

The Evolution of Customer Experience

Tom Cleaver - Policy Expert



Who am I?

- Almost six years at Policy Expert
 - Five of which have been driving Quality and Customer Experience across the business
- Winner of the National Quality and Customer Experience 'Rising Star' 2017 award
- A strong passion for 'next level' Customer Experience
- Re-designed and improved the way customers experience Policy Expert



Who are Policy Expert?

- The UK's fastest growing home insurer - Over 460,000 customers in just 7 years!
- We are award winning
 - 'Home Insurer of the Year 2018 and 2017'
 - 'Best Home Insurance Provider 2017'
 - 'Top 1000 Companies to inspire Britain 2017'
- We are ambitious
 - Our aim: 1 million customers by 2020
- We are different
 - We look to challenge the norm, change the typical view of an insurer



Why The Need To Drive Customer Experience?

- Customers are more powerful than ever
 - 85% of customers trust online reviews as much as personal recommendations
 - 49% of customers need at least a four-star rating before they choose to use a business
- Influence brand growth and loyalty through their experience
- Are they coming back to you?



Where were we...

- Top of ReviewCentre – Number 1 recommended home insurer since 2013
 - Average weekly rating 4.08 out of 5 (Oct 2016)
- Renewal Retention rate of 80% (Oct 2016)
- 40% detractor scoring on external mystery shopping
 - 1 out of 10 calls were a promotor (Nov 2016)



Employee Engagement

- Started with our staff
- Staff driven Customer Charter
- Share positive feedback with your staff – They love to hear it!
- Employee Engagement and Customer NPS are directly linked

Happy Employees



Great Experience



Happy Customers



Loyal Customers

Customer Feedback

- Where did our feedback come from?
 - Online review sites
 - Directly from the customer
- Value customer feedback
 - “Thank you”
 - Learn and improve



“The best way to drive positive change is to embrace our mistakes and hear what our customers have to say. Thrive off customer feedback as it will always help you improve”

– Tom Cleaver, Policy Expert

Customer Interaction

- How do customers interact with our business?
 - Telephony
 - Written Communication
 - Online Helpdesk
 - Live Chat
 - SMS
- How does our business interact with our customer?
 - Newsletters
 - Social Media content
 - Live Chat



Be on the Same Page

- Everyone wanted the same customer experience
- How did we remain aligned with each others views?
 - Check our progress with each other regularly
 - Calibrated on all levels



Be Committed! Also... Be Patient

- Rome was not built in a day!
- Make it a key performance metric
- Benchmark against your competitors



Policy Expert Transformation

95% of our customers are happy to recommend us:

review centre

4.6 /5

From 20,658 reviews, reviewcentre.com.

★ Trustpilot

4.6 /5

From 14,804 reviews, uk.trustpilot.com.

★ REVIEWS
THE CUSTOMERS' VOICE

4.6 /5

From 9,210 reviews, reviews.co.uk.



A lasting thought...

How is

Your customer

experience

defined?

