



J.D. POWER CUSTOMER SERVICE EXCELLENCE PROGRAM

Join. Learn. Lead.

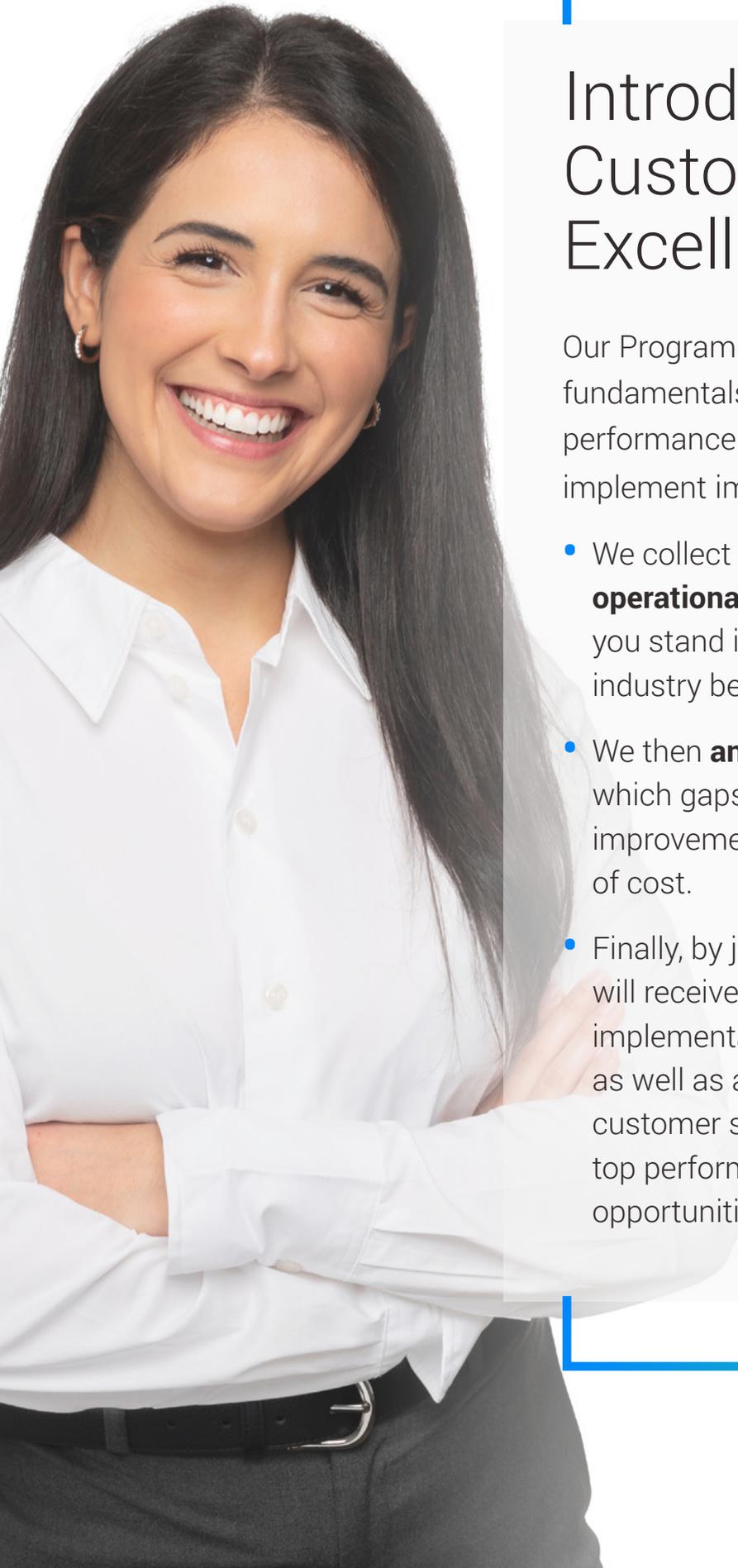
J.D. POWER



CUSTOMER SERVICE EXCELLENCE IS **NOT** **A DESTINATION.**

It is a continuous cycle of analyzing and responding to evolving customer expectations, market conditions, and operational best practices.

If you're challenged with identifying where you are in your journey and what priorities you should focus on next, we're here to help. When you subscribe to the J.D. Power Customer Service Excellence Program, you're enlisting our team of experts, exclusive cross-industry benchmarks, and library of best practices to help you succeed.



Introducing the Customer Service Excellence Program

Our Program model brings together 3 fundamentals to help you recognize performance gaps and prioritize and implement improvement efforts:

- We collect **customer experience and operational data** to level set on where you stand internally and against cross-industry benchmarks.
- We then **analyze** the data to prioritize which gaps to focus on for maximum improvement with the least amount of cost.
- Finally, by joining the Program, you will receive **expert guidance** on implementation of improvement efforts as well as advice both from J.D. Power customer service experts and from top performers through networking opportunities and thought leadership.

