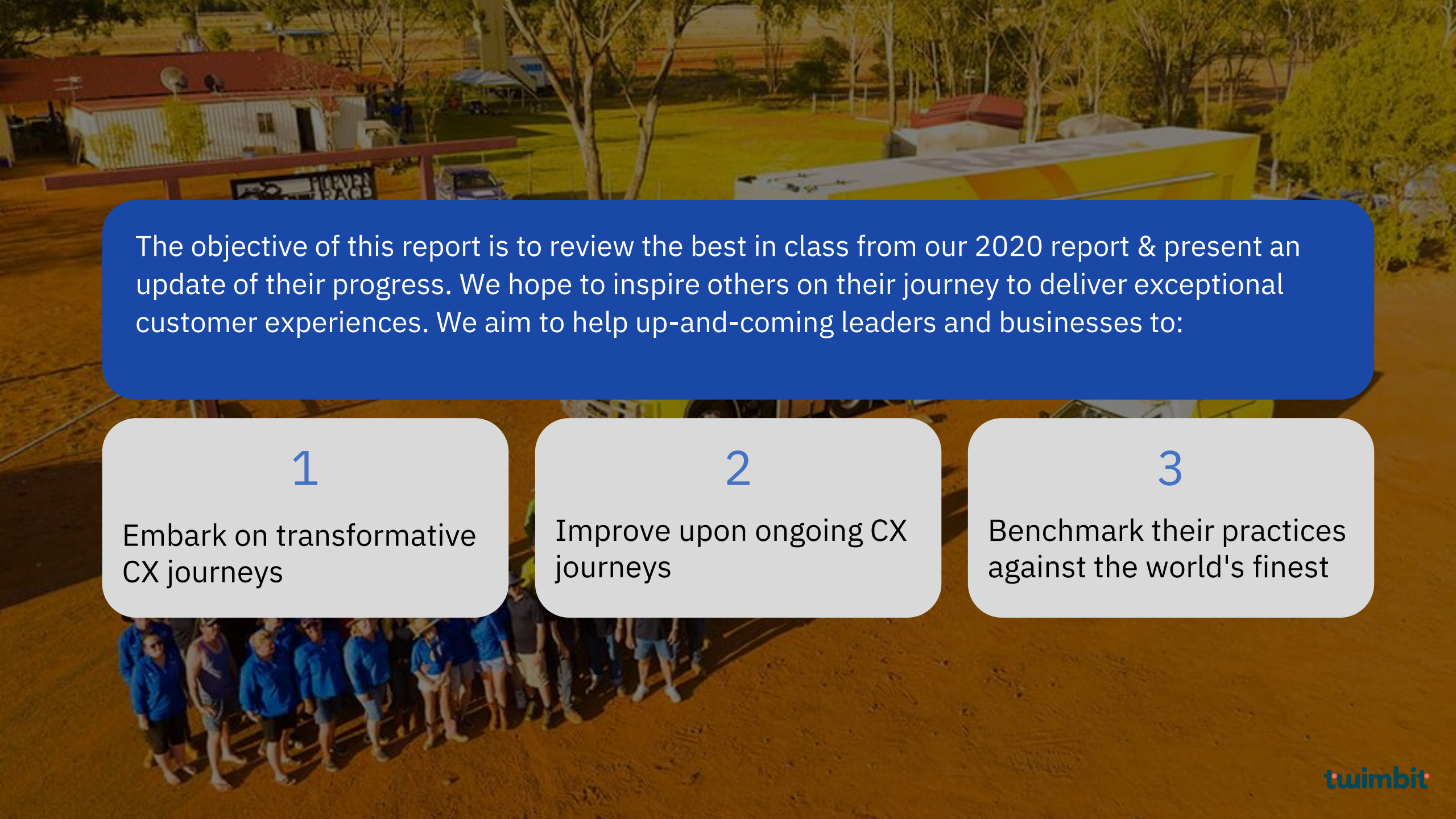


Realising memorable experiences with RACQ

Top 10 APAC companies to Ace Customer Experience (CX)

An aerial photograph of a rural campsite. In the background, there's a yellow building with a corrugated metal roof. To the left, a group of people, mostly wearing blue shirts, are standing in a line on a dirt path. The area is surrounded by trees and a grassy field. A blue semi-transparent box with white text is overlaid on the image.

The objective of this report is to review the best in class from our 2020 report & present an update of their progress. We hope to inspire others on their journey to deliver exceptional customer experiences. We aim to help up-and-coming leaders and businesses to:

1

Embark on transformative CX journeys

2

Improve upon ongoing CX journeys

3

Benchmark their practices against the world's finest

How did we decide on the Top 10?

