Utilizing Customer Insights to Improve the Service Experience

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October 8, 2014

Service Agreements: Which One Would You Choose?

Much Opportunity to Improve Based on Comments

"I feel like it's something we have to do; not something I enjoy."

"I think for the most part they're very quick."

"He's fighting to get as low a price as possible."

"Its not uncommon ...for a service technician to come in that has his head in the sand."

"You never know what's going to happen…you have to have insurance."

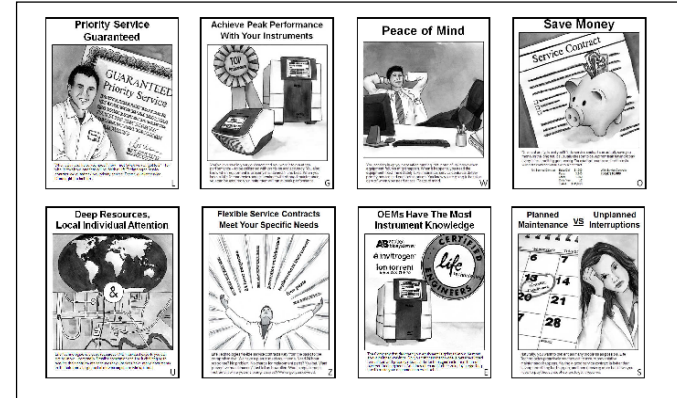"She doesn't like it. Its like Friday afternoon and something's broken."

"He probably has all his service contracts. I don't want to be stressed."

Structured Conversations to Understand Motivations

Association Study

Messaging

Best-in-class Service

Next Generation Service

Proactive, Helpful & Responsive = Good Experience

"The promptness in getting in touch and getting out there and fixing the problematic instrument."

"I really appreciate it when I get an email from the company saying, oh, by the way, your service contract is coming up for renewal."

"When they're doing the service, will give us other hints."

"People came in, in a timely manner, solved the problem. That's it."

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Change, Demeanor & the Unknown = Bad Experience

Focus Areas	Customer Comments
Inexperienced or New Engineer	*"A bad one would be our primary, or even secondary guy, couldn't come in. And, someone comes in and I have to watch over them to make sure that they don't do certain adjustments that require us to revalidate the whole system."* *"You know you're in trouble when the engineer is on the phone a lot."* *"Every time I get a good engineer, they promote him."*
Engineer Demeanor	*"I had one engineer that was on the phone the whole time talking to his girlfriend. I was thinking get off the phone and fix my instrument."* *"Some guys come in grumpy and that puts you in a bad mood. You don't want to be around them so I just leave the lab. A simple smile can make all the difference."* *"The repair guy spent the whole time talking about what a bad job the guy before him did. Doesn't he realize that looks bad for his company."*
The Unknown	*"Sometimes I'll request a service call and won't hear back for hours."* *"Looked like he did a couple quick turns and left. I could have done that."*

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Customer Insights Drive Training Success

 Listen to Your Customers

 Empower Your Team

 Measure and Reward

Listen to Your Customers

Focus Areas	Customer Comments
Setting Expectations	*"The Engineer told me he would be in at 9 this morning. He never showed up and never called. He finally showed up after lunch and was mad when I told him I was busy and he had to come back. Very disrespectful of my time."* *"She said she would call me right back. She never did, I had to call back in to get my problem solved."*
Attitude and Ownership	*"The Engineer said that my instrument isn't the problem, he said it was my samples. But when I asked him what I could do to fix it, he said 'that isn't my job, call someone else'"* *"Some guys come in grumpy and that puts you in a bad mood. You don't want to be around them so I just leave the lab. A simple smile can make all the difference."*
Communication	*"Sometimes I'll request a service call and won't hear back for hours."* *"Looked like he did a couple quick turns and left. I could have done that."*

Empower Your Team To Solve

- Created a Global Project, staffed from within our team
  - Content created by the team, for the team, based on customer feedback

- All Training was done by team members
  - Great development opportunity, made training stick, created experts

- Rolled out in a measured, phased approach
  - Allowed for improvement, customization for each team

Avoid the 'Flavor of the Month' Syndrome!

