

**VANAD**

“Art is passion, customer satisfaction is art”

*Ad Nederlof*

*Founder VANAD Group*

# Ad Nederlof - Introduction

## *Resume*

- Founder of the VANAD Group;
- Former Chairman and President of Genesys Telecommunication Labs.;
- Former President and COO of Richter Systems;
- Former Vice-President Northern Europe for Oracle;
- Former CEO Volmac (Cap Gemini Netherlands)

# VANAD Group - Introduction

## *About VANAD Group*

- Founded in 2005 and privately owned by Ad Nederlof;
- Active in ICT & Telecom, Customer Engagement;
- Became profitable only 9 months after start and stayed profitable since;
- Eleven years of continuous growth;
- Has technological roots back to 1983;
- Key differentiators:
  - People centric philosophy;
  - High knowledge of ICT;
  - Business Process Outsourcing (BPO) specialist (sales, service & retention).
- Serves clients in various branches, including Telecom, Finance, Retail, Travel, Insurance, Media and Utility;
- Employs more than 1.000 people combined in Europe, USA and China

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# Three types of companies

Companies which

make things  
happen

Companies which

watch things  
happen

Companies which

wonder what has  
happened

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# What about you?

- *What about your company?*



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Art is passion

“Art is Passion,  
Customer Satisfaction is Art”

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THE ART OF  
“Managing Interactions  
Across the Enterprise”

# Managing Interactions across Enterprise

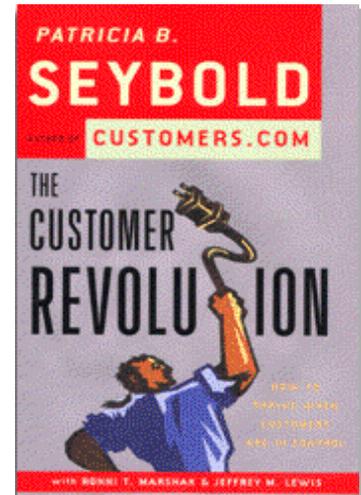
## Why?

- *We live in a customer economy;*
- *Customer relationships are the most valuable business asset;*
- *We need to optimize every interaction;*
- *Improve loyalty and you'll lift profits;*
- *Interactions are what form the relationship.*

# We live in a customer economy

## *Patricia Seybold, 'The Customer Revolution'*

- “The internet economy is the customer economy, and the fundamental source of value in the new customer economy is customers.”
- “Companies will be increasingly valued based on how they build relationships with their customers, and on those customers’ long-term value to the company.”



## *Brad Burnham, Union Square Ventures*

- “Customer Service is the new Marketing”

