PMO for
Customer Experience

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Asia PMO
  - Introduction & Capabilities

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

Asia PMO

PMO
Project Management Office

Project & Experience Consulting

Asia PMO – Team, Clients & Experiences

Carsten Ley

CX & PMO Consultant

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Bruce Butler

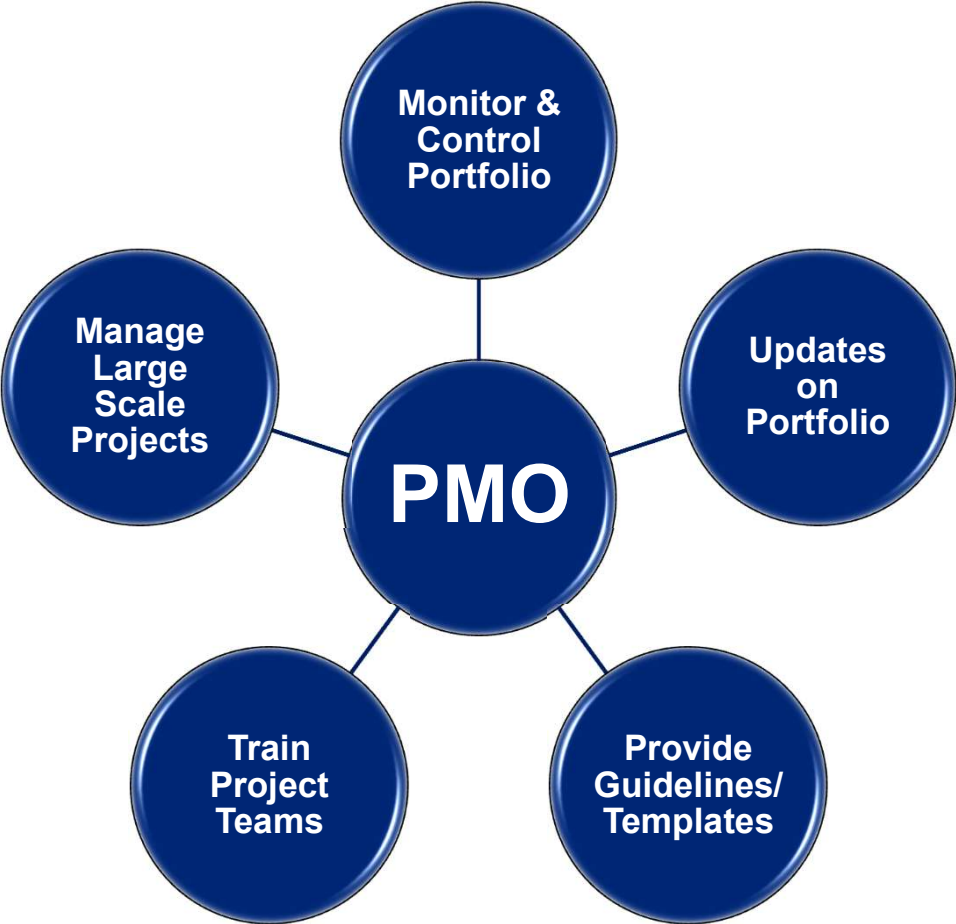Business Transformation

Consultant

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Web: asiapmo.com   FB: facebook.com/AsiaPMO/   LinkedIn: linkedin.com/company/6575073   Instagram:instagram.com/asia_pmo

What is PMO doing?

