

Customer Experience Expectations

The role of the Service Provider & the Regulator

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Focus for discussion

- 01** How does service experience impact satisfaction?
- 02** How does poor service experience make you feel towards the provider?
- 03** How are service expectations set?
- 04** What role do industry regulators play?

Time for a quick game

Please arrange yourselves into four teams by joining one of the four WSUP facilitators.

Reflections

- Each example came from a different sector, but do you see commonalities in the frustrations that arose in each scenario? (see handout)
- Do you feel your feelings were justified?
- How do you know to expect better from these service providers?

Key take-aways

- 01** Service expectations are not always sector driven.
- 02** Regulators empower customers to hold providers to minimum standards.
- 03** Regulators and service providers must manage expectations together.
- 04** Service experience is key to positive perceptions of value.