

MultiChoice Pty Ltd. CX Innovation Award Nomination

Innovation Title

#ninety-nine

Describe the Innovation: Why and What was the idea that this organization was trying to change or create to bring value or resolution to a customer's pain point?

About 2 years ago, MultiChoice started the journey of shifting from a product focused organization to a fully customer centered organization. One of the first and biggest changes was re-organizing all the customer facing teams into a single business unit with a single customer centric objective - delivering an effortless experience. To foster unity of purpose in the new Customer Group, we commissioned #ninety-nine.

Describe how this organization did things differently as part of identifying, testing and implementing the idea considering the following:

·Methodologies and tools used

At the center of the #ninety-nine campaign are the following 3 premises:

1. As customers every day, our people know how important customer experience is. A campaign to reinforce this idea is redundant and wasteful.
2. We have passionate and competent people who only want the opportunity to solve customer problems.
3. The best solutions to our most difficult problems are in the minds and hearts of our people.

Describe how innovative the idea or solution is considering the following:

·How unique or different the idea or solution is across the industry

·How has it advanced CX and awakened others inspiration and interest in CX?

When organizations seek to change culture, the interventions they carefully craft messaging, plan activities in detail and reward behaviors they seek to effect the change in culture they want. #ninety-nine is different. Our message was the Voice of Customer, we relied on our people to get the work done, there were no upfront rewards and our CEO and his team, actively demonstrated the behaviors were sought.

Describe the benefits achieved and/or CX improvement of the innovation considering the following:

·What factors were used to quantify and measure the improvement success?

·What impact did the product or service have on the customer and how was this measured?

·What impact did the product or service have on the employees, and how was this measured?

·As a result of the innovation how did it change the business operating norms?

As a campaign, #ninety-nine is the perfect measurable campaign - you start with 99 problems and at the end, how many did you solve. The campaign itself performed much better than we expected, with all 99 problems solved. We 10X oversubscribed (996 people volunteered to solve only 99 problems) - 28% of our workforce engaged with the campaign. We tracked our more traditional customer measures (SLA, CSAT, NPS, Churn et al) over the same period and were able to report the best customer year at the end of the financial year.

Please describe the 'before' and 'after' success metrics that were used to determine this newly innovative approach was successful:

In addition to the campaign results and improved customer measures, we are particularly impressed with some of the solutions our people developed - we're the first PayTV operator in the world to offer content recovery as an option for faulty DVR's, a simple icon on program info to help hard of hearing viewers to find shows with sub-titles and a simple contact card delivered to a customer's mobile phone with the personalized info they need to use self-service.

Which types of work is the innovation focused on? (select all that apply):

-Customer-Centric Culture