

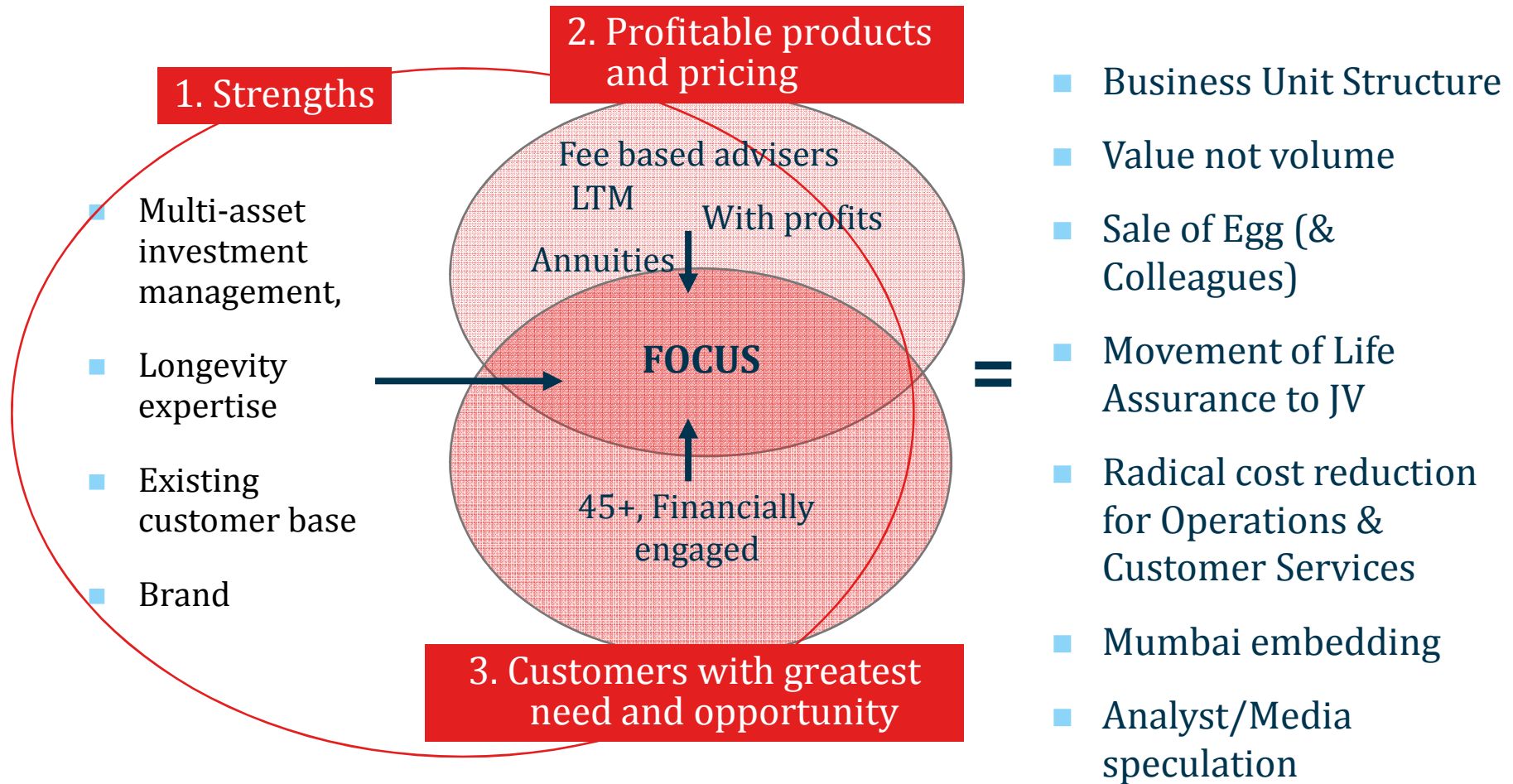


# An added acknowledgment...

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This presentation was originally given and issued to CIM's Company Connect event exploring employee brand approaches in 2008. It captures the considerable hard and creative work of many talented individuals and, in particular, the Prudential Customer Experience Team led by **Amanda Marko**, who continue to tirelessly and passionately champion focus on customers and the right customer experience across the organisation.

