The one page project plan

WoW! – the ANZ customer experience

An integrated and focused strategy to transform the ANZ customer experience in line with the brand and business strategy.

On-Brand

Deeper customer empathy (**Know you**)
Improved customer ease (**Can do!**)
Increased customer loyalty (**WoW!**)

Outcomes

Growth (customer numbers, product market share)
Well managed (staff engagement, costs, risks)
Meeting targets (profits, revenues)

On-Plan

Emotional (Intangible)

Scope - Heart and Minds:

- > Builds excitement and aspiration around ANZ
- Acts as a unifying force across the organisation.
 Inspires staff to achieve emotional engagement with customers (external/internal).

Pull (creating stretch) Push

Logical (Tangible)

Scope - Systems and Processes:

- > Requires setting standards to achieve
- Aligning service policies and processes.
 Compels organisation to adopt practices and standards to meet customer expectations.

Actions:

- > Internal communications brand aligned
- Develop local brand leadership (Can do! Leaders)
- Create internal advocates for delivery of the brand experience (WoW! Champions)
- Equip managers with tools and skills for on-brand sales, service and people management
- Initiate next phase of external marketing communications campaign
- Agree leadership commitments (actions/ behaviours)
- > Embed performance metrics to support goals.

Shift employee mindsets and perspectives in relation to brand and business strategy.

Brand Engagement

- > Executive workshops
- > Business unit workshops
- > WoW! event for people managers
- > Can do! Leaders and WoW! Champions induction
- > Managers development process.

Create ownership, accountability and capability at all levels of management.

Actions:

- > Assess functional customer issues
- Assimilate current customer experience initiatives
- Identify power touch-points: those that could most quickly improve customer experience
- Prioritise/accelerate delivery of top set (10-20)
- > Ensure 'quick wins' completed by early 2006
- Identify management policies, processes and practices that inhibit
 Can do!/WoW! culture.

Deliver practical short and medium term resolutions, that make a difference.

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