

Customer Centered R3 Planning



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What do these brands have in common?



THE RITZ-CARLTON



NETFLIX





Customer Expectations

Positive customer experiences are KEY

- 80% say the customer service is as important as the products or service
- 86% would pay more for better customer service (Walker Study)
- 1 in 3 (33%) will leave a brand they love after just one bad experience
- 92% will completely abandon a company after two or three negative interactions

Customers expect connected journeys

- 76% expect consistent interactions across departments and that you know how they interact with your agency holistically



Customer Expectations

Customers expect **PERSONALIZATION** - Customize everything.

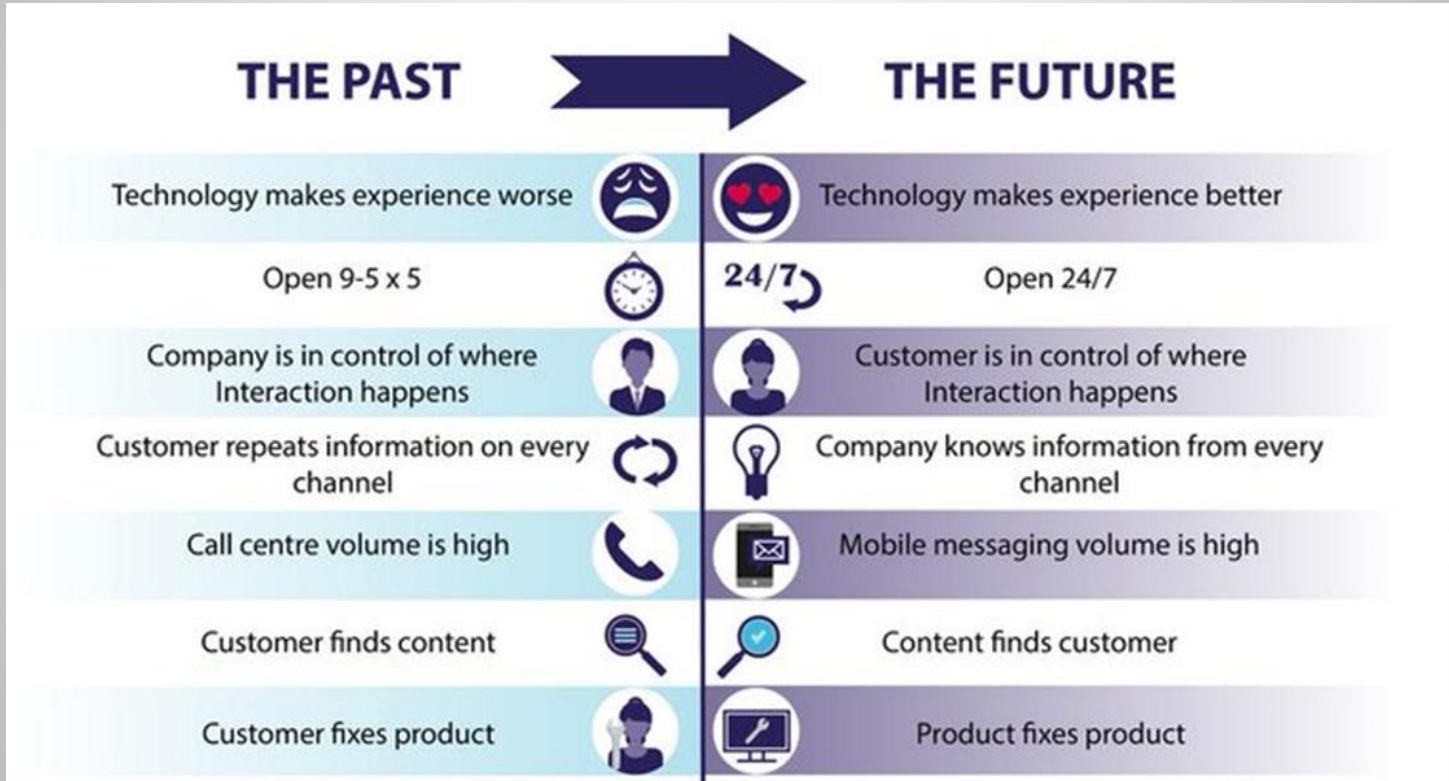
- 52% expect offers to **always** be personalized
- 66% expect companies to understand their unique needs and expectations
- 82% expect immediate responses to questions

Customers expect **innovation** - Push the limits!