# 2006/7 - opportunity for focus



# Brand framework and values

## Internally

It's all part of The Plan from the Pru.  
**PRUDENTIAL**

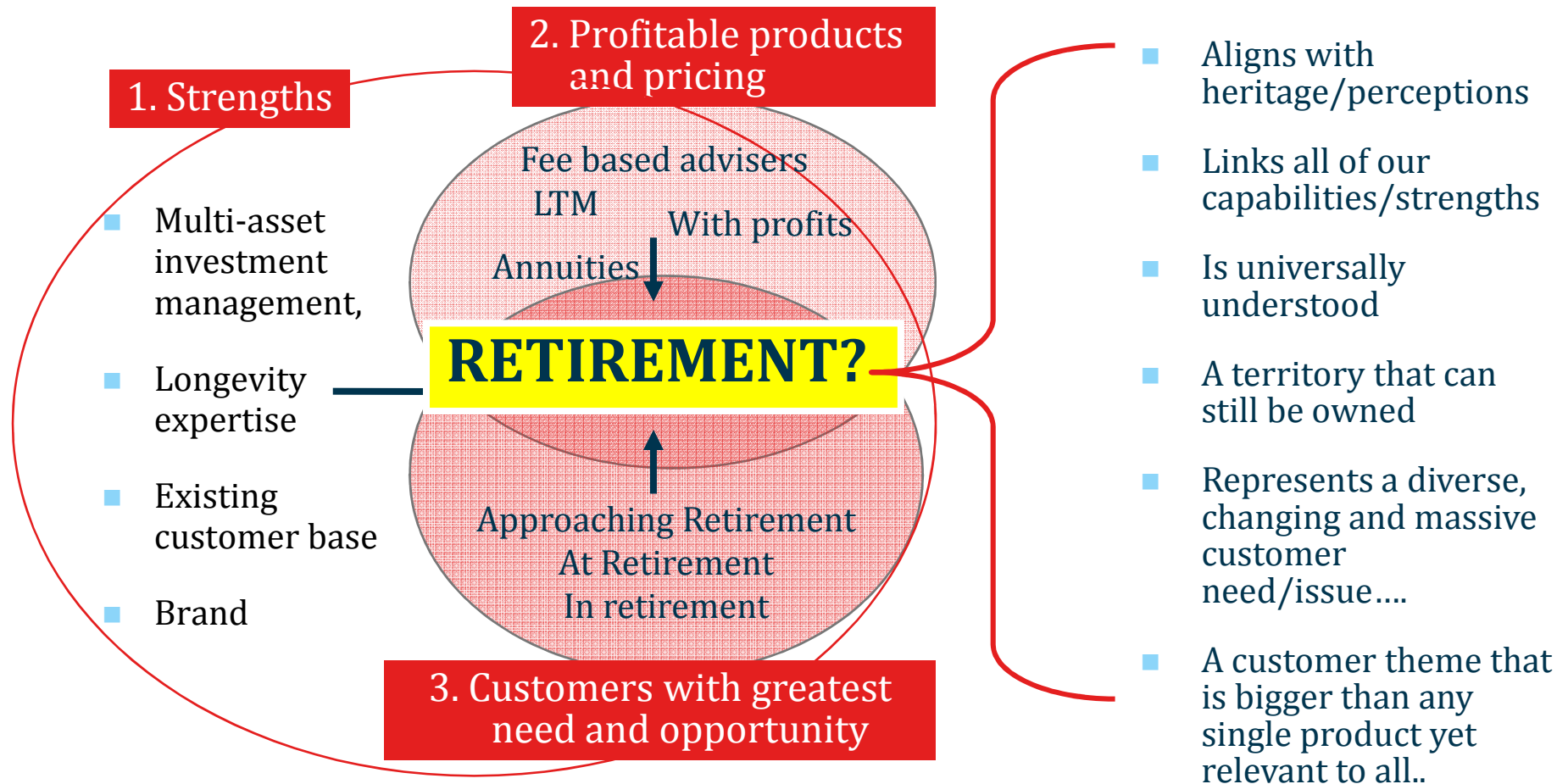


