



Consumer Experience Survey

Slutbruger tilfredshedsmålinger bliver konkrete handlinger

DFM Årskonference

29. januar 2015

Agenda

1 *Nordea Group Workplace Management strategi*

2 *Baggrund*

3 *Konceptet - Work Journey Touch Points*

4 *Rapportering - Consumer Experience Survey via Insight@ISS*

5 *Handling - Consumer Experience Survey*





Ambition

To develop and provide modern facilities and exceed end-user expectations to our services – hereby fully supporting Nordea's *Relationship Banking* activities.



Activity Based Workplaces - ABW



SERVICE DELIVERY

Cleaning

Soft
Service

Security

Catering

Technique

Visionary
Proactive
Crossborder
Projects
Project
Management

CONSUMER FOCUS

Arriving
at work

Entering
the building

Being in the
building

Getting
hot drinks

Working at
your desk

Going for
lunch

Having
meetings,
conferences,
events

Receiving &
sending mail
& packages

Leaving
work

Work journey

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Baggrund

Formål

At overgå Nordea medarbejdernes forventninger til de services de oplever på arbejdspladsen:

- Samarbejdets primære KPI er relateret til medarbejdernes oplevede tilfredshed med Facility Services
- Service leverancen er bygget op omkring en *Output* baseret løsning

Touch Points

På en gennemsnitsdag har medarbejderen 9 *Work Journey Touch Points*:

CONSUMER FOCUS



Work journey



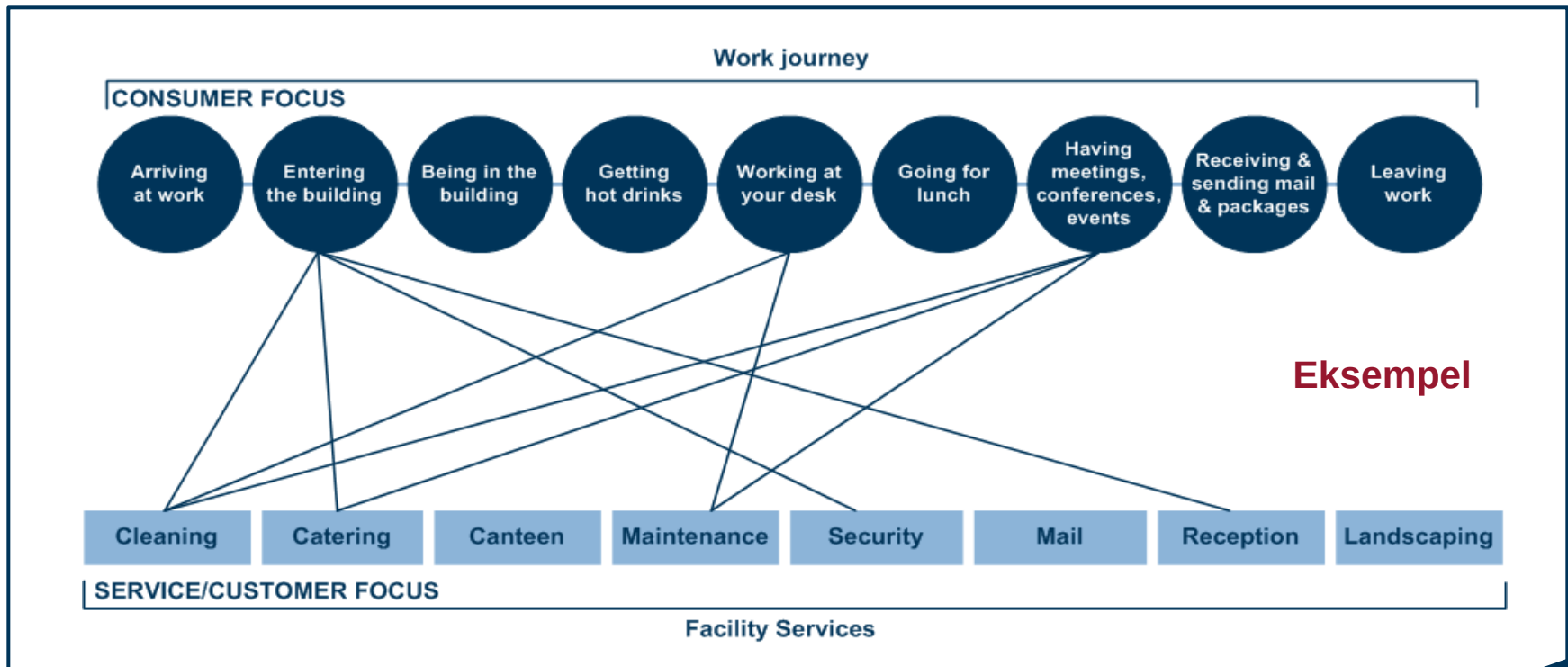
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Konceptet

