

## Talent Talk Customer Experience

# Asia PMO - Company Profile

#### **Asia PMO – Practices & Capabilities**



Start-ups & future agile companies

**Digital Business Transformation** 

**OKR & KPI Implementation** 

Experience Management (Customer / Employee / Partner)

Ideas & Insights

Action Implementation

Project Management

Change Management

Portfolio & Program Steering & Coordination



**PMO** 

**Project Management Office** 

Project & Experience Consulting

#### **Asia PMO – Team, Clients & Experiences**





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## **Asia PMO – Team, Clients & Experiences**





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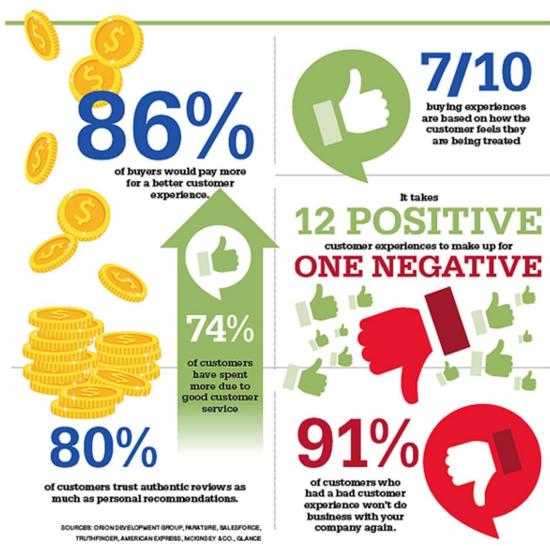


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# Who can work in Customer Experience?

## **Why Customer Experience matters**

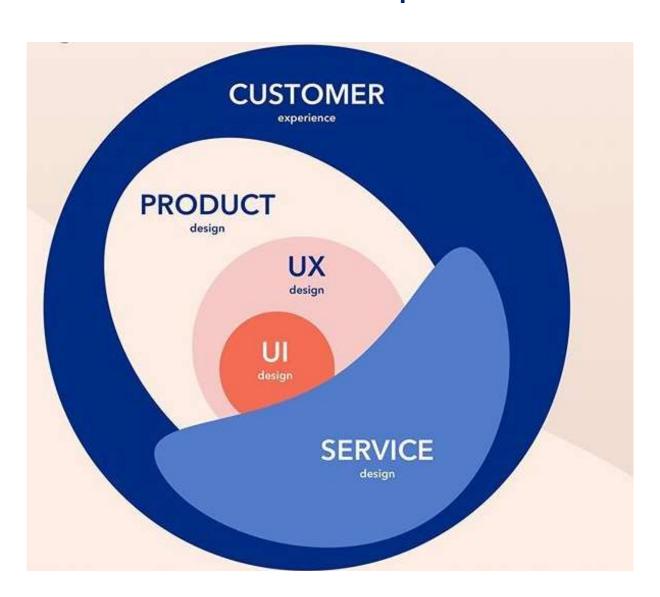




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#### **How to define Customer Experience**





CUSTOMER EXPERIENCE how your customer feels & thinks about every interaction with your product or service