Functions of PMO

PMO in Organizations
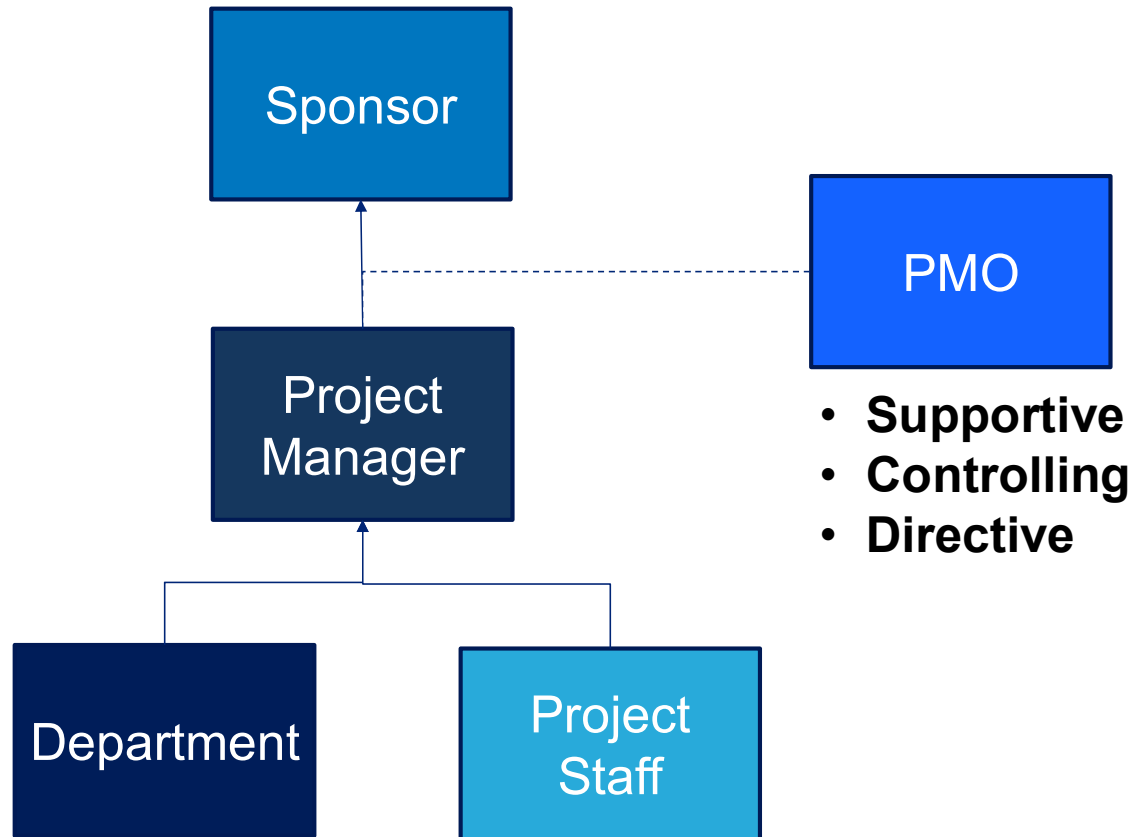
Sponsor
owns the project

Project manager
ultimately responsible
for project success or failure

Team
Executes the project tasks

Sponsor

PMO

- **Supportive**
- **Controlling**
- **Directive**

Project
Manager

Department

Project
Staff

PMO vs. Operations

Project Tracking – Portfolio Management

No.	Program	Project name	Sponsor Area	Project Manager	Objectives	Deliverables	Stage	$$$	Time	Scope
1	Strategy	**Loan Optimization**	Bruce - Carsten	Loan-Tam	Reduce processing time for Loan Orgination to 1 day (phase 1)	-Reduce loan application submission time to 30 minutes. -Screening process is reduced to 15 minutes. -Loan application submission to approval takes 1d Jun &1hr Dec	Executing			
2	Strategy	**Cost Optimization**	Tuan Nguyen	Chau	-Reduce company cost by reducing personnel cost – delivery & storage cost	-Delivery process from Suppliers to iCare Centers (value of 80% total revenue of PG) -TLS predictive dial system (next phase) -Organizational restructuring & KPI implementation	Executing			

PMO for CX Management

Why Customer Experience matters

2017 Customer Loyalty Leaders

marketing charts

Brand	Category	2017 Rank	2016 Rank
Amazon	Online Retail	1	2
Google	Search Engines	2	1
Apple	Tablets		
Netflix	Video Streaming		
Apple	Smartphones		
Amazon	Video Streaming		
Samsung	Smartphones		
Facebook	Social Networking		
Amazon	Tablets		
YouTube	Social Networking		

Published by MarketingCharts.com in October 2017 | Data Source: Brand Keys

Based on assessments from 49,168 consumers aged 16-65 across 740 brands in 83 categories
Leaders are based on cross-category loyalty strength against category ideal

Come back
- More Sales

A satisfied customer share good experience with 9 other people.

BUT

A dissatisfied customer tells 22 people about bad experience.

Recommend
- More Customer

How to define Customer Experience

Customer Experience is….

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

The most important steps for buying or satisfaction

Moments of Truth are….