4-step approach



Identify



Benchmark



Analyse



Select

13

Markets

<1000

Companies

4

Pillars

19

Parameters

twimbit CX Framework

Digital experience



- Omni-channel
- Personalization
- Digital Excellence
- Mobile Application
- Security & Privacy

Customer service



- Contact Center
- In-store Experience
- Diversity & Inclusion in Service
- Network Experience
- Customer Engagement

Employee experience



- Learning & Development
- Compensation & Benefits
- Culture
- Employee Empowerment
- Leadership Accessibility

Brand experience



- CX Vision
- Company Branding
- Social Welfare
- Brand Ranking

Top 10 APAC companies to ace CX

In alphabetical order

Alibaba

Changi Airport

Coupang

DBS Bank

Haidilao

Ping An

RACQ Insurance

Singapore Airlines

The Oberoi Group

The Taj Hotels

To read more about Twimbit's Top 10 APAC companies to ace CX, please visit <https://twimbit.com/customer-experience/top-10-apac-companies-to-ace-cx>



1.

Royal Automobile Club of Queensland

Assistance for life



David Carter
CEO



Providing exceptional service and delivering value to our members is at the heart of everything we do. We're always looking for ways to improve the experience for our members, whether it is through innovative digital solutions or personal interactions with our team.

Top Initiatives

Leading customer programs across the 4 pillars



Digital experience



Enhance customer experience through streamlined processes and personalization.

Customer service



Improve current channels through tech while initiating new touchpoints to enhance the customer journey.

Employee experience



Generate a positive workplace culture by upskilling and encouraging staff to deliver exceptional experiences.

Brand experience



Prioritise community engagement & social responsibility to build a trusting ownership in service regions.

1.1 Centralising data to enable personalised experiences



RACQ launched a customer data platform (CDP) to enhance customers' digital experience.

The CDP collects and centralises customer data from sources like:

- Website
- Mobile app
- Call centers
- Point-of-sale system

Understand customer needs, deliver personalised experiences, increases customer satisfaction and **reduce dispatch service by 35%** across all channels with analytics and machine learning algorithms.

RACQ further improved its mobile app portfolio with a focus on user experience. With features such as push notifications and in-app messaging to keep customers informed and engaged, their mobile apps recorded a 70% increase in usage over the past year.



1.2 Digitising touchpoints on the customer journey



RACQ's online booking system has transformed the way members book appointments.

- Real-time Updates: receive real-time updates and notifications throughout the repair process. Members can track repair statuses, view estimated completion times, and receive notifications when their vehicle is ready for pickup.
- The system has improved the overall experience by reducing wait times, providing transparency, and improving communication



Online booking system

Book inspection
through the RACQ
app or website

Input
vehicle
details

Select
service
time

Pay for
service

Drop vehicle off
for inspection

Receive report &
estimated
completion times

Pickup vehicle
when it is ready

Track repair statuses and receive
notifications throughout the process

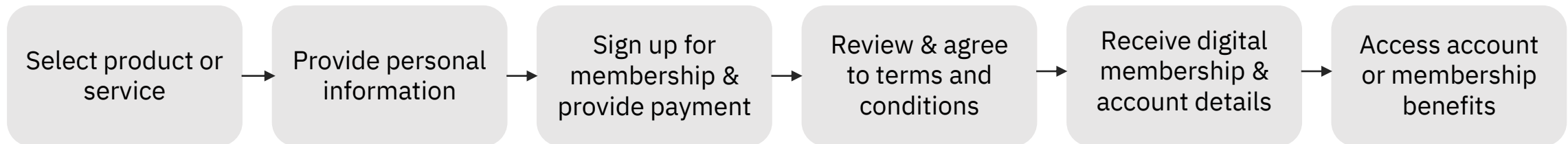
1.2 Digitising touchpoints on the customer journey

RACQ's digital onboarding process makes joining RACQ more convenient & accessible.

- **Convenient Sign-Up Process:** The digital onboarding process has made it more convenient for customers to sign up for membership, reducing the need to visit a physical branch.
- **Digital Membership Cards:** new members receive their digital membership card, allowing them to start using their membership benefits right away. This eliminates the need to wait for a physical card to arrive.



RACQ Digital Onboarding Process



2.1 Reinventing customer channels to improve effectiveness

RACQ's digital membership provides a centralised online platform & mobile app for members to access their benefits & services conveniently. The digital membership enhances the customer experience by providing a streamlined & user-friendly approach.



Services



Roadside
assistance



Fair Fuel
Finder



Digital
Wallet



Discounts



Car Battery
Replacement



Car
Insurance



Car
Brokerage

Benefits



Dining
Discounts



Movies
Discounts



Travel
Discounts

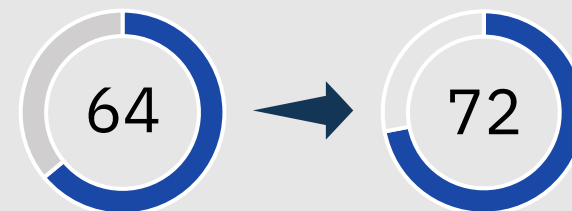


Shopping
Discounts

2.1 Reinventing customer channels to improve effectiveness

RACQ has improved their contact center by digitally enhancing existing channels and introducing new channels for customer service & support.