- 88% expect companies to accelerate digital initiatives post COVID-19

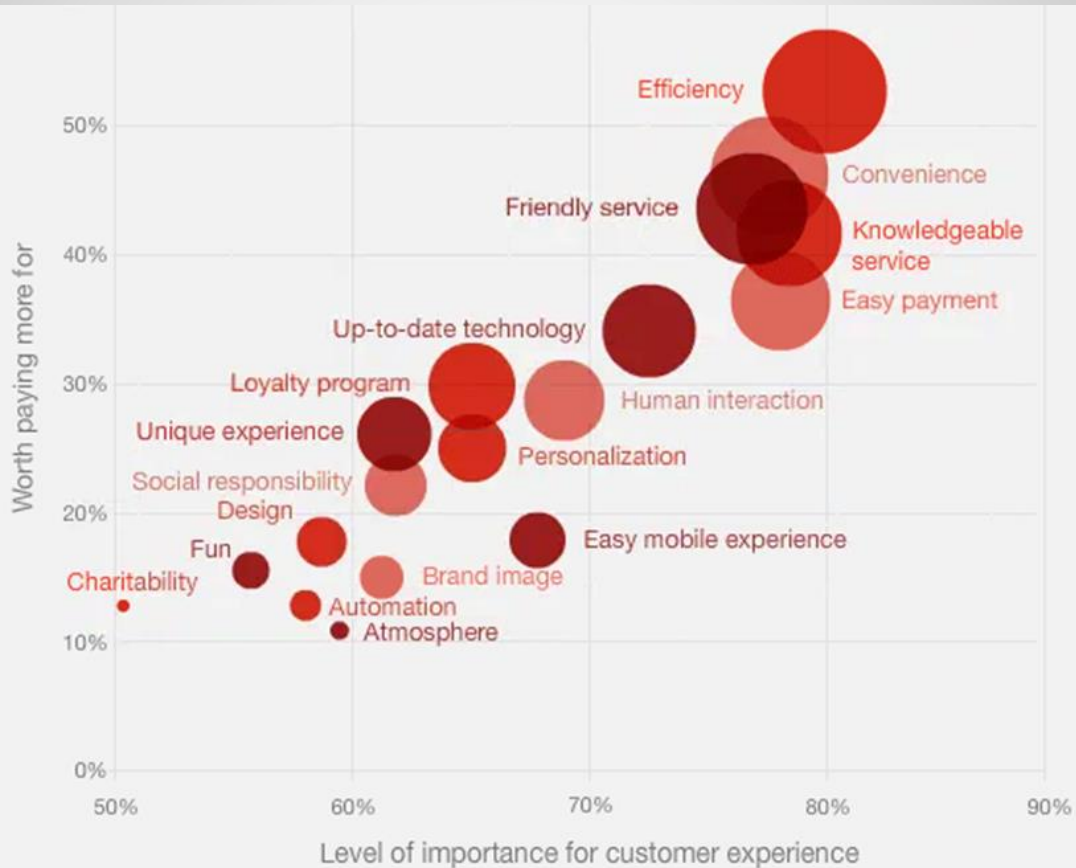


Expectation Evolution!





Customer Experience Values





Know Your Audience!

Baby Boomers - b. 1946-1954

- Make sure they know you value their time
- Be solution oriented
- Be ready to give them all of the information necessary before asking them to make a decision



Know Your Audience!

Gen X - b. 1965-1980

- Prefer Informal digital communication (webchat, SMS)
- Speed and efficiency
- Readily available website information
- Give the ability to leave immediate feedback
- Don't want to talk on the phone



Know Your Audience!

Millennials - b. 1981-1996

- Give them information quickly
- Provide a customized experience
- Maintain a positive attitude
- Don't want to talk on the phone



Know Your Audience!

Gen Z - b. 1997 - 2012

- Omnichannel is a must
- Phone calls are less taboo
- Jumps at the chance to provide experiential information
- Always put your best face forward or risk going viral
- Make immediacy a priority
- More comfortable with virtual agents and IVR



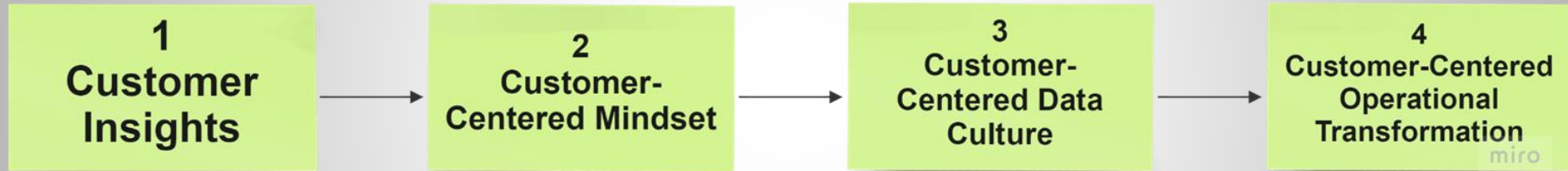
Know Your Audience!

