



EFFORTLESS EXCELLENCE
SIMPLY SUCCESSFUL

"Effortless Excellence is the next milestone in our customer journey"

UK CSI CUSTOMER EFFORT STUDY

2016
23rd

2019
4th

CUSTOMER INNOVATION OF THE YEAR AWARD 2018 FINALIST

**+13.5k
EMPLOYEES
TRAINED**

The Challenge

Following the UK CSI report in July 2016, BMW found they had significant room for improvement in their customer effort scores. The organisation subsequently focused its customer strategy on being easy to do business with, under the banner of "Simply Successful."





The Solution

Simply Successful was aimed at reducing complexity for employees and customers to improve customer experience. Moving away from CX scores alone as a measurement tool, the new focus was on customer verbatim trends. In 2017, this strategy was coupled with Effortless Excellence, a Retailer training programme co-developed by our team and BMW Group UK. It was an opportunity to shift mind-sets and empower their people to provide a more personalised and differentiated human to human experience, and be easy to do business with.

The Approach

The programme was rolled out to 13,000 employees across 148 Group UK Retailers - the largest reach of any BMW customer experience training programmes since 2009. Designed by our team and co-delivered by the Group's Training Academy, all employee events had content that included a Voice from the Top film which brought to life the C-Suite vision of what 'ease of business' meant to them. Also, real life stories as filmed scenarios, provided by the BMW Groups UK online community were produced.

The Heads of Business and Department Managers leadership event was an opportunity for them to evaluate key themes and employee feedback from the employee events and develop an action plan to drive meaningful customer improvements.

The success of the retailer programme resulted in bespoke Effortless Excellence programmes being rolled out to all BMW Group UK head office employees throughout 2017-2019.

Participant Feedback

"The business is very supportive of this initiative and the management session really recognised the need to reflect on how they manage the pressure for targets whilst maintaining a more human approach."

"Feedback on EE has been very positive and it appealed to everyone. Nice to have a programme that works for admin / accounts, etc... Helped everyone to understand our Voice of Customer ratings."