## Externally

It's all part of The Plan from the Pru.  
**PRUDENTIAL**

How we deal with customers  
**TRUSTWORTHY, HELPFUL AND EASY**

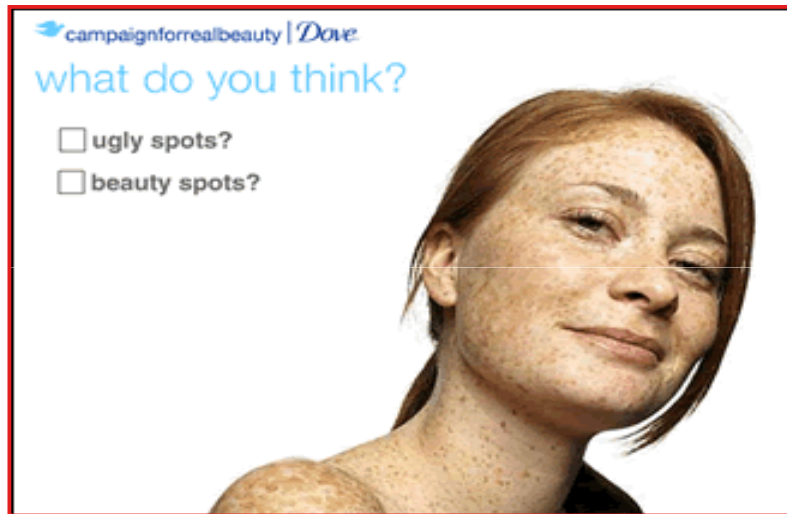
# A retirement focused business?



