

CASE STUDY

Providing Essential Experiences by Putting Customers First with New Zealand Post

Consumer survey
responses +385%

Business survey
responses +120%

Parcel delivery
NPS +118%

85% top box rating
for specialists

No one could have predicted that 98% of retail stores would shut down in the wake of the COVID-19 pandemic. Whilst many industries have had to temporarily shut down and send employees into isolation, essential services workers have experienced quite the opposite. Frontline staff for essential services saw their workloads double, sometimes triple, and these employees were expected to adapt to their new reality overnight.

New Zealand (NZ) Post is one of these essential services. The business' employees are currently working overtime to deliver food, medical supplies and other necessities to New Zealanders isolating in their homes.

Trish Roberts is a Voice of Customer Programme Manager for NZ Post. As a customer experience (CX) professional, her role typically involves empowering the business to collect and analyse customer feedback. She and her team

help plug the gaps and discover the opportunities required for keeping customers happy, which is a key priority for NZ Post. Getting this formula right means that the business is more likely to keep customers engaged, reduce customer churn and make a positive impact to their bottom line.

Below Trish describes how the New Zealand community has rallied around NZ Post to support frontline employees—the true heroes of COVID-19.

NZ Post Embraced a Comprehensive Listening Program

In 2018, NZ Post teamed up InMoment, formerly MaritzCX to launch its Voice of Customer program. From the outset, the VoC team focused on the key moments of truth for its customers and employees. After embedding the program, the business could see from its customer feedback the high quality of work coming from its employees, and knew this would be a key differentiator in their market.

COVID-19 Catapulted the Program in a Positive Direction

In a matter of days, the community-wide lockdown presented unique challenges to NZ Post's Voice of the Customer program. The team has had to quickly collect and analyse customer feedback to understand what's important to its customers and partners. When the pandemic set in, NZ Post became overwhelmed with feedback and survey engagement across the business and acted quickly to reprioritise programs in the pipeline as they faced capacity challenges.

In order to distribute feedback to stakeholders as quickly as possible, Trish and her team have depended on the platform's alerting capability, the Salesforce integration tool, and InMoment's Customer Success team.

“We’re really thankful for the agile way in which our account manager at InMoment has supported us as we’ve swiftly changed our focus. Alerts go out to our senior leadership and are regularly shared wider, and Salesforce case creation has meant that we get full transparency and the specialist can review the feedback and thank the respondent personally.”

Survey responses have been overwhelmingly positive. Every single day the business receives hundreds of comments as consumers go out of their way to let the business know that its frontline staff are going above and beyond to deliver support.

“Everyone at NZ Post is so helpful and the service is absolutely great. Never had an issue! I am a very happy customer. Keep up the good work. Michelle definitely went the extra mile and she has been very patient with me while learning how the system works.”

NEW ZEALAND POST CUSTOMER FEEDBACK EXAMPLE

To celebrate employees, NZ Post has started printing posters of the feedback and creating ‘you’re a legend’ emails for the depot managers. CEO Dave Walsh started regularly using feedback directly from the platform to celebrate couriers by name and congratulate them on the extraordinary effort they were putting in to safely deliver packages to the entire community. Whilst NZ Post has always seen positive scores for its parcel delivery program, the business has seen the number of responses increase by 385% and overall NPS is up 26 points since February (118%). For onboarding new customers, NZ Post has seen three times the average number of responses and the number of promoters has quadrupled.





Superb effort delivered overnight despite Covid 19 restrictions. Please pass on my appreciation for the enormous effort I know Satinderpal is doing by working hard and long hours —a huge THANK YOU. Please thank him for his huge effort”

NEW ZEALAND POST CUSTOMER FEEDBACK EXAMPLE

What’s next after COVID?

Over the next few months, NZ Post will be focusing on demonstrating experience management ROI back to its key stakeholders. As with many ANZ brands who head into economic recovery, NZ Post will be looking for those proof points around how to leverage their program to reduce cost around the business, reduce pain points for customers and make it easier for people to see feedback and adjust quickly. The VoC team plans to work with the wider business on stronger governance and ownership of the program to ensure the whole business is maximising the value of its experience management program.

The onset of COVID-19 has forced businesses around the world to reevaluate what is important at a fundamental level. NZ Post has been challenged to think about how to evolve its CX program, and has realised it’s more important than ever before to listen to all customer feedback, whether positive or negative, and continue reassessing business priorities to reflect these comments. NZ Post is looking forward to bouncing back from COVID-19 bigger and better than ever, with a renewed focus on supporting every customer and employee to the best of their ability.

“We’re really appreciative of the way that New Zealanders have rallied behind their local couriers and specialists so that we can continue to partner with them, not only during this tough time, but in the future as well.”

TRISH ROBERTS, VOICE OF CUSTOMER PROGRAMME MANAGER

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