HOW IT WORKS

DATA: DISCOVER WHERE YOU STAND

J.D. Power surveys your customers against our proprietary cross-industry best practices

ANALYSIS: IDENTIFY PERFORMANCE GAPS

J.D. Power customer service experts assess compliance against key operational performance criteria and identify performance gaps

EXPERTISE & IMPLEMENTATION

J.D. Power experts help you prioritize improvement efforts and, upon successful Certification, clients have the opportunity to leverage their Certification publicly in marketing and sales communications through the J.D. Power licensing program (subject to specific guidelines).



Why you need an external, cross-industry measure of satisfaction:

A **GOOD EXPERIENCE** ANYWHERE INFLUENCES EXPECTATIONS EVERYWHERE.

When it comes to customer service, your customers aren't only comparing you to past experiences with your company or even just to companies within your industry. They're comparing you to experiences they've had with any organization they've interacted with. There is no doubt that you have a great internal team focused on providing the outstanding experience your customers expect. Our goal is to provide them with the cross-industry benchmarks, best practices, and research tools they need to accelerate strategic improvement efforts. By measuring your performance against external benchmarks vs. internal measures, you'll be better equipped to deliver the experience customers demand.

WHAT'S INCLUDED

Subscribers receive:



THE BENCHMARKS

12-month access to benchmarks, best practices, one benchmarking customer satisfaction survey, professional services (operational best practices evaluation)



THE NETWORK

Virtual roundtables where members and industry experts share and discuss topics of interest including technology capabilities, service delivery strategies, human capital management, and more



THE TRENDS AND ADVICE

Market level research & insights based on trend studies and customer service interactions, access to J.D. Power experts through roundtables and other events



THE CALL ANALYSIS

PATH 1 – Conversation Analyzer. Measures impact across 50 distinct insight categories based on J.D. Power's customer service best practices methodology, including customer effort and agent impact or; **PATH 2** – Call Listening: Occurs post BCSAT, careful listening to 400 customer-CSR contacts (inbound or outbound) calls. Tied to J.D. Power metrics and diagnostic



THE RECOGNITION

Organizations that successfully complete the certification requirements can leverage their certification for internal and external recognition of their performance

THE BENEFITS

The J.D. Power Customer Service Excellence Program can help you:



IMPROVE PERFORMANCE WHILE SAVING TIME AND MONEY

Our Program helps you efficiently identify your gaps-to-great, and then prioritizes those that will have the biggest impact on overall satisfaction at the lowest cost to your organization.



LEARN FROM LEADERS

Subscribers to our Program not only have access to the J.D. Power customer service experts, but also have opportunities to network and share best practices and KPIs with other industry leaders through our quarterly roundtable sessions.



APPLY THE RIGHT BENCHMARKS

Many organizations measure performance against their own standards or those established just in their industry. Your customers, however, are comparing you to experiences they've had with any organization they've interacted with. Our cross-industry benchmarks show you where you stand against best-in-class organizations across industries.



GET INSIGHTS ACROSS CHANNELS

With access to over 350 operational best practices across 24 categories and across 4 channels – IVR, IVR Self-Service, CSR, and Web-Service, you're guaranteed to find advice that will work for you.



Organizations that meet certification criteria also have the opportunity to promote their achievement to the market. But you're not done there. Because expectations and market trends are constantly evolving, your performance needs to evolve too.

Subscribe to the Program annually to stay on the continuous improvement track.

WHAT OUR CLIENTS ARE SAYING:

“People know that J.D. Power represents an exceptionally high standard that we want to make sure we're holding ourselves accountable to.”

“When you think of being recognized for anything great, top of the industry, top of the line, you think of J.D. Power. It's such a recognized name.”



“This is absolutely a crown jewel for us in terms of the achievement of the award.”

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WHY J.D. POWER?

OUR DATA

Our customer experience benchmarks are made up of over 50 customer satisfaction studies that cover more than 1,000 companies across multiple industries and provide a deep level of insight into what customers value most. Our operational best practices are derived from more than 600 top-performing customer service organizations identified across industries based on VOC excellence. These 300+ best practices link strategy, people, processes, and technology with the delivery of an outstanding customer experience.

OUR EXPERTISE

We've been trusted by consumers for more than 50 years to bring their voice to businesses around the world, leading to better products, services and experiences. Our team has a wealth of customer service performance improvement experience from working with small, medium and Fortune 500 clients in more than a dozen industries. Our interactions with 600+ top-performing contact centers has given us the expertise to help your business improve.

Connecting insights to business results



LEADERSHIP

Are you ready to get started?

Contact one of our customer service experts or your account representative to learn how you can harness the power of J.D. Power Customer Service Advisory or visit us at www.jdpower.com/business/customer-service-solutions



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