#### **CUSTOMER SERVICE**

1. Your Services & Level
2. Your Hotline

### E-commerce customer journey – Good & Pain Points



Discovery

Research

Purchase

Awaiting **Fulfillment** 

Delivery

After Sales

Look & Feel

Categories

**Promotions** 

**Product details** 

Product options

Delivery time

Warranty /

Return / Refund

Address fields

**Delivery options** 

Payment options

**Notifications** 

Verification calls Delivery timing

Rider

appointment

**Notifications** 

Rider behavior

Product check

@ door

Pick-up

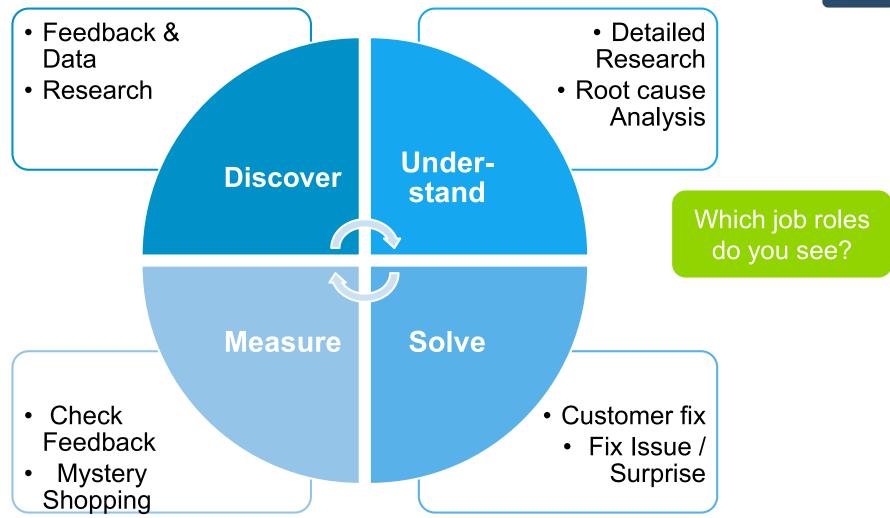
**Notifications** 

Waiting time

Phone consulting

### **CX Functions in Organizations**

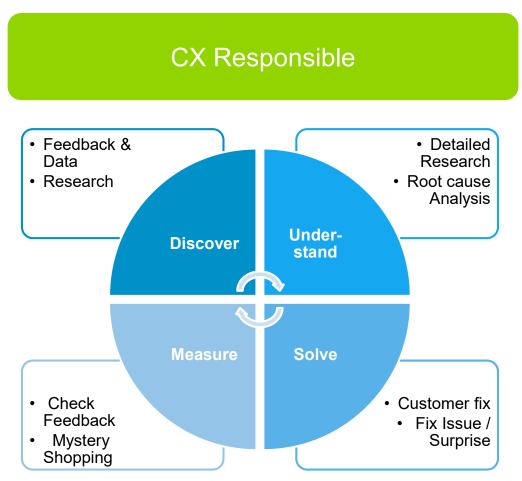




## Customer Experience Roles

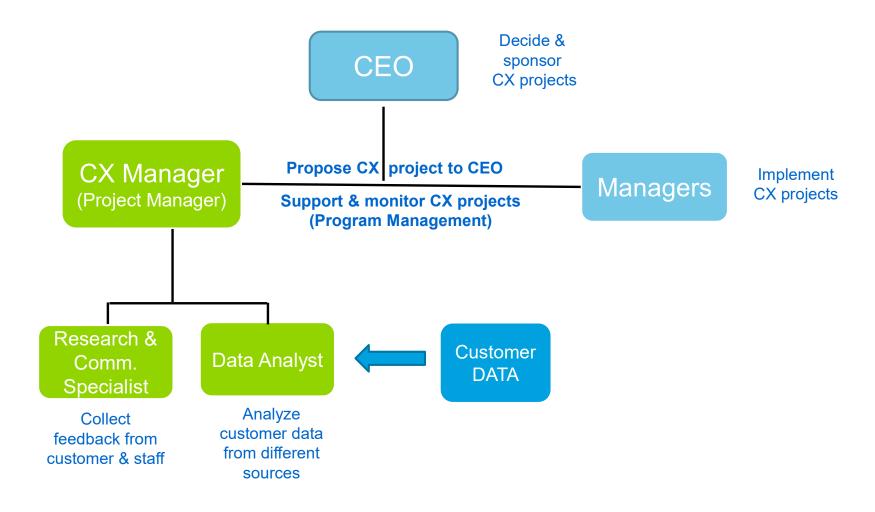
## **CX Functions in Organizations**





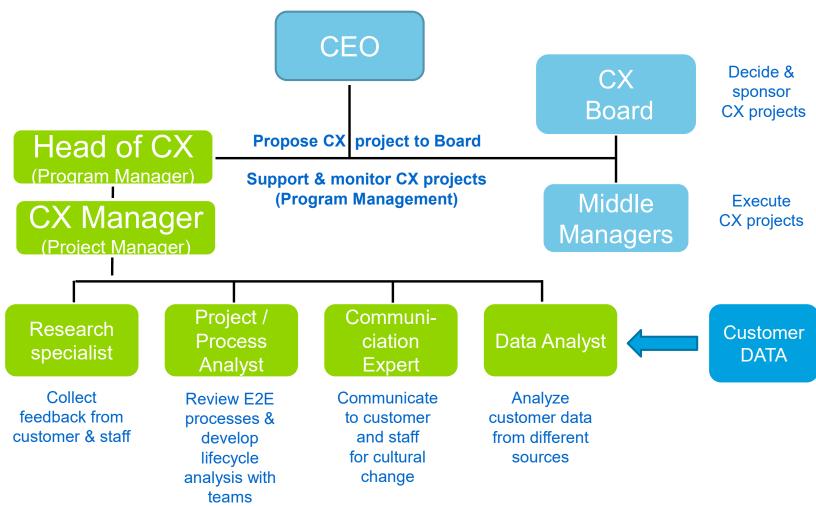
### **CX Roles in Small Organizations**





#### **CX Functions in Big Organizations**





### **Asia PMO Customer Experience Methodology**

#### Research:

- Customer Journey & Touchpoint development
- Customer Feedback (surveys, calls, social media, focus groups)
- Front-End Staff Feedback (surveys & focus groups)

#### Consolidate Data:

- Customer relevant feedback data (inquiry & complaints, surveys)
- Customer relevant process data (time, quality, customer profiles, etc..)

#### Analyze Root cause:

- What triggers the customer / staff feedback
- What slows down the process / lowers the quality

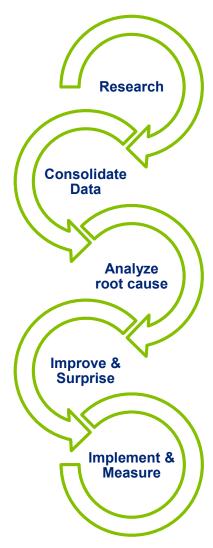
#### Improve & Surprise:

- Collect & develop improvement action proposal
- Collect & design customer wow ideas & surprises

#### Implement & Measure:

- · Work with relevant teams to implement improvement & wow actions fast
- Measure impact of improvement & wow actions
- Develop and implement a customer centric culture







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## Thank you!