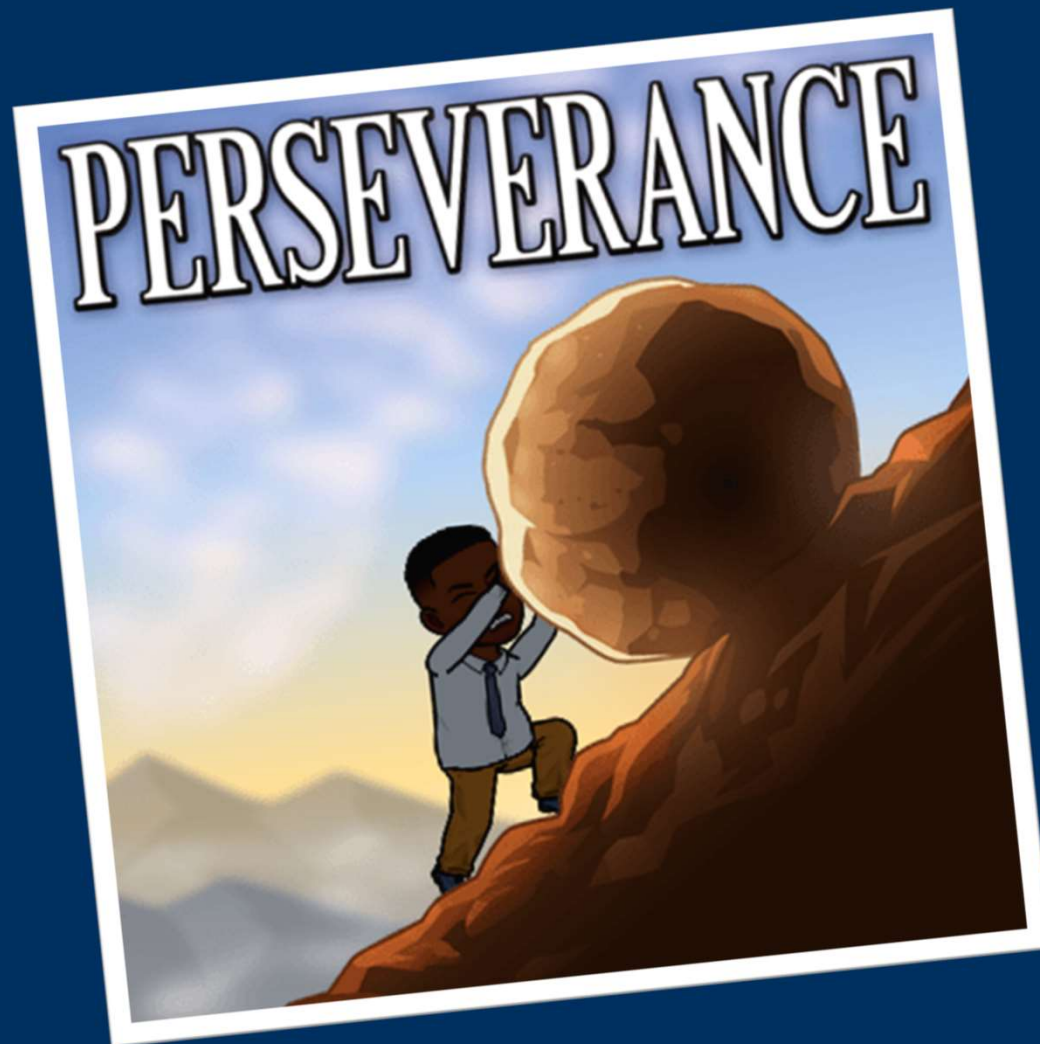
# T

# THANK

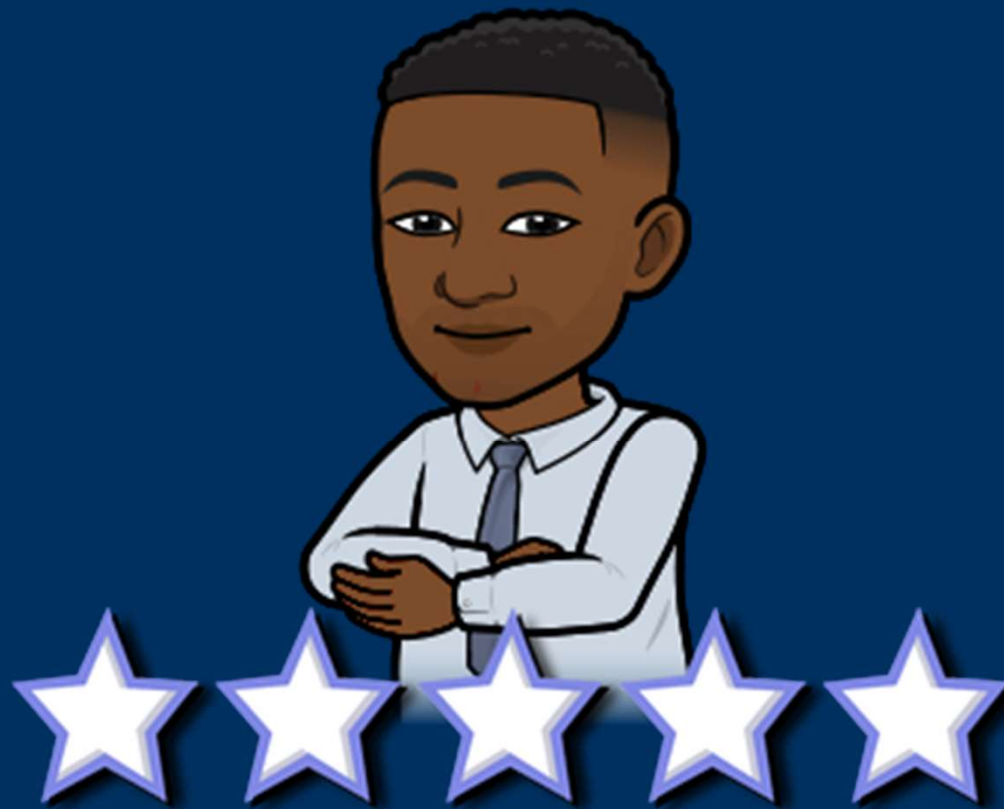
- And finally, after every customer interaction, express gratitude. Thank the customer for their business and for bringing the issue to your attention.

## Many Thanks!









**“Would  
recommend.”**