Work Journey Touch Points

- Tilfredshedsundersøgelsen er opbygget så den afspejler de *Touch Points* medarbejderen oplever i deres dagligdag
- Forskellige serviceleverancer influerer på medarbejdernes oplevelse hvilket er indarbejdet i undersøgelsen



Konceptet

Consumer Experience Survey (CXS)

Q

Qualifying question

S

Survey question

F

Free text field

I

Importance question

1

GOING FOR LUNCH



Q4	Do you eat the food served/offered in the canteen?		Yes
			No
			No canteen on site

F6	Why do you not eat the food served/offered in the canteen?	
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How satisfied are you with:		Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	I don't know/not applicable
S19	The presentation of the food?						
S20	The tastiness of the food?						
S21	The variety of the food?						
S22	The service-mindedness of the canteen staff i.e. their attitude, responsiveness, efficiency?						

Please feel free to elaborate:

F7	
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2

IMPORTANCE

How important are the following services to you?		Very unimportant	Unimportant	Neither important nor unimportant	Important	Very important	I don't know/not applicable
I1	Exterior grounds & landscaping						
I2	Reception						
I3	Cleaning						
I4	Hot drink machine						



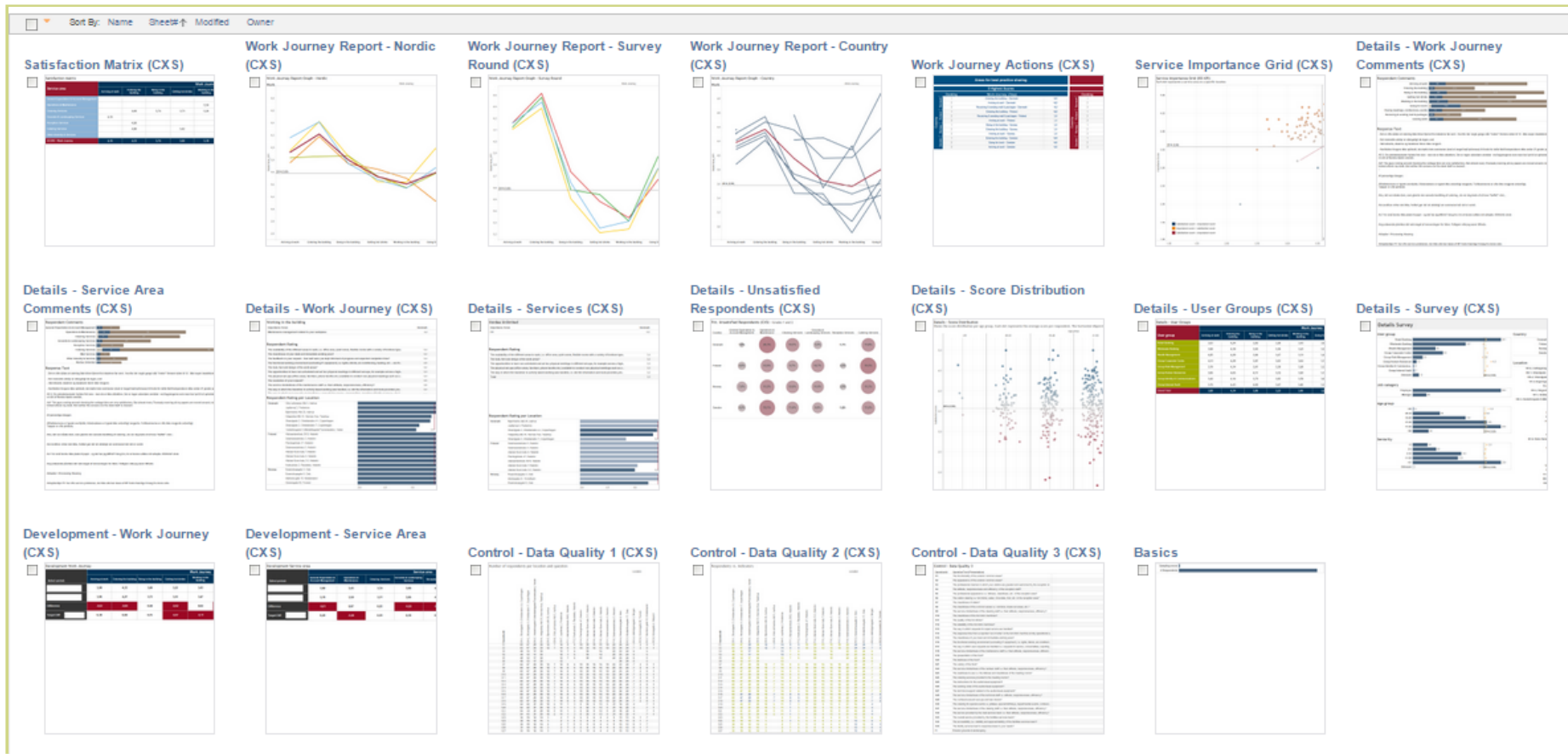
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Rapportering