# Taking on issues can reap brand and commercial benefits

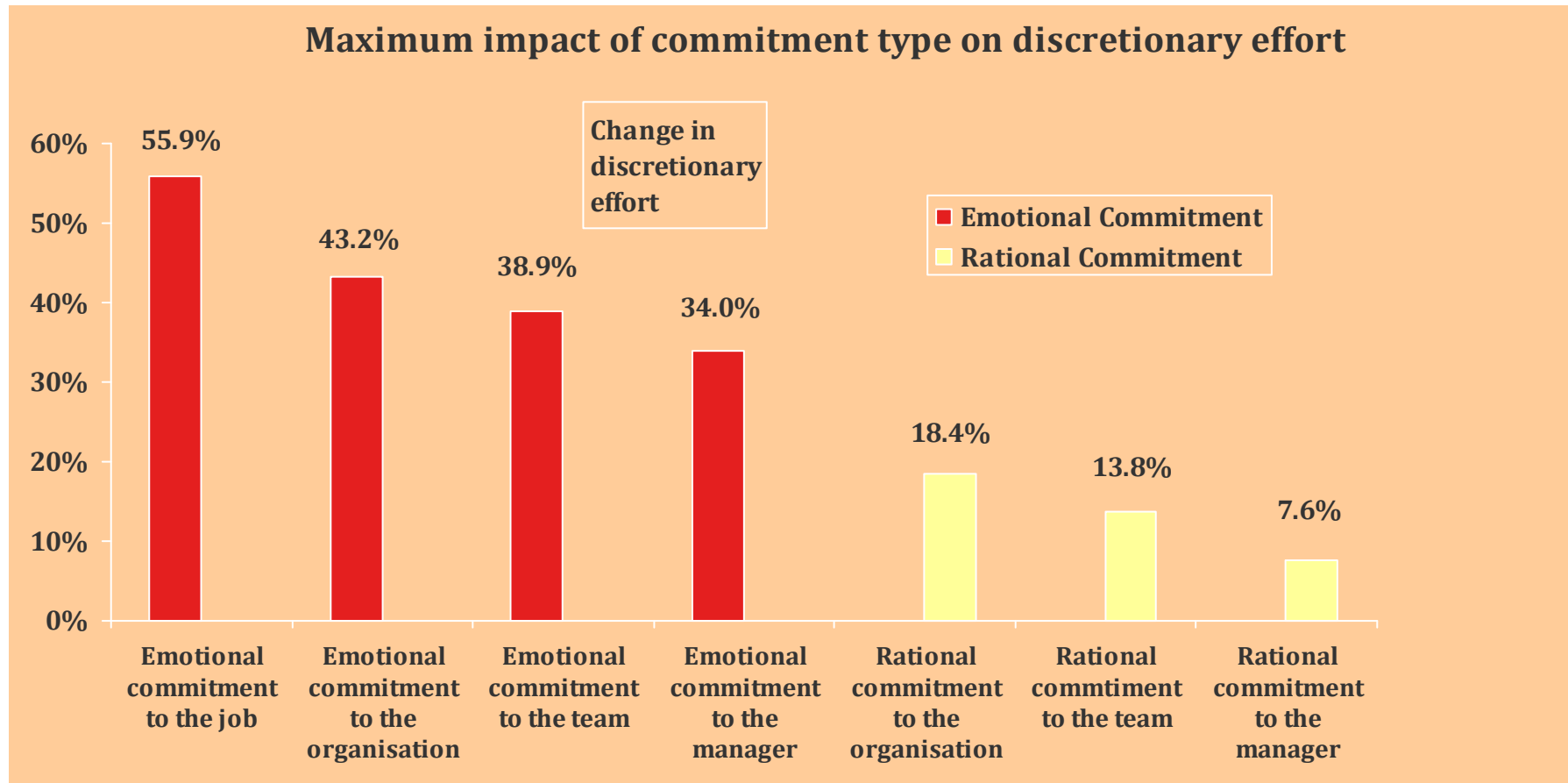
Dove Campaign For Real Beauty.