Generation Alpha - b. 2013 - Present

- “Kidfluencers” - \$250+ Billion industry
- Oldest are starting to interact with social media
- Have access to their own tech, wearables, voice assistants
- Gaming and social media: Fortnite, Roblox, Among Us, Ryan's World, Stormi Jenner, Gang Beasts, YouTube, the Metaverse
- Highly opinionated and activists, with a fully developed position on most current issues
- Expects real time in-app personalization from online retailers on social media



Creating Customer-Centric Process





Pillars of Experience Excellence

Integrity

Acting with integrity and building trust.

Resolution

Turning poor experiences into great ones.

Expectations

Managing, meeting, and exceeding customer expectations.

Empathy

Understanding the customer's circumstances to drive deep rapport

Personalization

Individualized attention to drive emotional connection

Time and Effort

Minimizing customer effort and creating frictionless process



Current System

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Tech. Support: 1-844-527-7877

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1. Tell us who you are

Search for your profile
Please enter some identifying information based on the selection below.

Customer Search

*Enter Date of Birth:	*Enter Last Name:
<input type="text"/>	<input type="text"/>
*Search By:	*Search For:
<input type="text"/>	<input type="text"/>

Product First Licensing

State.gov DNR Home | Contact DNR | English

Sovereign Sportsman Solutions Licensing System

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LICENSING | OHRY | EVENTS | ACCOUNT | GIFT CERT. | CART

ACTIVITY: HUNTING | FISHING | OTHER | AGE: YOUTH | ADULT | SENIOR | RESIDENT?: YES | NO | MILITARY VETERAN?: YES | NO

Featured Items

<p>RESIDENT ANNUAL HUNTING #HUNTRES Resident Annual Hunting</p> <p>\$35.00</p> <p>Product Details + Add To Cart</p>	<p>FALL TURKEY-MOZ 2022 #317 Fall Turkey Product - Moz</p> <p>\$10.00</p> <p>Product Details + Add To Cart</p>	<p>COMMEMORATIVE CARD #COMMCARD Commemorative Card 2022</p> <p>\$8.00</p> <p>Product Details + Add To Cart</p>	<p>HARVEST INFORMATION PROGRAM #HIP If you hunt ducks, coots, geese, brant, swans, doves, woodcock, rails, snipe, sandhill cranes, band-tailed pigeons, or gallinules, you are...</p> <p>FREE</p> <p>Product Details + Add To Cart</p>
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FISHING | HUNTING | BOATING | TRAPPING | DRAWS | PACKAGES | MISC

Daily (24 Hour)

<p>#101V Fishing (1 Day)</p>	This is a 1 Day Fishing License	01/01/2021 12:00 am - 01/01/2023 12:00 am	Details \$5.00
+ Add To Cart			

Standard

[↑](#)

Customer One-Stop Shop

State.gov

English ▼ Session: 53:28



Licensing System



TK



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tabbimk

Tabbi Kinion

Customer Number: 999912912

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- Draws/Points
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Select One... ▼

Hunt Area Name
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Old Website

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Current Website Use

End-user Task	% of Pageviews for 2021	Jan-Mar 2021 %	Apr-Jun 2021 %	Jul-Sep 2021 %	Oct-Dec 2021 %
Game Check	36.07%	65.15%	23.25%	23.04%	22.48%
Buy licenses/permits	18.97%	10.52%	23.25%	23.04%	22.48%
Season Dates and Bag Limits	15.76%	6.06%	10.32%	16.16%	27.42%
Hunting licenses	7.25%	2.85%	3.57%	8.69%	12.43%
Fishing Licenses	6.27%	3.62%	15.12%	9.58%	2.45%
Check fishing reports	3.05%	2.95%	6.19%	3.46%	1.34%
General Fishing Regulations	1.15%	1.01%	2.61%	1.41%	0.42%
NEW Ag Community and Wildlife	0.72%	0.53%	0.93%	1.16%	0.54%
Where to hunt	0.70%	0.40%	0.48%	0.79%	1.03%
Hunter education	0.58%	0.25%	0.37%	0.79%	0.89%
Specialty Access-Disability	0.54%	0.29%	0.95%	0.78%	0.41%
Maps	0.50%	0.38%	0.65%	0.64%	0.48%
Where to fish	0.48%	0.33%	1.02%	0.72%	0.22%
Check the Laws and regulations	0.52%	0.29%	0.40%	0.58%	0.76%
Career paths and opportunities	0.42%	0.30%	0.60%	0.54%	0.36%