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Training Framework

	Quality	Customer Relationship
Process	Understanding the Customer's needs	Setting Customers' expectations correctly
Attitude	Radiating "Customer first always" Attitude	Managing crucial situations

Customer Experience Program Essentials

Quality

Customer Relationship

Process

- Review the customer's situation, know the history & coverage plan
- Understand the customer's problem/needs
- Involve the customer in setting up the action plan & seek buy-in

- Communication: How to set customer expectations?
- Customer Care: Keep customer informed about changes, progress
- Follow up on Service Visit

Attitude

- FSE appearance, language
- Non-verbal body language awareness
- "Own the Customer" attitude

- Adapt the right approach and style to each personality type
- Ability to face and resolve stressful situations
- Manage crucial conversations

Making the Customer Experience Philosophy Stick

Compensation

- NPS Results in bonus plan
- Incentives to increase responses

EDUCATION

- On-Going Training
- Mentor Network for Guidance
- Yearly Content Updates

METRICS

- NPS Targets in APG's
- NPS Monthly Reporting
- Follow up on all Detectors

NPS Improvement For Customer Teams
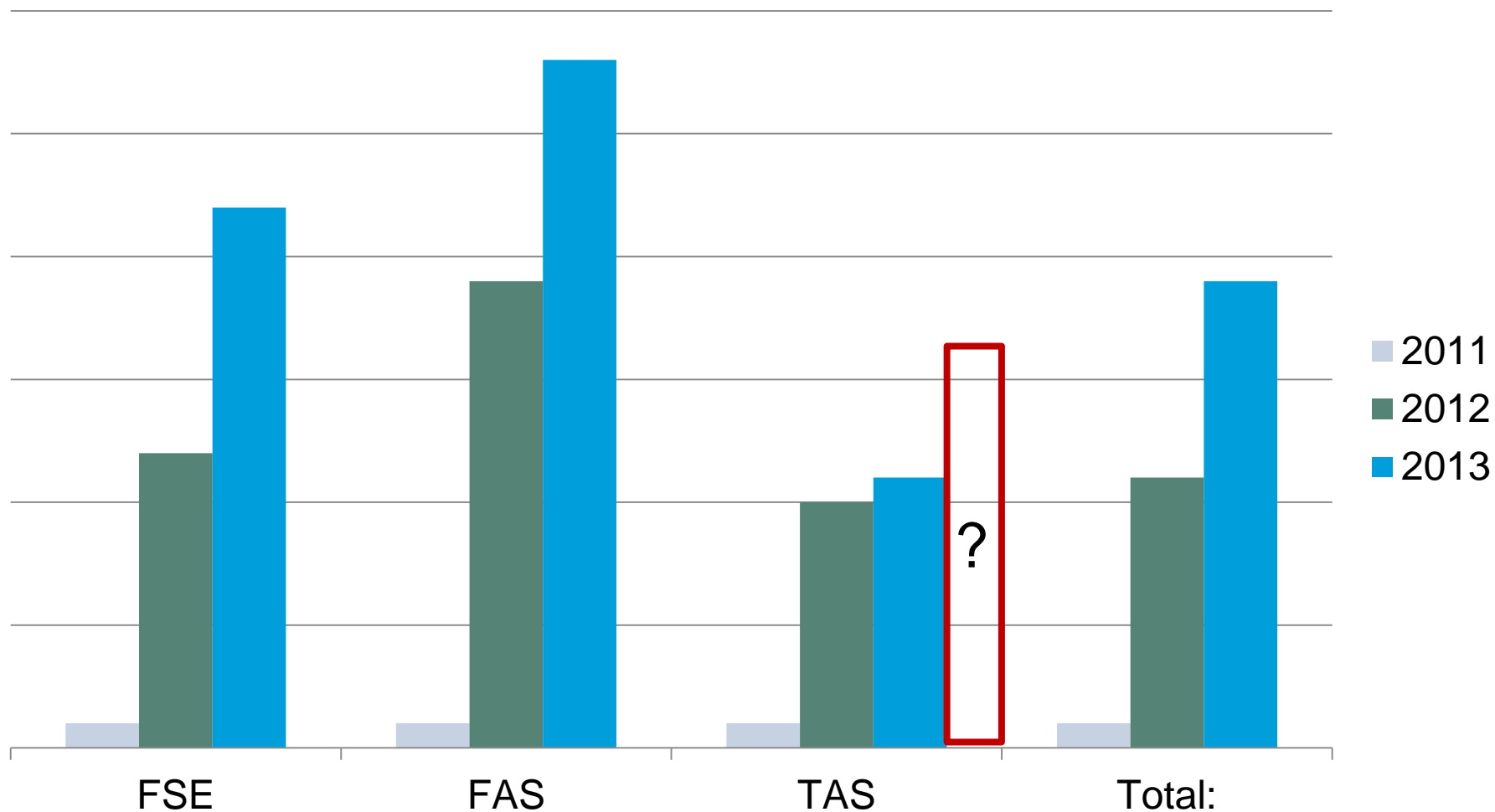
Customer Insights Define A New Digital Experience
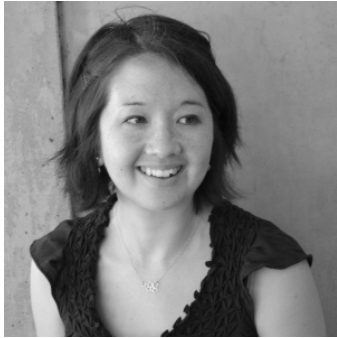
" Just make it easy for me to get the information I need.

