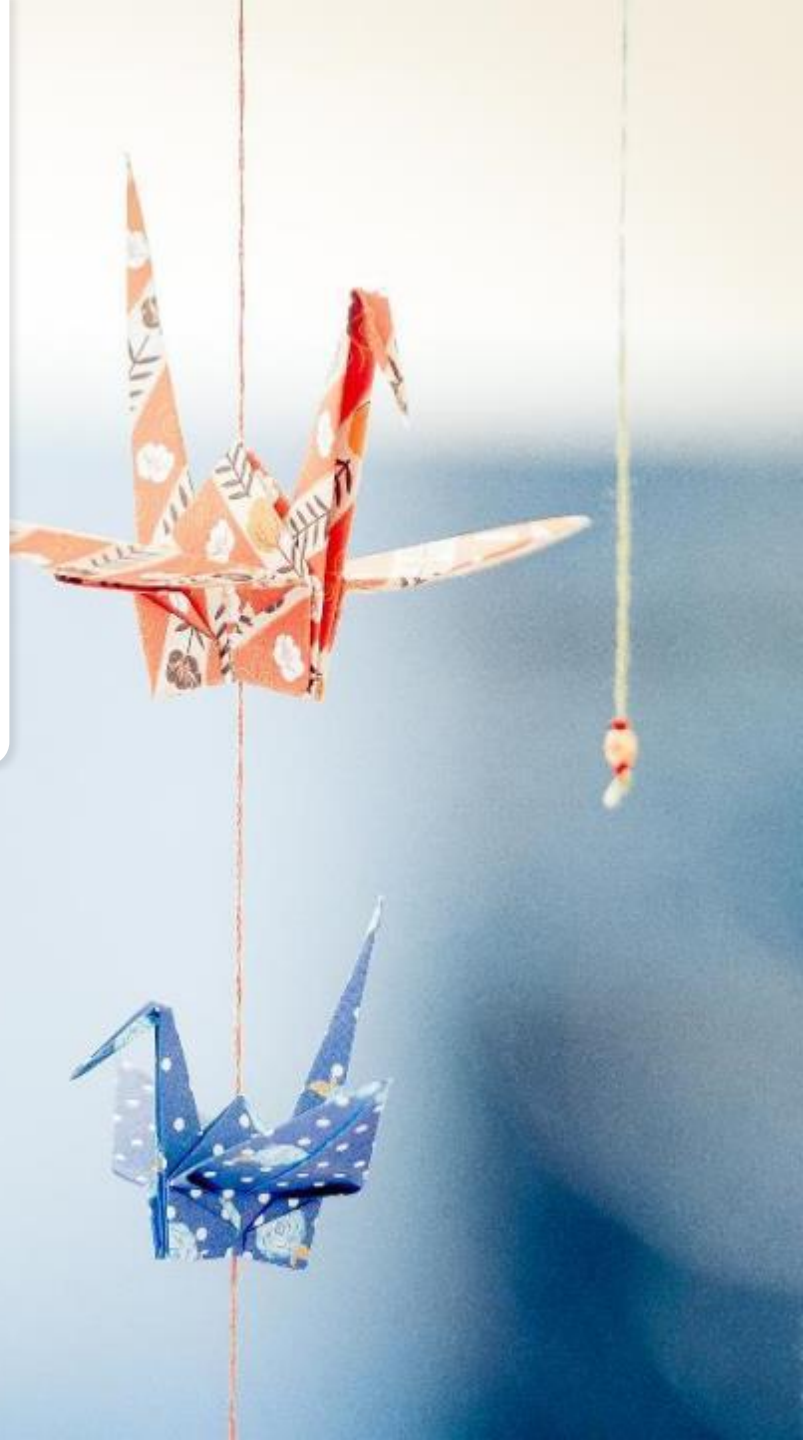




Customer engagement, czyli klient, który wraca

Impact | Economics | Relations | Transformation

Warszawa, 4 listopada 2015



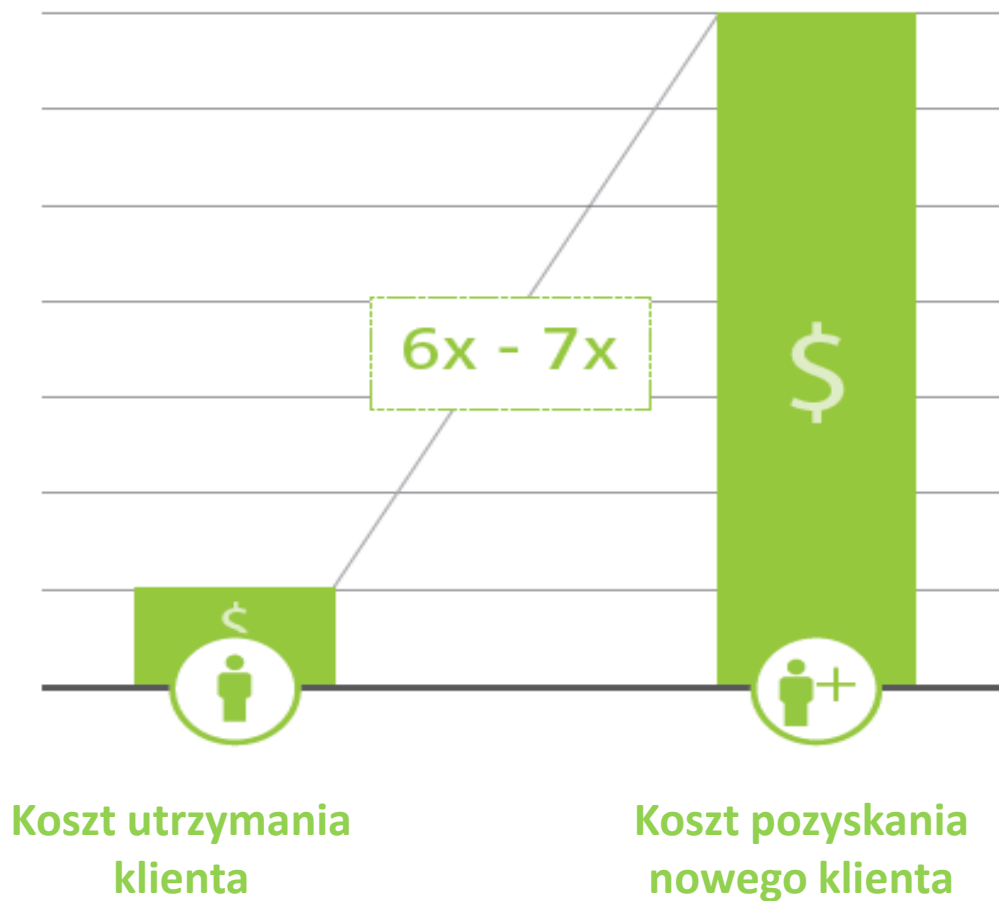
Kolejność ma znaczenie

Put your staff first, customers second, and shareholders third

Stawiaj pracowników na pierwszym miejscu, na kolejnym klientów, a na trzecim akcjonariuszy