The most important steps for buying or satisfaction

Good   Average   Poor

LOVE   HATE

How to define Customer Experience

Touch Points are…

every interaction or step the customer take or can take

Pain Points are…

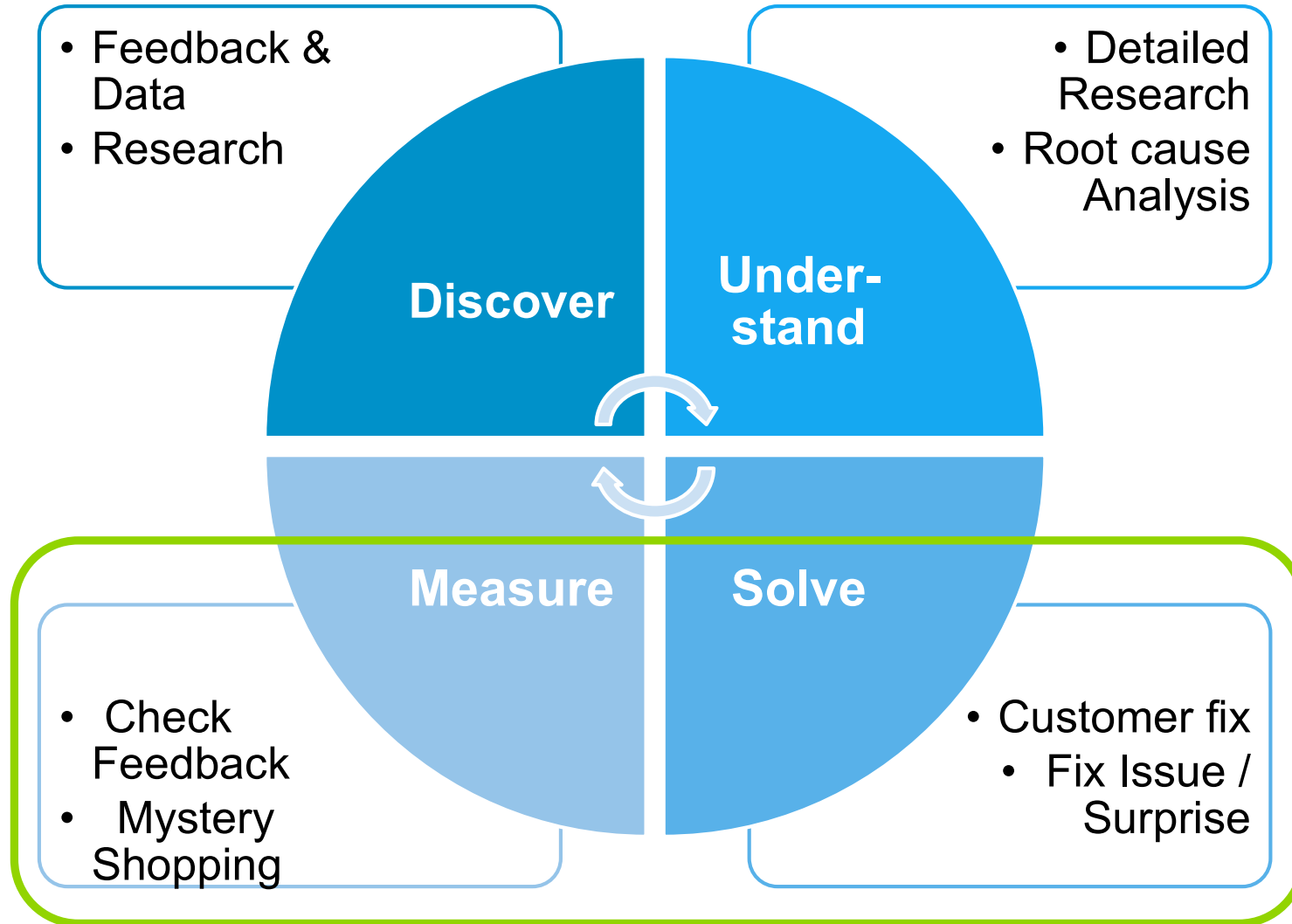any touch point which is perceived negative

E-commerce customer journey – Good & Pain Points

Discovery	Research	Purchase	Awaiting Fulfillment	Delivery	After Sales

Discovery
Look & Feel
Categories
Promotions

Research
Product details
Product options
Delivery time
Warranty /
Return / Refund

Purchase
Address fields
Delivery options
Payment options

Awaiting Fulfillment
Notifications
Verification calls
Rider
appointment

Delivery
Notifications
Delivery timing
Rider behavior
Product check
@ door

After Sales
Pick-up
Notifications
Waiting time
Phone consulting

CX Functions in Organizations

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- Feedback & Data
- Research