— End User,
University research lab

" If I know an instrument is not performing well over time, its time to replace it.

—Facilities Manager/Metrologist
Small Diagnostic Company

" I need to justify capacity in my lab. It's a business.

— Core Lab Manager
Major BioPharma Company

" I never know if our contract has expired until its too late. Then its like a mad rush to get a quote.

—Lab Manager
University research lab

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Instrument Management Portal

The Instrument Management portal is a free, on-line tool to manage instrument use and care.

Winner of the 2012 Oracle Innovation Award
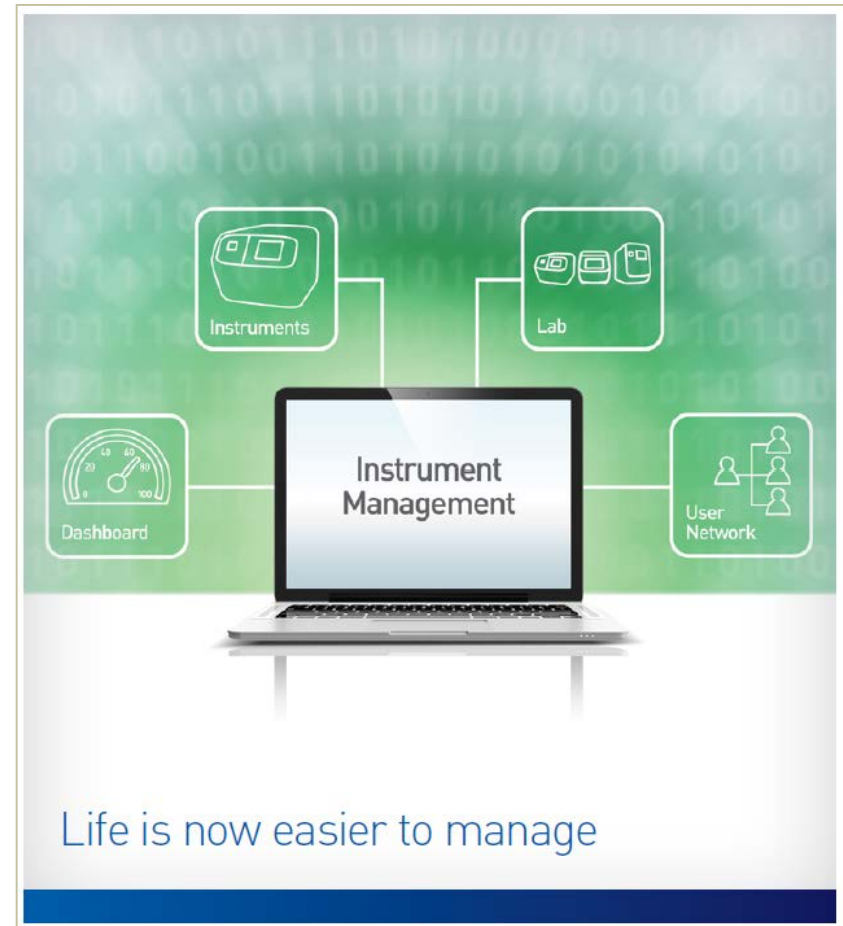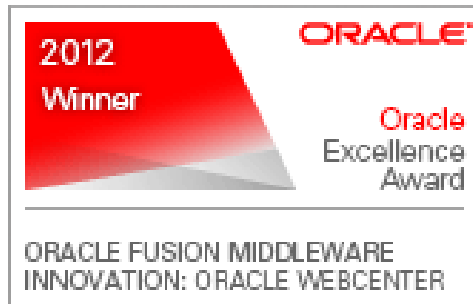
Dashboard Provides Quick Snapshot of Instrument Info

Instant Access to Complete Service History & Details

Share and Manage Service & Support with Lab Group

Facilitate Sharing Service Info Through User Network

Learn More About Instrument Management

Visit the Instrument Management Landing Page to:

- Watch the Video
- Learn more about the portal
- Hear what our customers say

Type the friendly URL at:

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THANK YOU