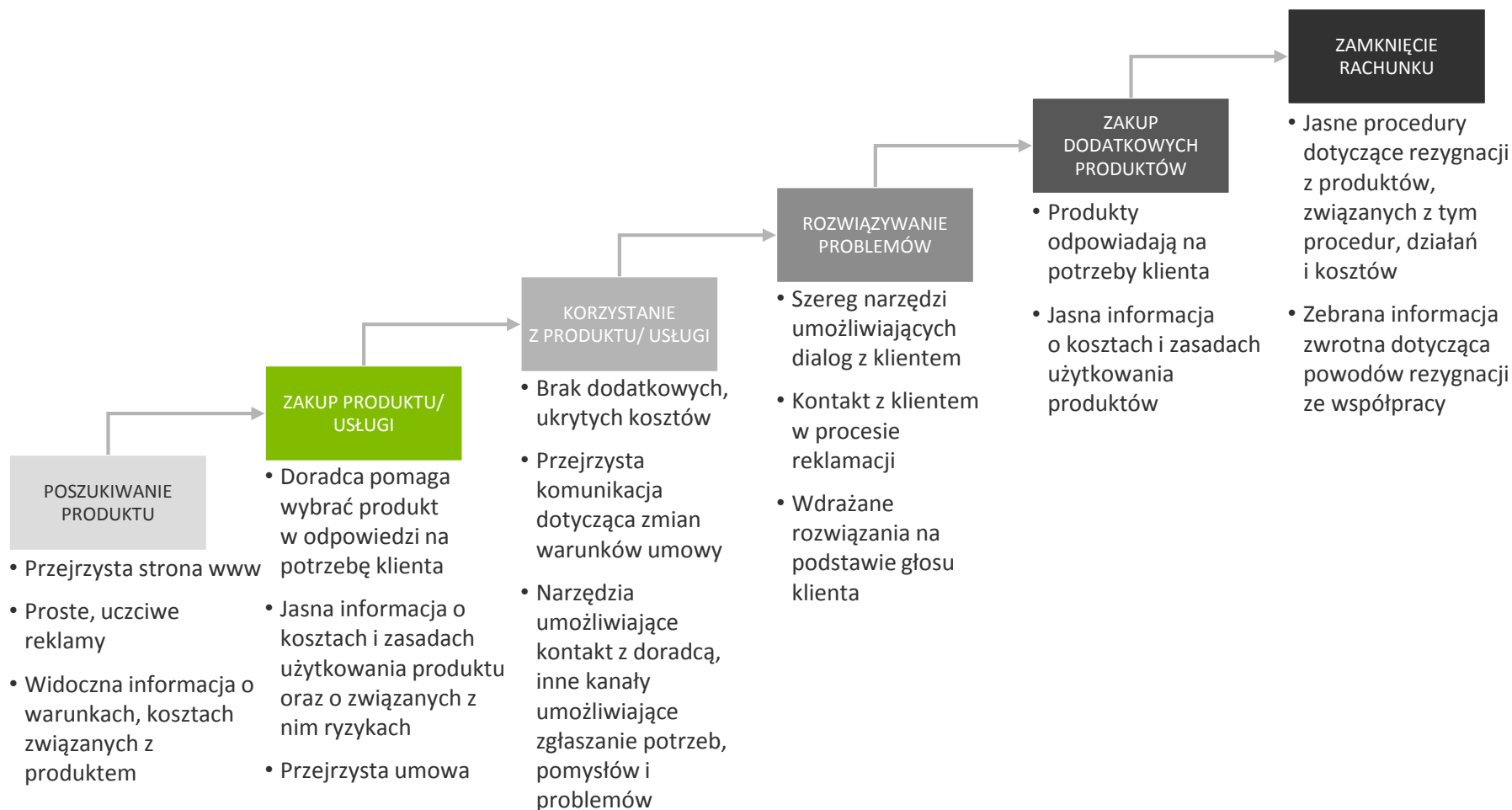
Richard Branson

Stały klient to dobry klient



Źródło: *Informed customer care. The role and opportunity of social to evolve the customer experience*, Deloitte, wrzesień 2015

W podróży ważne jest zaufanie



Za klientem idzie klient



