

10 little things that make a big difference to customers

It's time for technology to take your customer experience to the next level

The feel-good factor isn't just a fluffy feeling – it delivers real results. Happy people spend more, return more often, and make happier communities. And often, it's the simple things that can make your customers feel happier.

These 10 tips use real examples of organisations creating great experiences to make customers more satisfied, more loyal or more profitable.

1

Fix things that make people miserable

Like when Newark & Sherwood District Council used mobile data to quickly build a persuasive case for the Highways Agency to **tackle a frustrating traffic bottleneck**.



Treat everyone as an individual

Like the RNIB, who made braille and large print books available on smart devices, so more people **can access what they really want**.

2

Deliver on your commitment to customer service

Like the insurer who optimised their contact centre to route calls to branches when things get busy, **so customers always get to speak to someone quickly**.

3



Make real-time info available to every worker, everywhere

Like at South London & Maudsley NHS Foundation Trust, where front line staff can now **make faster decisions and deliver better care**.

4



5

Make exciting connections with customers, anywhere

Like Homebase, whose popup 4G digital bubble at the RHS Chelsea Flower Show enabled **memorable experiences that drove up store visits**.



6

Get those important details right

Like at Innovate Healthcare, where occupational therapists use mobile recording to capture every detail of every contact, **so they always deliver an accurate and professional service**.



7

Be really, really reliable

Like security specialist WebWayOne, who use secure, reliable connectivity to make sure their business and life-critical **alarm services are totally trustworthy**.



8

Get those important details right

Like Carillion, where a couple of taps or clicks is what it takes to hold a video conference that **achieves better results for the business**.



9

Offer more freedom and choice

Like at Google Play, where customers can pay for purchases using their phone credit, or add them to their monthly bill, which makes it **quicker and easier to get downloads**.



Keep pace with customer expectations

Like McDonalds, where innovative technology gives customers not just great service and food, **but great experiences for all the family**.

10



What do today's happy customers look like?

Learn more about creating the memorable experiences that make customers more loyal. Come on over and meet Ruth. She'll tell you what she expects from the organisations she engages with.

You can learn more about how these 10 organisations are delivering better experiences for Ruth, and millions of people just like her.

See more



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