Insight@ISS

- Insight@ISS tilbyder 6 primære dashboards for at give overblik, samt 14 supporterende dashboards som giver et mere detaljeret indblik.



Rapportering

Satisfaction Matrix

- Matrix strukturen giver indblik i resultatet for det enkelte Touch Point i relation til service områderne

Satisfaction Matrix (CXS)									
Satisfaction Matrix									
Service area	Work Journey								SCORE Service Area
	Arriving at work	Entering the building	Being in the building	Getting hot drinks	Working in the building	Going for lunch	Having meetings, conferences, events	Leaving work	
General Expectation & Account Management								3,93	3,93
Operations & Maintenance					3,54				3,54
Cleaning Services		4,49	3,74	3,71	3,24		3,85		3,81
Grounds & Landscaping Services	4,15								4,15
Reception Services		4,50							4,50
Catering Services		4,00		3,42		3,67	3,94		3,76
Other Amenity & Services							3,64		3,64
SCORE - Work Journey	4,15	4,33	3,74	3,56	3,39	3,67	3,81	3,93	3,84

Survey round
 2014-Q3
 Indicator
 ISS (KPI)
 Country
 Denmark
 Location
 (All)
 User group
 (All)

KPI score

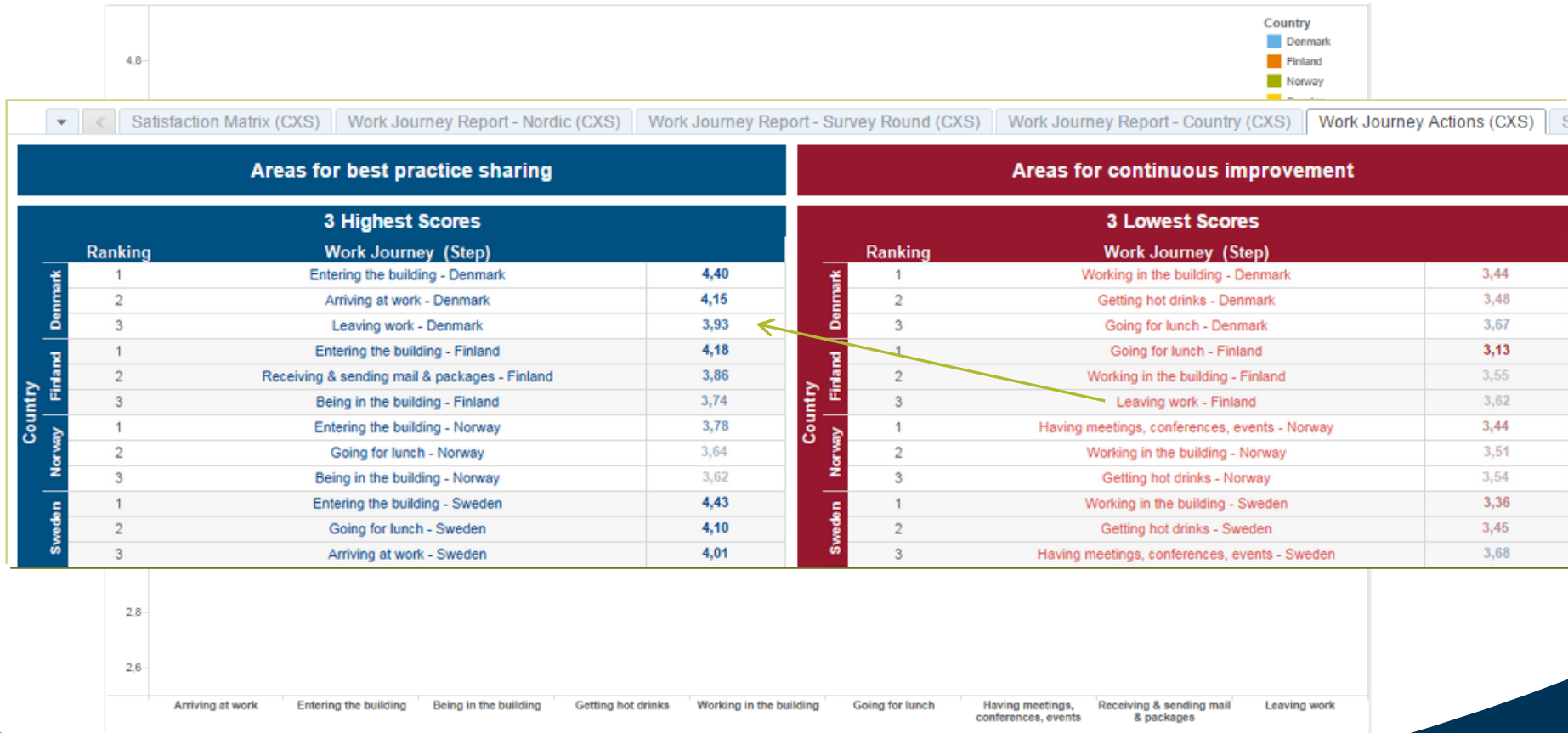
Filtre gør det muligt at forfine data udtrækket