W środowisku cyfrowym, szacuje się, że potrzeba **12 pozytywnych** doświadczeń, żeby zrównoważyć jedno nierozwiązane negatywne doświadczenie

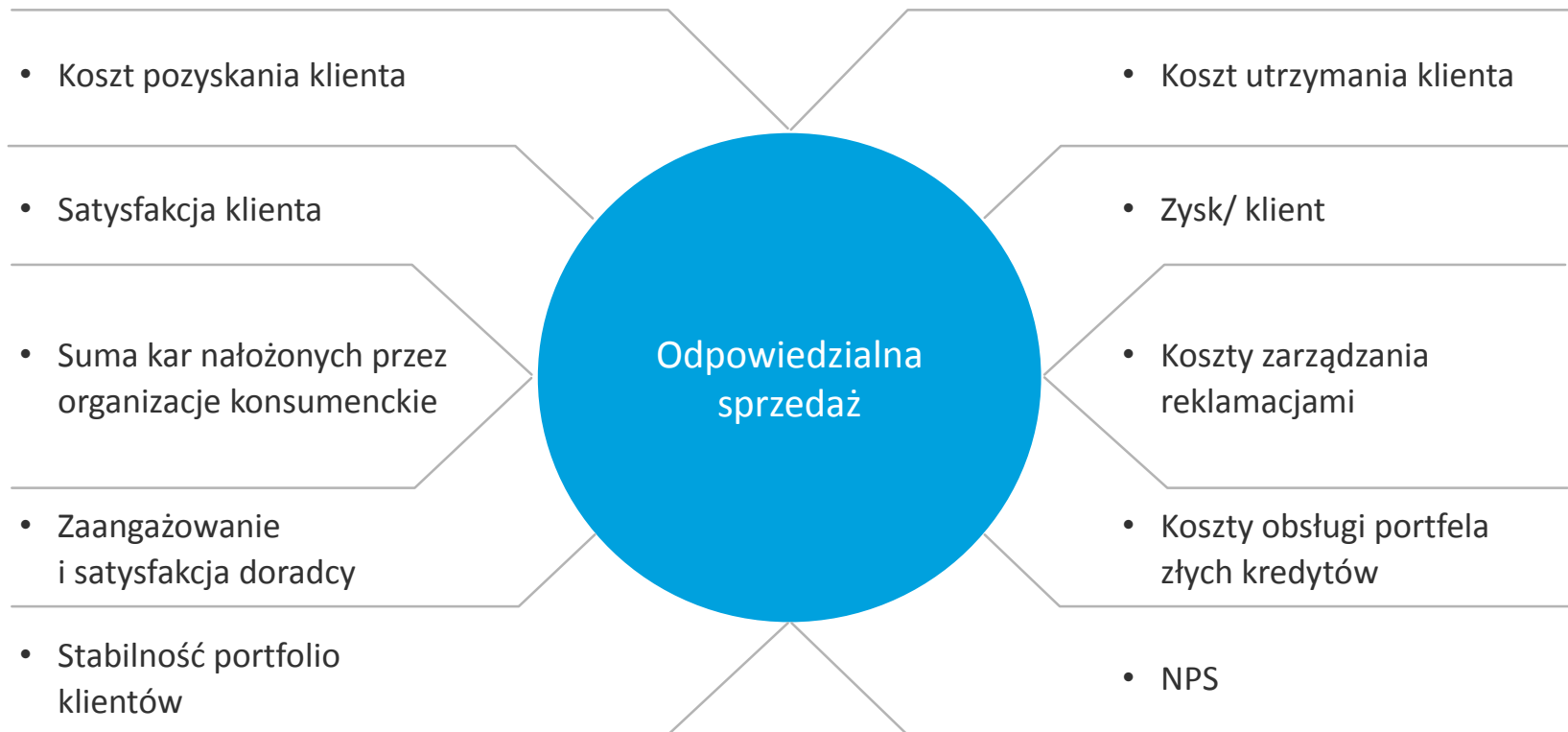
Źródło: *Informed customer care. The role and opportunity of social to evolve the customer experience*, Deloitte, wrzesień 2015