Market share increased from 7.4% to 12% in 6 key markets during 2004

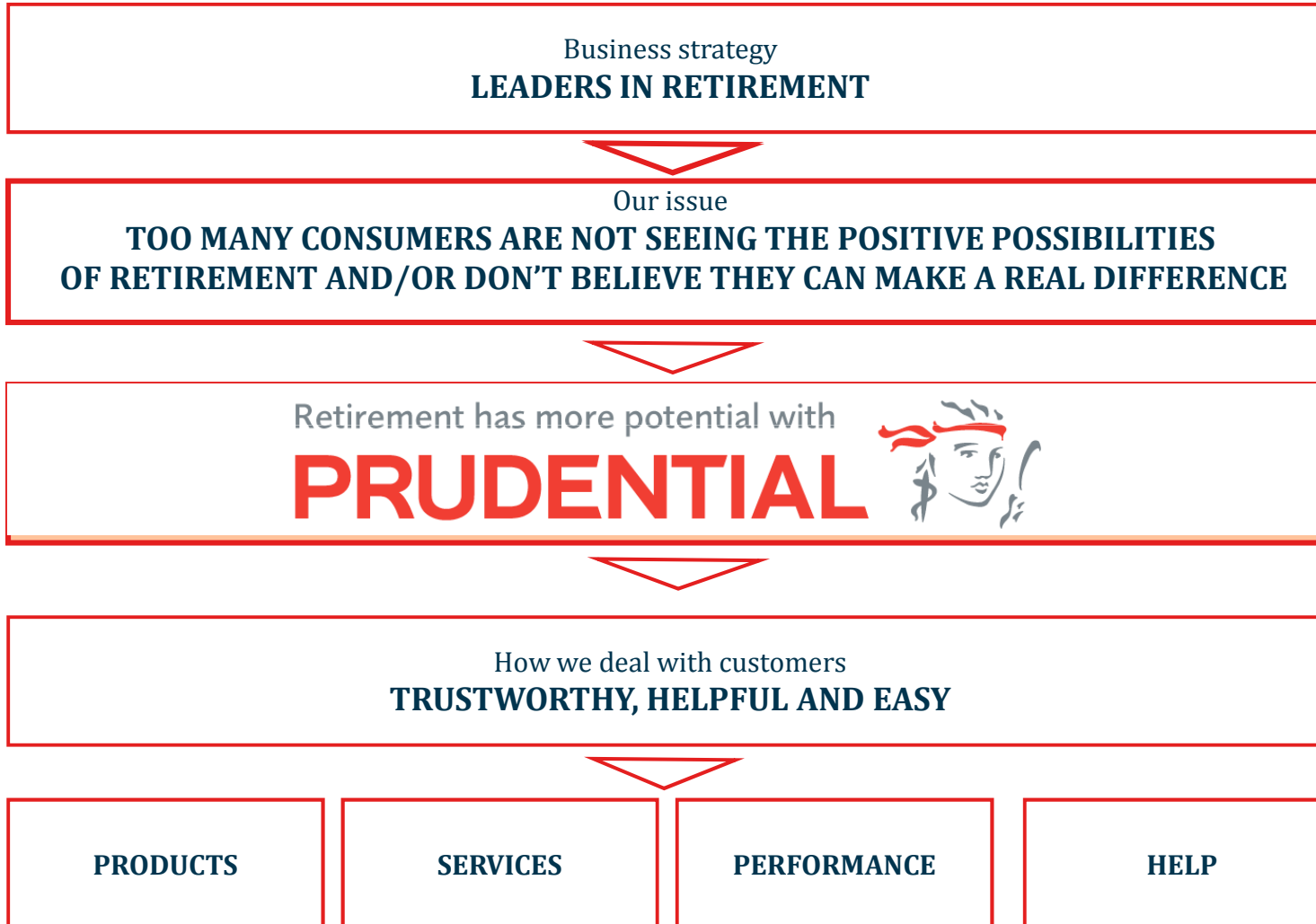


# Performance depends on the heart, not the mind

Employees stay with their organisations when they believe it is in their self-interest, but they exert discretionary effort when they see the value of their job, their team or their organisation.



