

# The viewpoint of a customer communications activist

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# Are You Clear About What You Want To Achieve?

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- Objectives
- Standards
- Customer Outcomes

# Objectives

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- Help set customer expectations and keep customers informed
- Help customers consider taking action when appropriate
- Provide communications we can reasonably expect customers to understand
- Build and enhance our reputation with customers
- Support the marketing of our propositions

# Do You Know What You Currently Do?

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- Numbers
- Quality
- Automation
- Response Handling

# Do You Know What Your Customers Need And Want?

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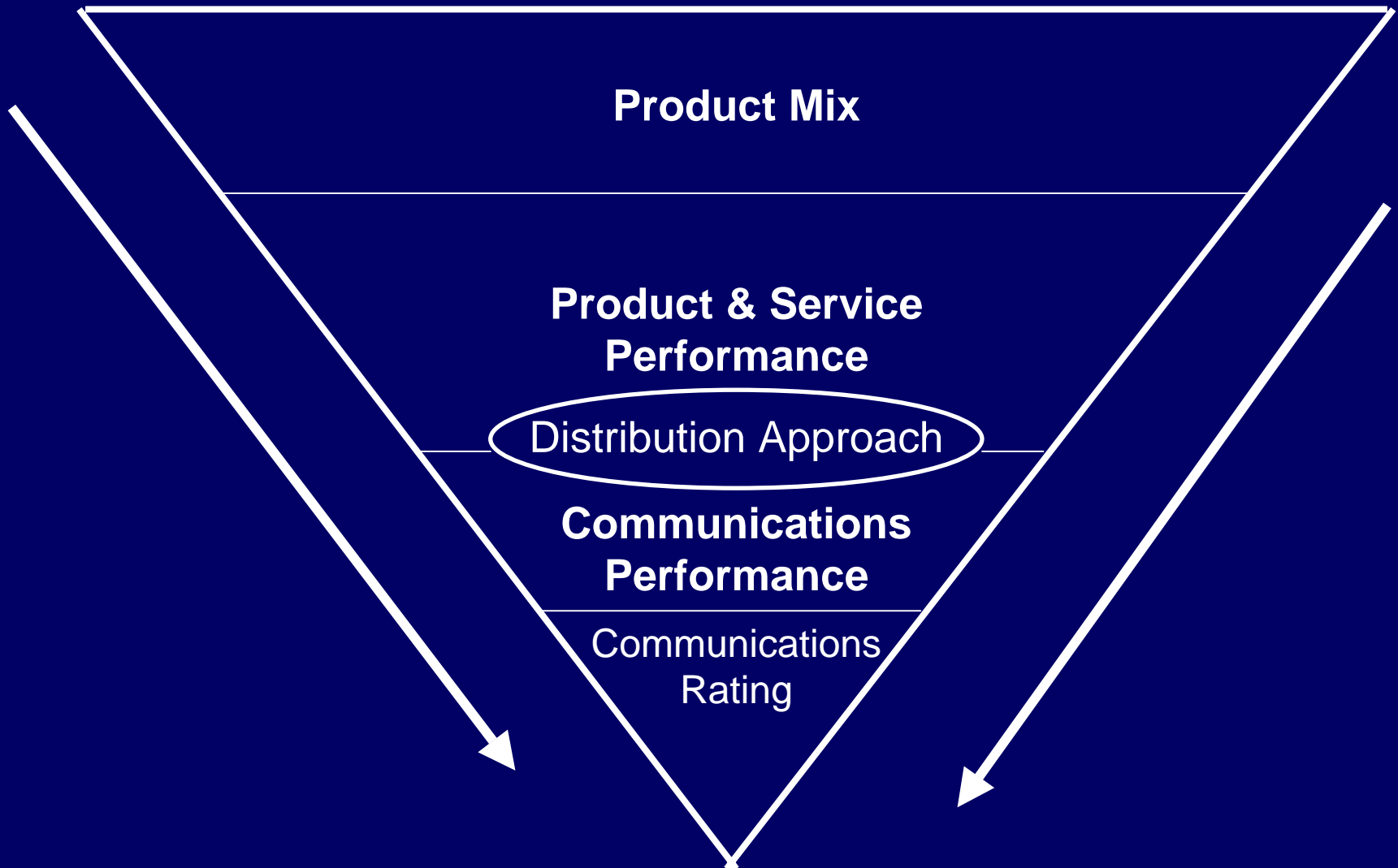
- Research
- Service Feedback
- Guidance (including Good Practice Guides)
- Complaints Analysis

# How Do You Measure Your Performance?

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- Frequency
- Relevance
- Clarity
- Call to action

# Customer Communications – Measuring Performance



# Customer Communications – Measuring Performance