90% klientów ufa bezpośredniemu poleceniu

Klienci ufają **7x** bardziej bezpośredniemu poleceniu niż reklamie

Źródło: *Reshaping the retail banking, experience for the customer of tomorrow*, Deloitte, grudzień 2014

To się mierzy



„Zero” nie jest wartością



Lubię to! Konto
za prowadzenie
za wypłaty ze wszystkich
bankomatów w Polsce

Konto 360°

Konto najwyższych lotów

- 0 zł** ZA BANKOMATY W POLSCE I ZA GRANICĄ
- 0 zł** ZA POMOC MEDYCZNĄ I TECHNICZNĄ
- ZA KONTO I KARTĘ
- ZA PRZELEWY INTERNETOWE I NA E-MAIL

0000

SPRAWDŹ >

Millennium bank

Konto internetowe dbNET

OTWÓRZ KONTO ZA 0 zł

Teraz z limitem kredytowym do 50 000 zł¹

OTWÓRZ KONTO >

- 0 zł za prowadzenie konta
- 0 zł za pierwszy wypłatę w PLU
- 0 zł za wypłaty na całym świecie
- 0 zł za wypłatę kartą

ALIOR BANK KONTO WYŻSZEJ JAKOŚCI

Jedynе konto bez żadnych opłat z 5-letnią gwarancją!

0 zł za konto, kartę oraz wszystkie operacje i usługi

5 lat gwarancji niezmienności warunków

mobilny dostęp do konta dzięki nowoczesnej aplikacji

możliwość skorzystania z limitu w koncie nawet do 100 tys. zł

0 zł **5 LAT GWARANCJI**

KONTO NR 1



PKO KONTO ZA ZERO

ING BANK SŁĄSKI

Bankuj z Kontem Direct
Mobilnie, szybko, prosto

1

0 zł przelewy przez telefon¹

NAJLEPSZA BANKOWOŚĆ MOBILNA

SPRAWDŹ

LUBIĘ TO! KONTO

Spróbuj, a polubisz
za prowadzenie konta
za wypłaty ze wszystkich
bankomatów w Polsce



To nie oznacza! PKO Konto za Zero możesz mieć za 0 zł. z dostępem przez Internet, telefon lub w oddziale.

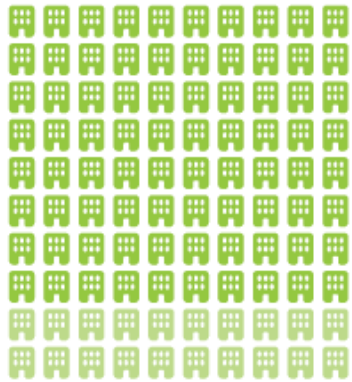
KONTO ZA 0 zł

- Bezpłatne korzystanie z konta
- Limit kredytowy bez zaświadczeń
- 3% na koncie oszczędnościowym¹

i 500 zł na zakupy²

WSZYSTKO ZA 0 zł! > **500 ZŁ NA ZAKUPY >** **Kliknij tutaj >**

Mowa może być złotem



VS



80% firm uważa, że zapewnia najwyższą jakość obsługi

Tylko 8% klientów tych samych firm uważa, że zapewniają one najwyższą jakość obsługi

*„Obsługa klienta przestała oznaczać call center albo konto firmowe na Twitterze – to oznacza **naprawdę słuchanie klienta** i gotowość do tego, żeby mu pomóc w czasie i w sposób, który jest dla niego najwygodniejszy”*

Źródło: *Informed customer care. The role and opportunity of social to evolve the customer experience, Deloitte, wrzesień 2015*

Walk the talk

Truth builds trust

Prawda buduje zaufanie

Marilyn Suttle



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