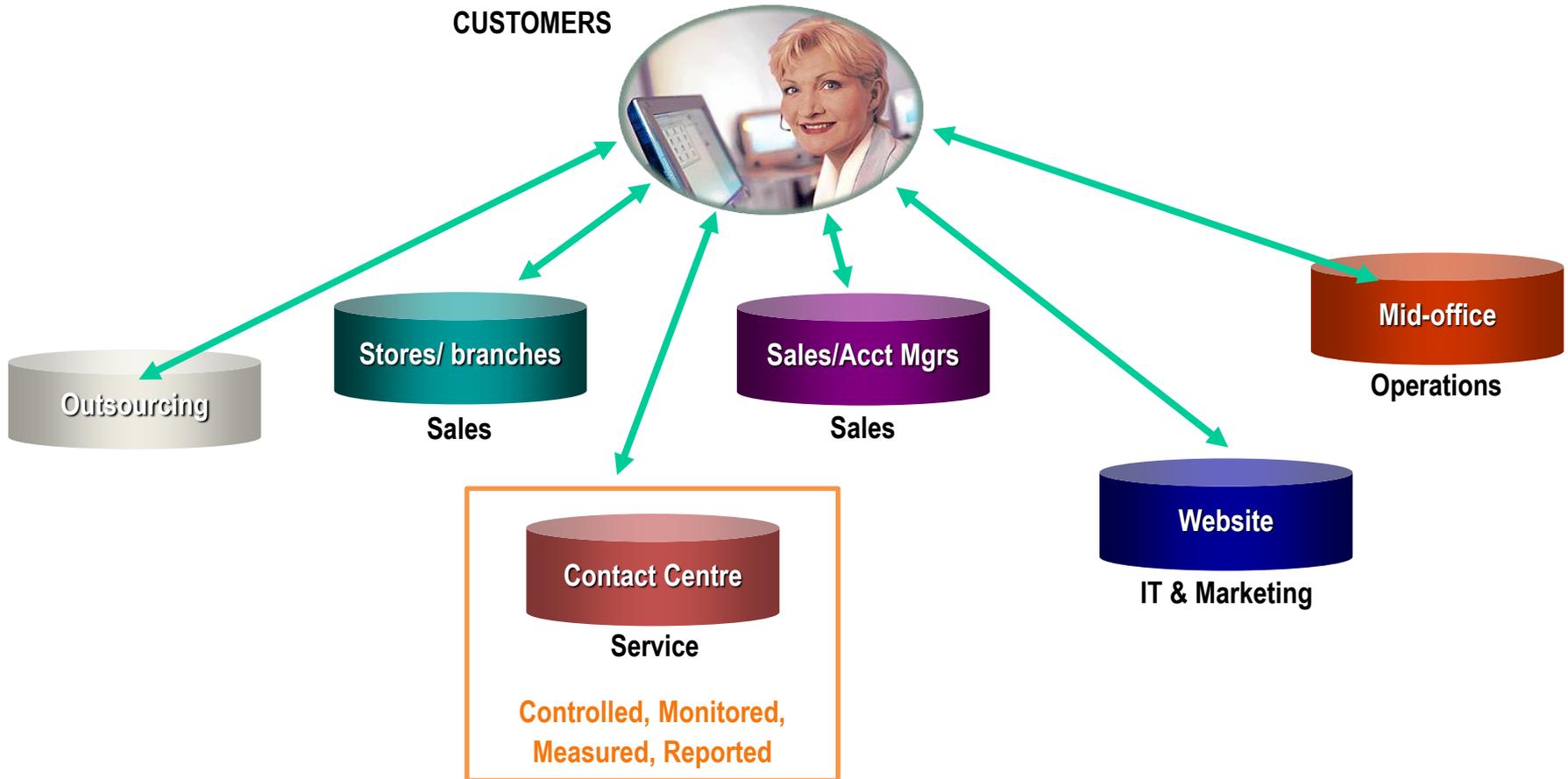
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# The pain

*Many interactions still occur outside the contact center*

- The whole customer relationship is still managed in silos;
- Communication is chaotic;
- But customers just see the 'company' or the 'brand'.

# Fully integrated customer care silos



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# From frustration to obsession

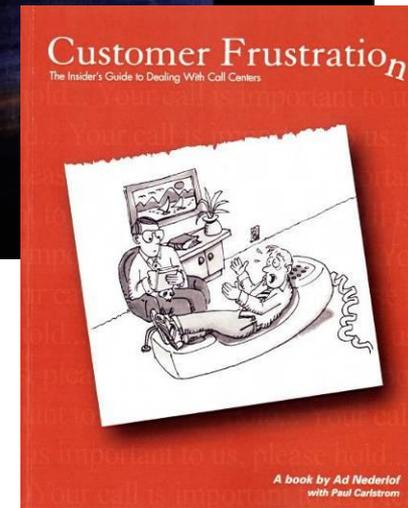
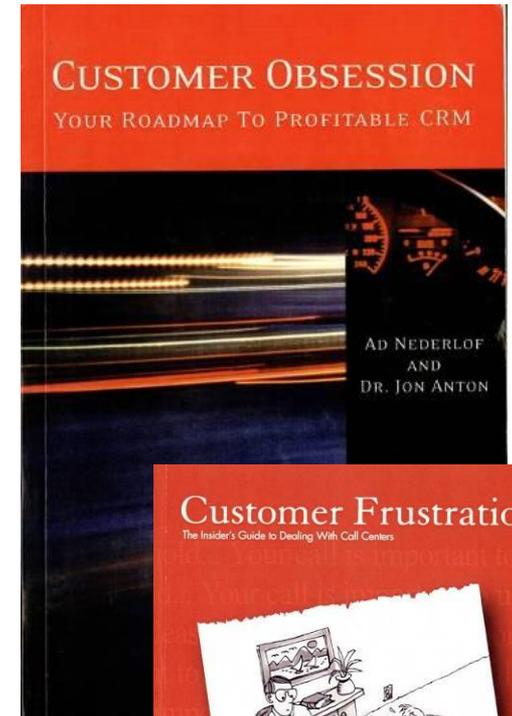