Rapportering

Country Performance - Overview

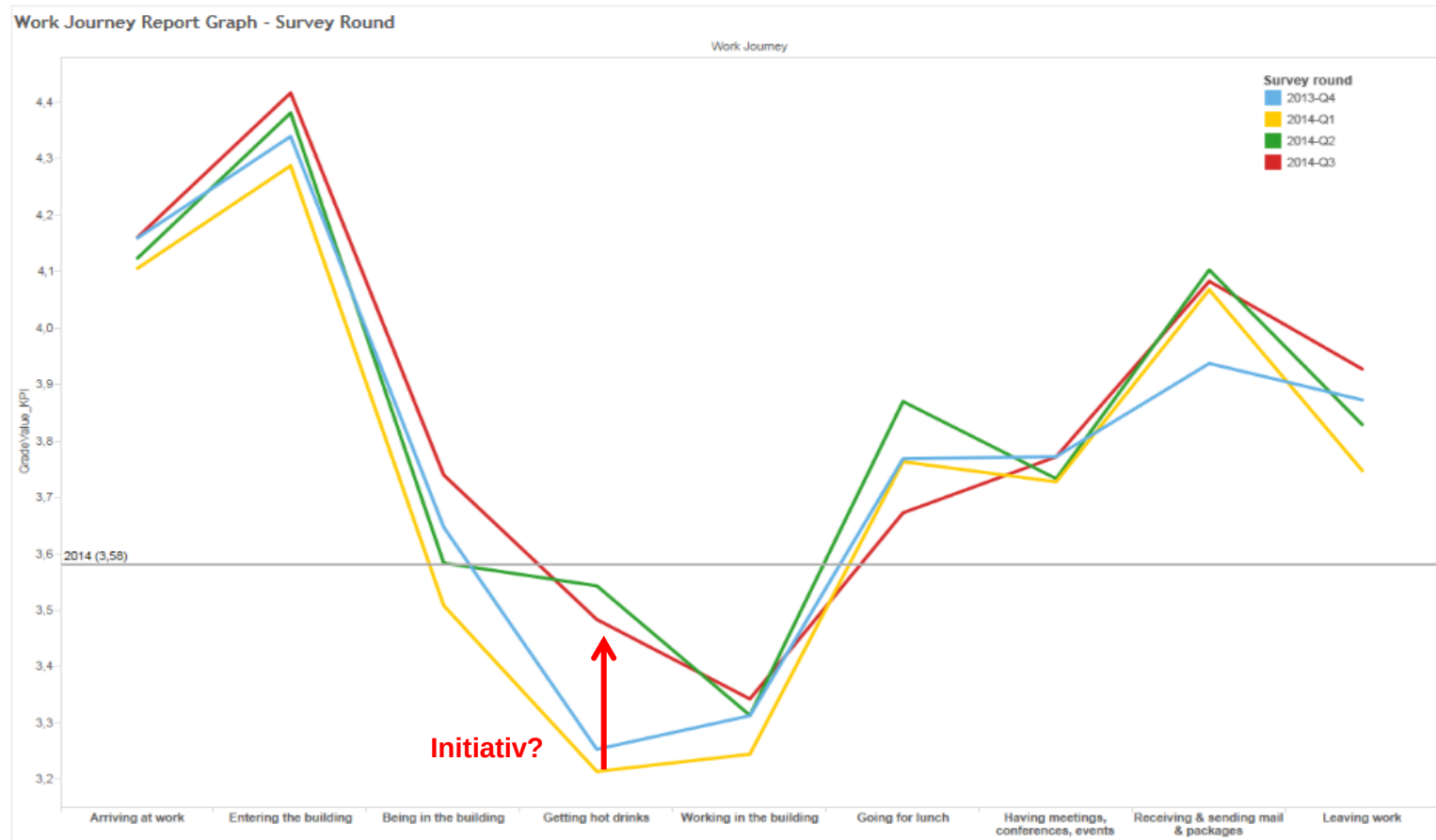
- Sammenligning mellem lande, med muligheden for vidensdeling
- Skal ressourcer fordeles anderledes mellem de forskellige *Touch Points*?