1% = 76,000 page views

Customer-centered desktop



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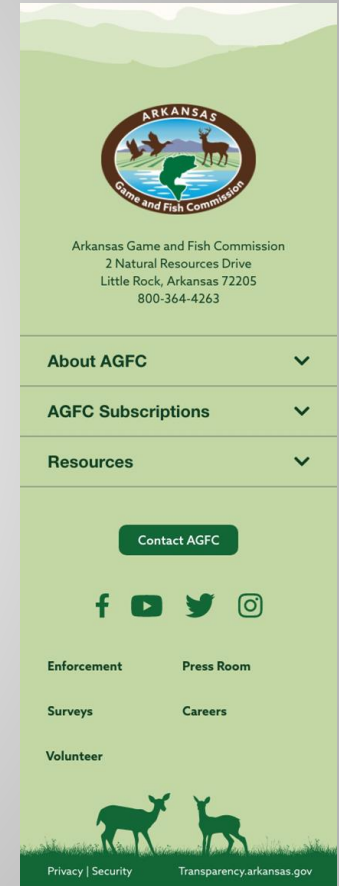
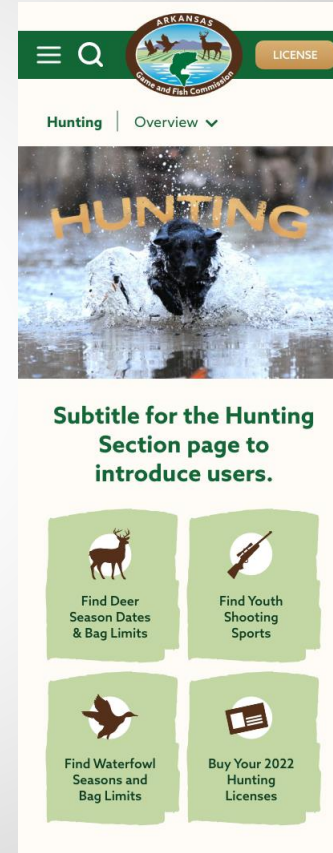
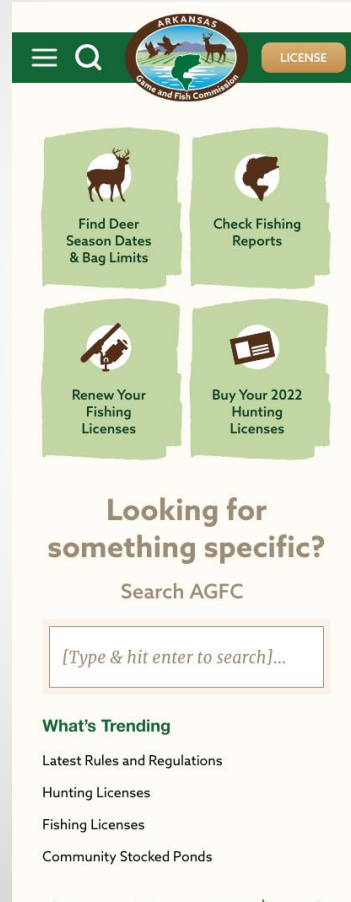
[Hunting Licenses](#)

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[Community Stocks](#)

Customer-centered mobile

83% of AGFC website traffic in 2021 was on mobile devices

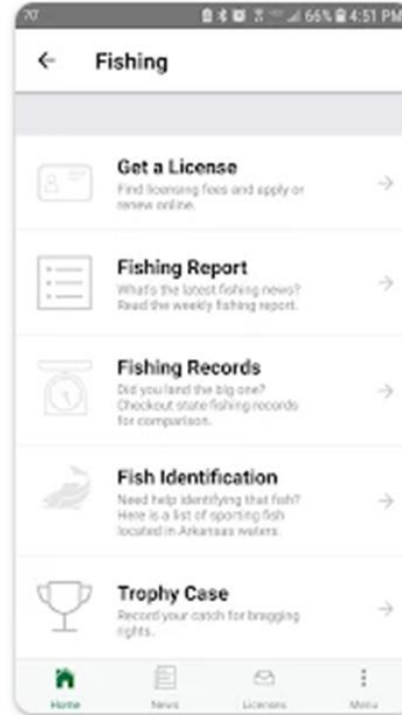


Customer-centered app

Current



Update





Thank You!

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