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# Vision for years!

## Books about customer care

- *Customer Obsession*
- *Customer Frustration*



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# What customers expect

## Four differentiators

- *Be reachable;*
- *Recognize me;*
- *Be responsive;*
- *Be relevant.*

# Create quality customer experience

## CONVENIENT

- Ease of contact; short wait times
- When I want to – 24/7
- Phone, self-service, email, web, chat, SMS

## COMPETENT

- Agents have access to necessary information
- The right agent the 1<sup>st</sup> time
- Consistent experience across all channels

## PERSONALIZED

- Know who I am
- Understand (and cater to) my needs
- Use the information you already have about me

## PROACTIVE

- Inform me about things that are relevant to me
- Offer me products/services relevant to my needs
- Add-value proactively

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# Some figures

## *Consumer Belief*

- 56% of consumers believe good service has the greatest impact on customer loyalty;
- 80% of consumers say customer service representatives have major influence on their opinion of a company;
- 85% of consumers would stop using a company's product or service based on a bad call center experience;
- 56% of consumers have stopped using a company's product or service based on a bad call center experience.

# When frustrated customers leave...

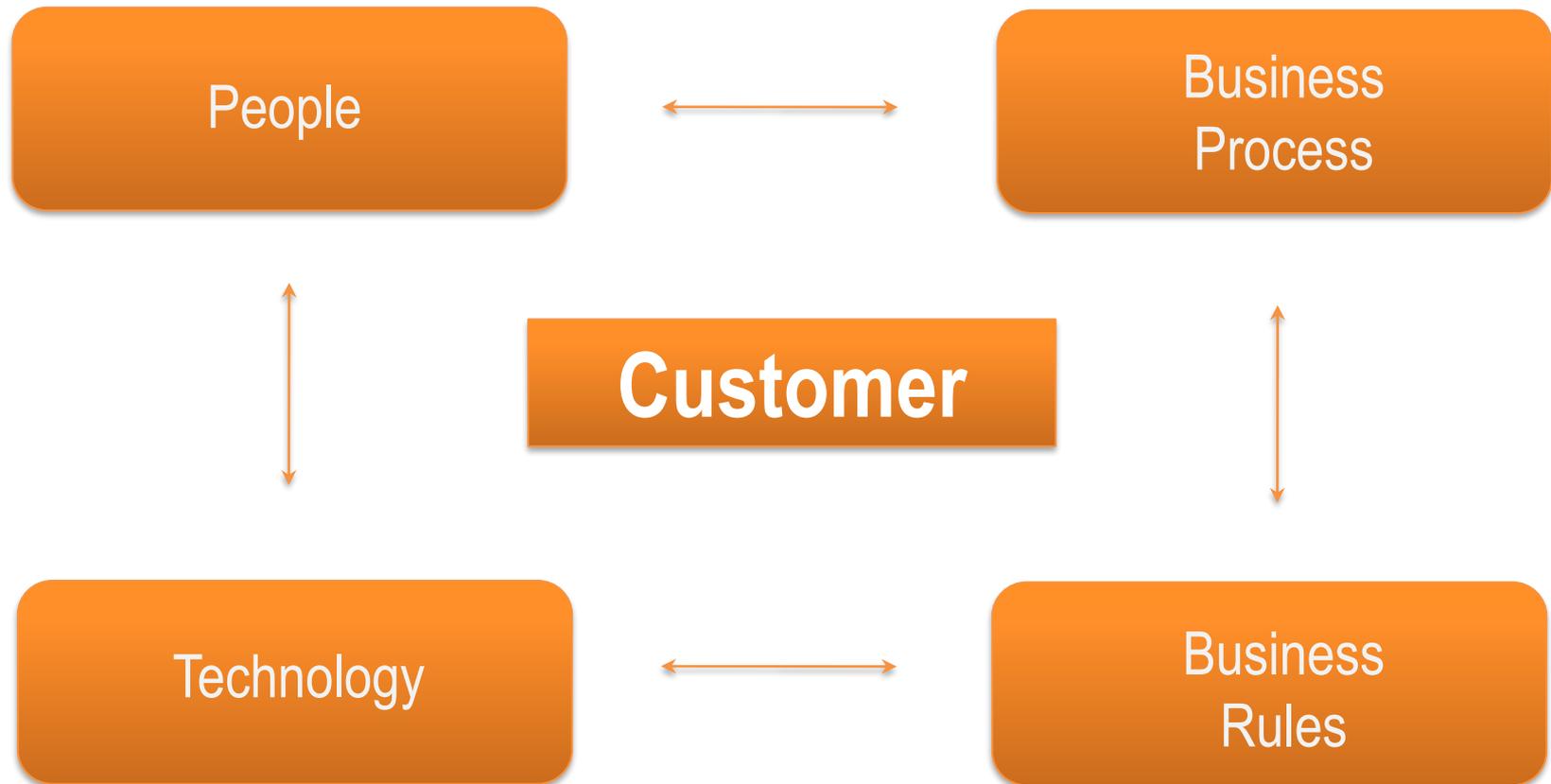
## They take with them:

- *Loyalty;*
- *Revenue;*
- *Reputation;*
- *Market share.*

## Some suggestions

- *Make the enterprise the contact center;*
- *Unified Enterprise Interaction Management;*
- *Unleash all the potential that's within your organization;*
- *Have a central point of management;*
- *Appoint a Chief Change Officer and later a Chief Customer Officer.*

# Customer-centric organization



Every 1% increase in  
agent satisfaction results  
in 0.5% increase in  
customer satisfaction

# Agents in 2016

## *Reality of today's agents (1):*

- Underpaid;
- No respect;
- No career opportunities;
- No training.

## *Reality of today's agents (2):*

- 60% of customer contact;
- Significant revenue generation;
- Highest impact on customer loyalty;
- Know better than anyone else what's happening in the field.

# Agent satisfaction is business asset!

## Key facts

- *Agent satisfaction and customer satisfaction are highly correlated;*
- *Human interaction has a magnitude more impact on the consumer experience than electronic channels.*

# Customer centric processes

*Must adept processes around the customers*

- Design interaction systems the way they want to use them;
- Make the channels available that they want;
- Make the organization available to them when they want;
- Leverage the delivery models & virtualize resources.