# Our refreshed brand framework is focused on the issue/opportunity of retirement

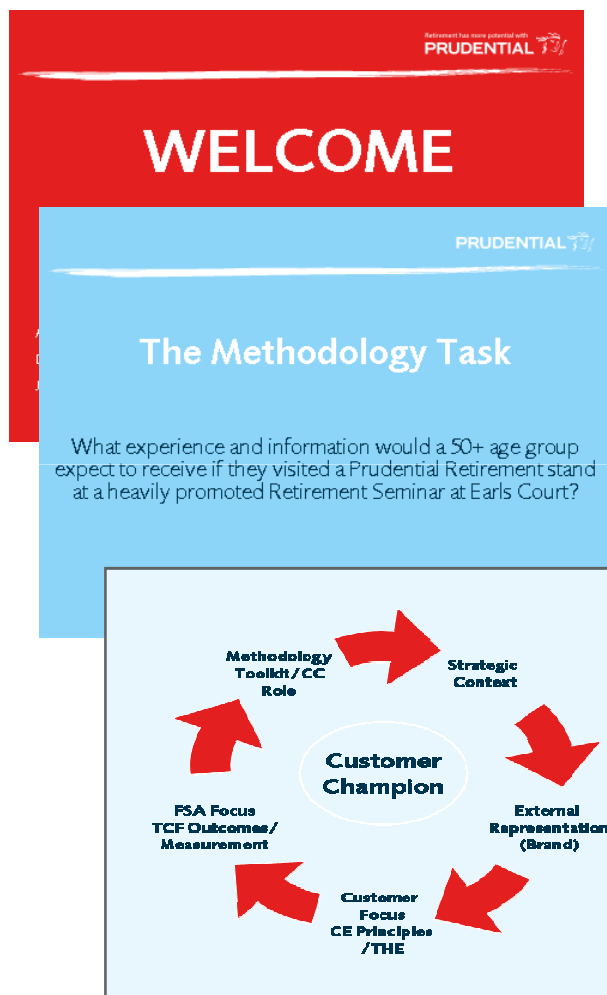


# Engaging our people

- Consultation on marketing/advertising development
- Building awareness of societal need across offices
- Returning Prudence
- Commitment programme and display
- Road show linking strategy to greater purpose
- Showcasing Marketing plans!



# Customer Champion Programme



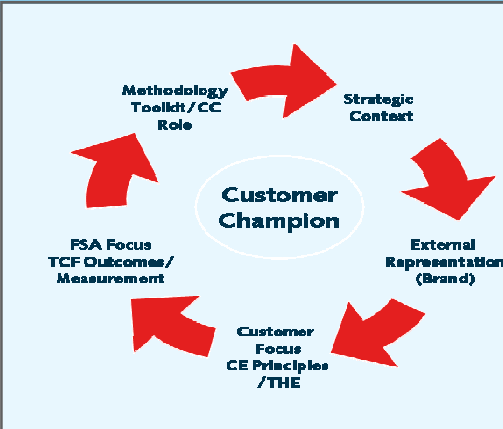
Retirement has more potential with  
**PRUDENTIAL**

## WELCOME

PRUDENTIAL

### The Methodology Task

What experience and information would a 50+ age group expect to receive if they visited a Prudential Retirement stand at a heavily promoted Retirement Seminar at Earls Court?



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graph TD; CC((Customer Champion)) --> MT[Methodology Toolkit/CC Role]; CC --> SC[Strategic Context]; CC --> ER[External Representation (Brand)]; CC --> CF[Customer Focus CE Principles /THE]; CC --> FSA[FSA Focus TCF Outcomes/ Measurement];
```

## Recruitment

- 100 UK Customer Champions
- 30 new champions from across PPMS

## 2 Day Training Programme (Q407)

- Business strategy
- Awareness of 'THE'
- Customer Experience methodology
- Customer insights

## Customer Champion Academies (Feb 08)

- Ethnographics, adviser research, TCF update and edrama activity, Capita – progress, How TCF effects Advisers

## TCF Master Classes (Mar 08)

- Designed to help them apply a consistent logic when dealing with TCF questions

# Champions contribute at locally and centrally..

- Performance management championing and auditing
- TCF Master Class training sessions organised
- Customer Experience methodology is being promoted and shared
- Local Customer awareness training

## Think Customer Toolkit



### Customer Journey 'how to' Guide

#### Key Takeout

A how to guide on customer journeys highlighting the business benefits to delivering a better customer experience i.e. reduced costs, increase retention, increase sales etc for the business



[Download](#)

#### Summary of content/key messages

- Provides a useful guide on how to map a customer journey and the benefits
- Provides examples of customer journeys and a case study showing clear customer and business benefits from customer journey mapping
- Encourages the question "am I thinking about the customer in this process / activity"
- Easy way to find out what needs improved in the customers journey

# Customer Awareness Days

- Who's YOUR customer posters
- Think Customer Day A Frames & Plasmas
- Balloon desk drop with competition
- Online customer quiz
- Intranet features about our customers
- Expert sessions (Retirement, Value of the (end) customer, Doing the right thing for customers and adviser insights)



# Learning?

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- A moral cause/purpose is emotionally engaging in a way that business strategy and values aren't.
- Sponsorship vital
- Keep it simple
- Invest in Face to Face
- Marketing investment is evidence of commitment
- Customer Champion can make a difference, but requires ongoing motivation, commitment