- Detailed Research
- Root cause Analysis

Discover

Under-stand

Measure

Solve

- Check Feedback
- Mystery Shopping

- Customer fix
- Fix Issue / Surprise

PMO

Pain Point & Solution Cycle

Understand

Customer side

Internal side – constraints

External Factors

Solution Proposal

Ask teams

Benchmark

Align with stakeholders

Solve

Implement & communicate change

A/B Testing or Pilot

PMO
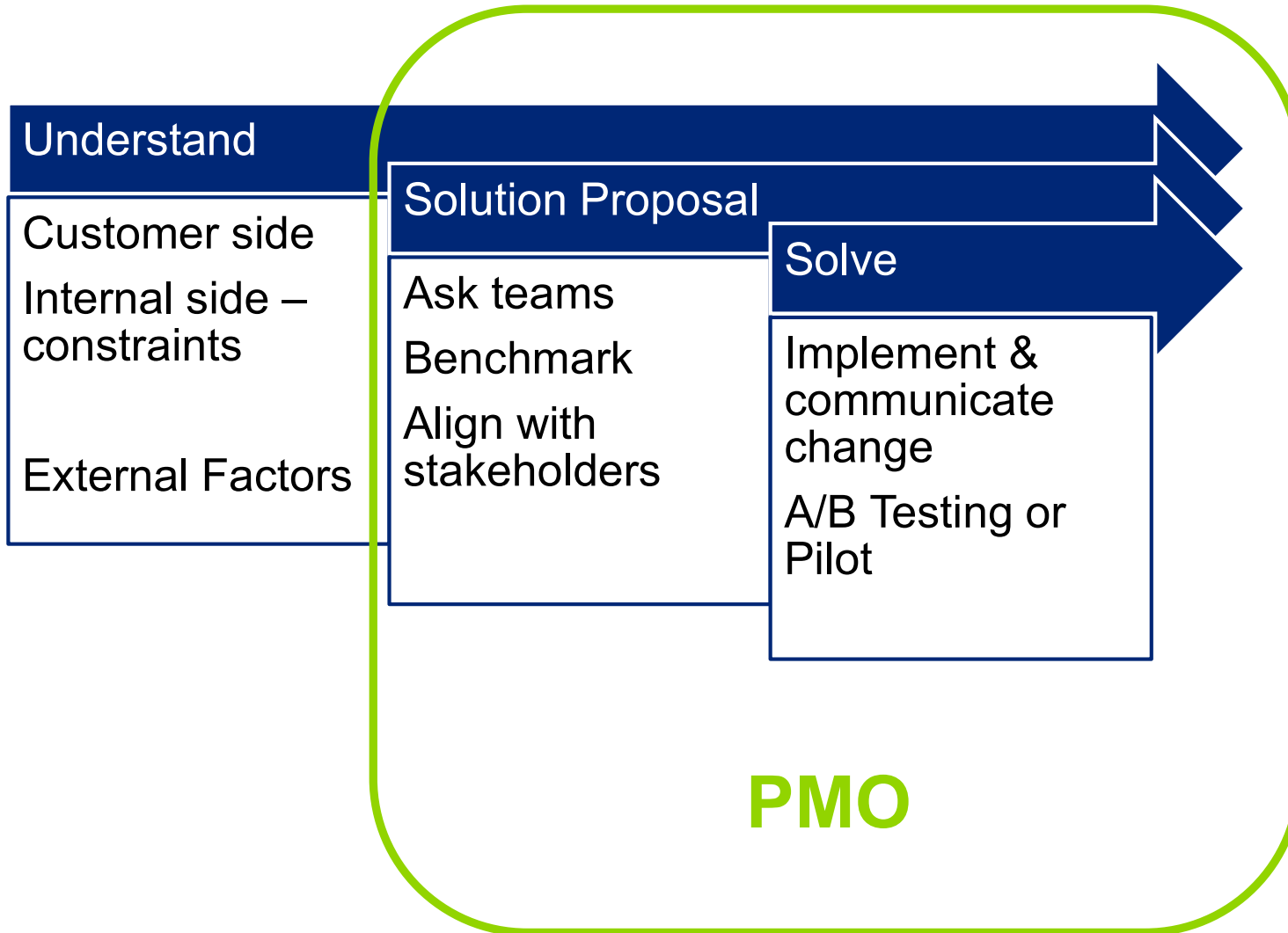
CUSTOMER EXPERIENCE BOOTCAMP

Sat 14 March

The Hive (D1)

Sat 18 April

Dreamplex (D1)

SETTING OKRS WORKSHOP

Sat 16 May

Dreamplex (D1)

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Asia PMO – Do you have any questions or feedback?