## Customer Services Business Processes

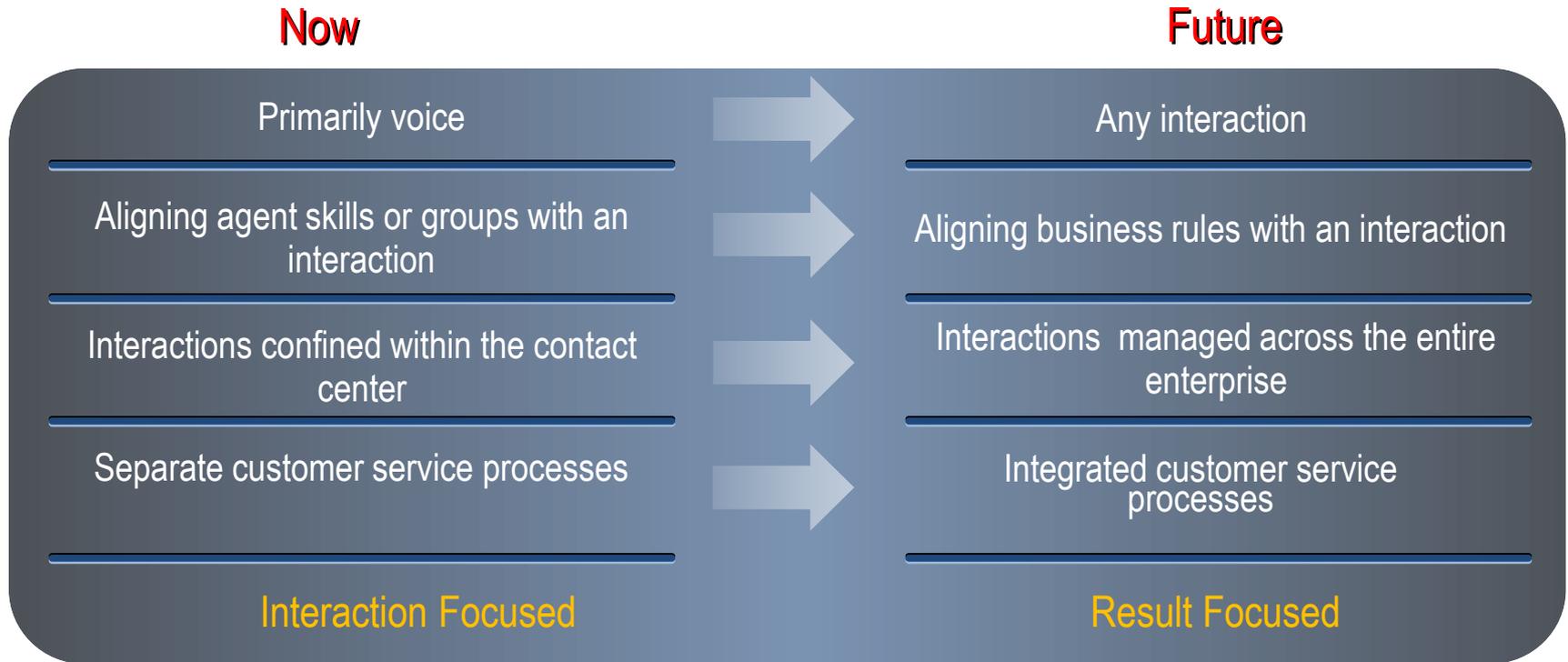
- *Connect all business processes;*
- *Manage and optimize all business processes;*
- *Speak the language of the 'process', not the language of 'technology'.*



## It's already there!

- *Bring together all the technologies & solutions we've been working on for the past years;*
- *All the enablers exist today – technology does not limit us!*
- *Link:*
  - All the information & interaction systems;
  - Self-service channels on a common platform;
  - The databases & intelligent systems;
  - The front-office to the mid-office

# Future



# Taking action!

*What's stopping us? What's holding us back?*

- I don't have any budget;
- My company is not structured in a way that makes this change possible;
- We don't make business decisions – the CEO, CFO & other C-types do;
- We don't have any bandwidth;
- We're doing just fine providing excellent customer service. No need to change here. Thanks but no thanks!

**“Excuses are our limitations!”**

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# Make it happen!

“If you prepare yourself  
for the future, in the future,  
you’re too late!”

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Ad Nederlof

T +31 (0)10 288 1680

F +31 (0)10 288 1629

E [ad.nederlof@vanadgroup.com](mailto:ad.nederlof@vanadgroup.com)

W [www.vanadgroup.com](http://www.vanadgroup.com)