These improvements aim to provide customers with more options for accessing assistance and support reducing the communication wait time to **request for roadside assistance to just 45 seconds.**



A 12.5% improvement in NPS score since 2020.

Dedicated customer service representatives go above and beyond to ensure that RACQ members are satisfied resulting in:

91% of complaints from these channels **resolved** within 30 days.

34% of conversations that ***started negative finished positive.***

46% of conversations that ***started neutral finished positive.***

3.1 Building a culture of development and recognition



Professional development opportunities:

Leadership development, mentorship, and e-learning courses offered and financed by RACQ.



Flexible work arrangements:

Employees can work from home or utilise job-sharing to accommodate their needs.



Employee wellness programs:

Staff offered health programs including vaccinations, a wellness portal, & promoting healthy eating.



Employee feedback mechanisms:

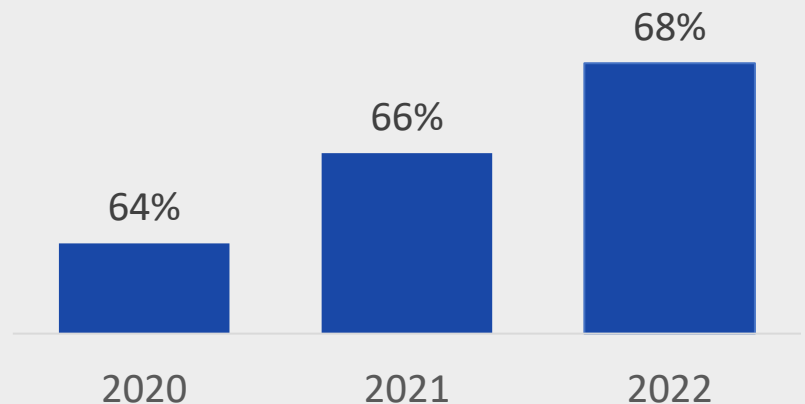
Surveys and focus groups are conducted for staff to learn from experiences and areas for improvement.

Recognition of Employees' Efforts:

RACQ Spirit Awards: Employee to employee recognition based on principles.

RACQ Blue Ribbon: Company to employee recognition based on outstanding customer service.

Overall employee engagement score



4.1 More than a roadside campaign

The "More Than Roadside" campaign positions RACQ as a trusted and reliable partner for its members, offering a variety of services and perks to meet their motoring, travel, and lifestyle needs such as:

**Roadside Assistance:**

Members receive 24/7 roadside assistance for breakdowns, flat battery, flat tire & more.

**Finance:**

Members can get personal, car & house loans along with other financial needs.

**Insurance:**

RACQ offers car, house, travel & pet insurance.

**Travel Services:**

Members can book lodging, insurance & cars.



Canstar Award for Most Satisfied Customers for the 5th year in a row.



Claimed 20 Mozo Awards from different products in the last 2 years.

The program raises awareness and comprehension of RACQ membership advantages among current and prospective members, proving that RACQ is more than just a roadside assistance company.

4.2 Giving back to the community

RACQ is committed to giving back to the community in various ways. From sponsoring road safety initiatives to providing financial support during disasters, RACQ champions the enhancement for the lives of Queenslanders.



Emergency response:

Running 24/7 emergency service and responds to natural disasters.



Sponsorships:

Supporting the Mater Foundation via the RACQ International Women's Day Fun Run raising < AUD 6 million since 2013.



Road safety program:

Programs to educate Queensland children about road safety and driver's education.

4.2 2022 Queensland floods



The 2022 flood was one of the costliest disasters in Australia's history. Displacing families, destroying properties, isolating communities with people tragically losing their lives.

A new 'Lodge on Behalf' program initiated helping flood victims exclusively lodge claims faster with RACQ.



50.3%
Home claims
finalised



97%
Home assessments
completed



94%
Motor claims
finalised



\$163.3m
Claims paid to
flood victims

In addition to modifying their business operations to ease the insurance claiming process for the victims. RACQ Foundation approved **\$2.1 million** worth of grants to groups impacted by the floods which hit Queensland.



Match up with **RACQ**

Place the end-user at the center of everything you do.

- **Invest in technology to improve:**

Reduce wait times and provide customers with quick, easy and personalized solutions through chatbots and online booking systems.

- **Put the customer at the centre of everything you do:**

Build trust and loyalty with your customers, increase your retention and generate valuable word-of-mouth marketing with a “member-focused strategy”, placing the customers’ needs before everything else.

- **Focus on timely and transparent communication:**

Nurture customer appreciation and value by ensuring your customers are always informed with all of your operations through a well built ‘Customer Promise’.

- **Train staff to improve communication and problem-solving skills:**

Develop a complaint handling process for employees to improve their communication and problem-solving skills, enabling more efficient and quick customer interactions on a frequent basis.

- **Build emotional connection with customers:**

Bridge an emotional connection with your customers and showcase your desire and commitment to help others in need through campaigns that make a positive high-value social impact on the world.

twimbit
be more



Insights



Immersions



Challenges

How can we help?

reachus@twimbit.com