Rapportering

Survey Round

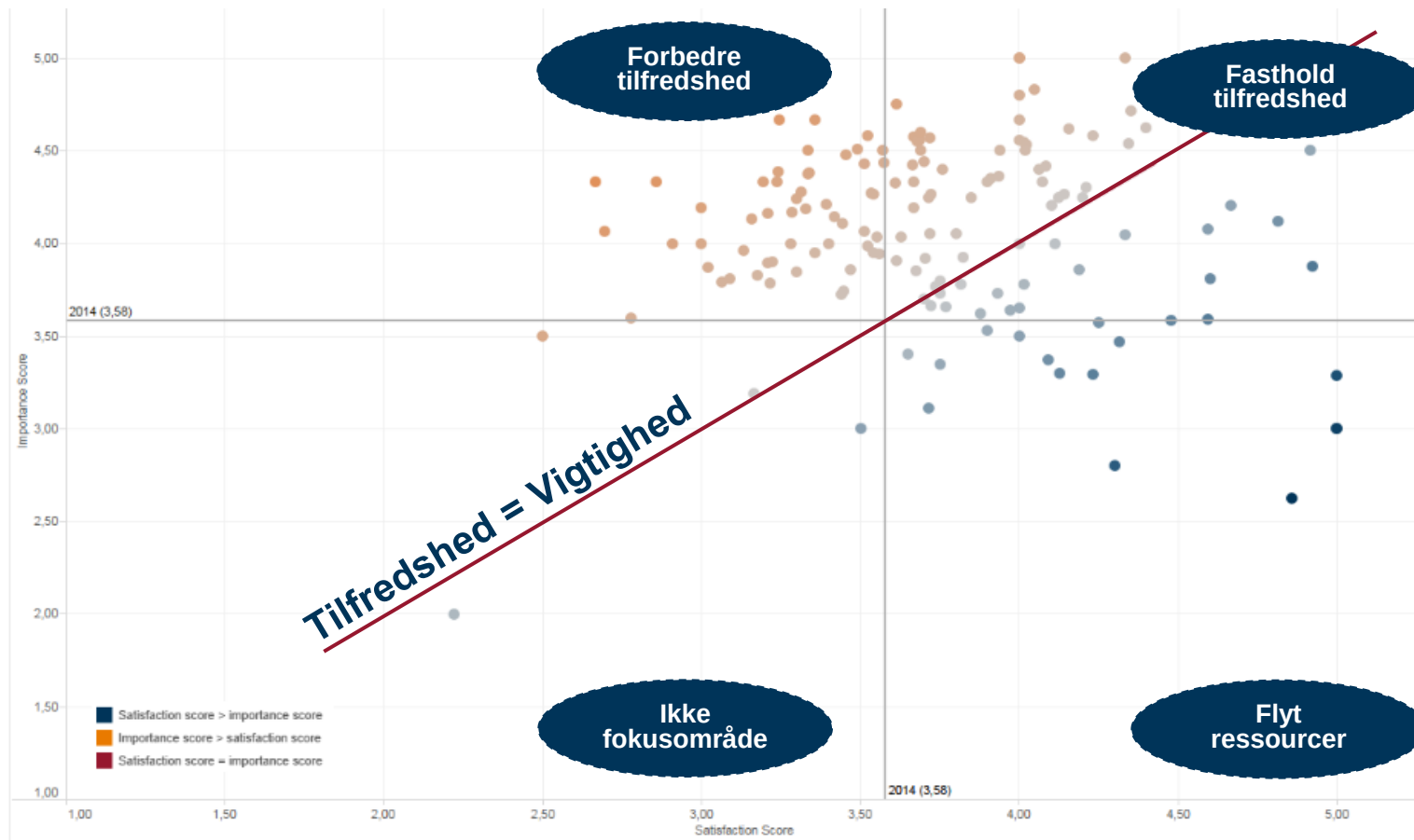
- Målinger over tid, giver mulighed for at validere effekten af initiativer relateret til de enkelte *Touch Points*



Rapportering

Service Importance Grid

- To-dimensional perspektiv på service tilfredshed og vigtighed giver et hurtigt indblik i hvor der skal prioriteres



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Handling

Consumer Experience Survey (CXS)

STEP 1 Dashboard Insight@ISS

Insight@ISS levere FAKTA:

- Dybere forståelse for behov
- Identificere forskellen mellem hvor vi er, og hvor vi skal være

STEP 2 TEAM insight

Resultaterne fra CXS kan ikke stå alene. Kendskabet fra det lokale team er nødvendigt for at:

- Analysere og forklare baggrunde for scoren, lave såvel som høj
- Forståelse for kommentarer og deres implikationer

STEP 3 CXS action plan

Identificering af fokusområder der udmønter sig i:

- Konkrete handlingsplaner
- Opfølgning via næste CXS

STEP 4 Kommunikation

Alle handlinger kommunikeres til medarbejderne for at:

- Synliggøre engagement
- Anerkende resultater
- Oplyse hvilke handlinger der foretages



Handler

Eksempler fra virkeligheden

Getting
hot drinks

Dette To

•Udskift

•Implem

Resulte

Being in the
building

En lokal

•Omfor

der lå la

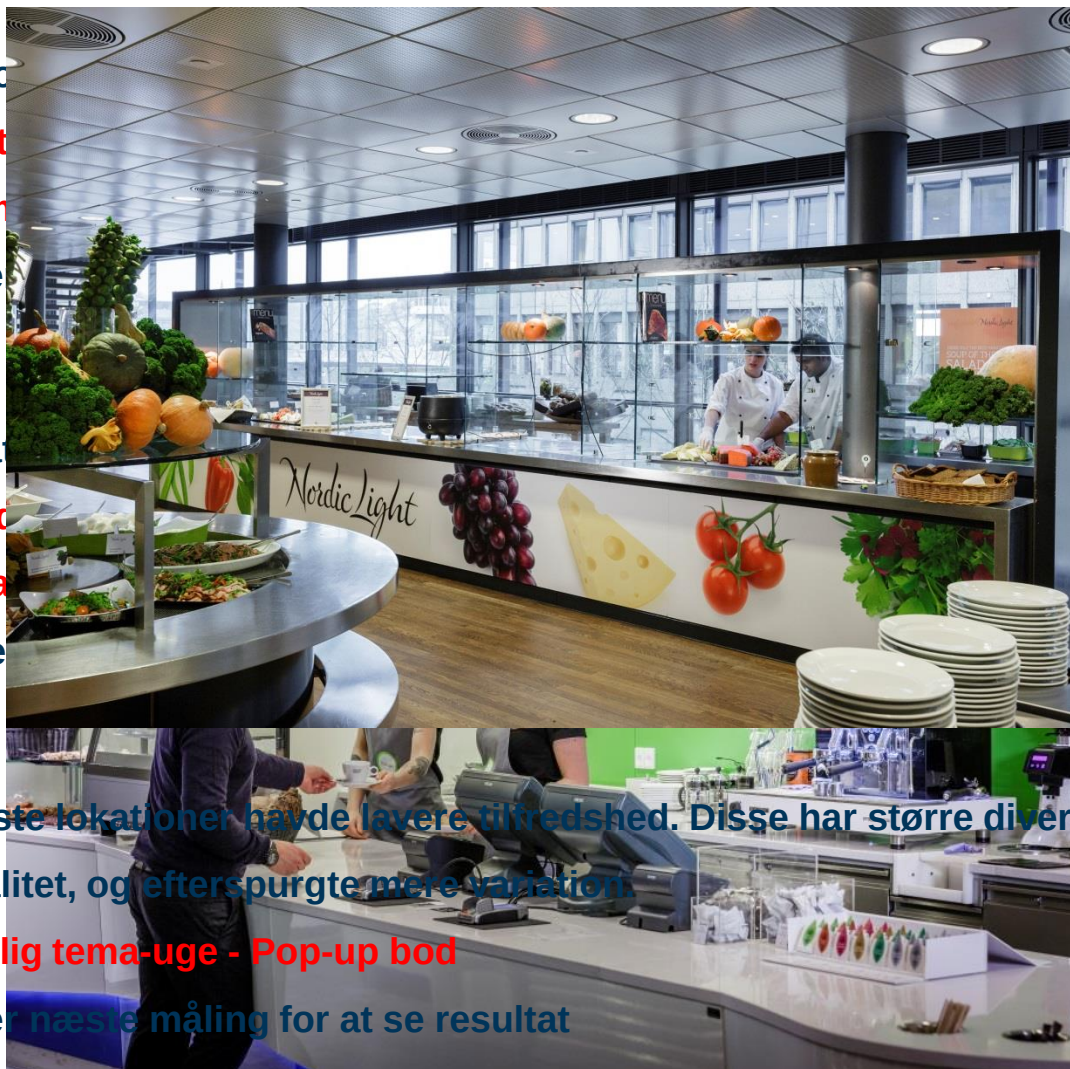
Det efte

Going for
lunch

To største lokationer havde lavere tilfredshed. Disse har større diversitet i nationalitet, og efterspurgte mere variation.

•Månedlig tema-uge - Pop-up bod

Afventer næste måling for at se resultat



e.

ed andre.

e til det område



Spørgsmål

