



Spacehoppers and The Science of Resilience

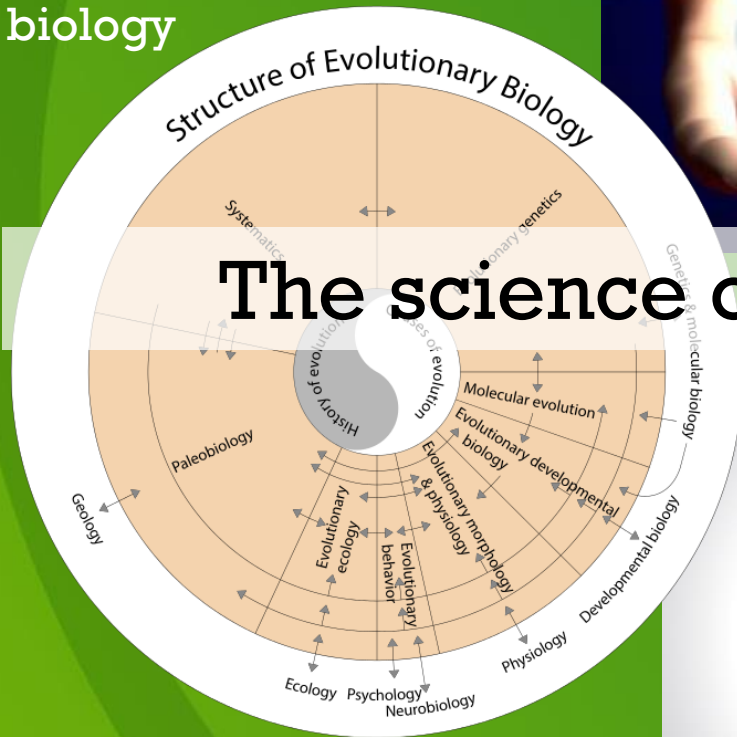
*How to improve employee
(and customer) experience*

Tim Routledge

Neurology

Physiology

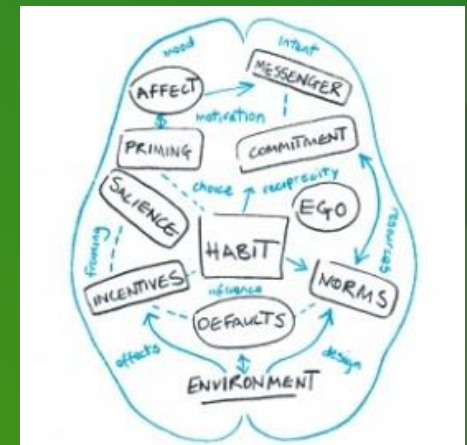
Evolutionary biology



The science of customer experience



Psychology



Behavioural economics



SAMSUNG
mobile

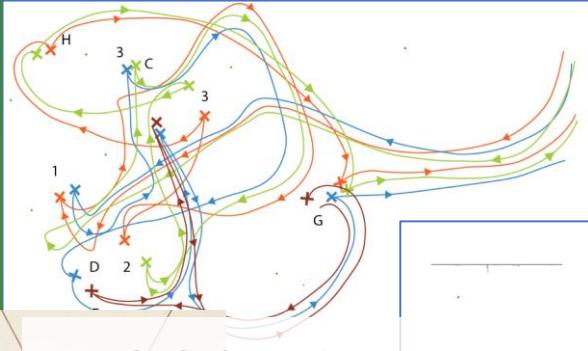


Carphone Warehouse

HONDA

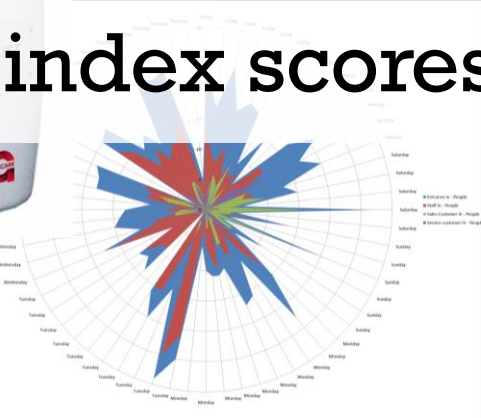
The Power of Dreams

Experience
Insight



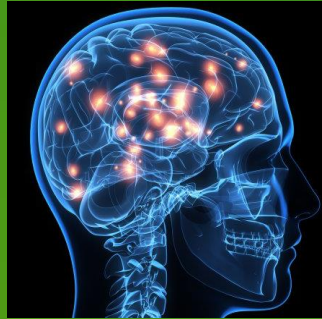
- 30% increase in sales
- Employee retention rates double the industry norm
- Profit per unit up by 12%
- 16% increase in customer satisfaction index scores

HYPOTHESIS





It's all about Tripping Points®

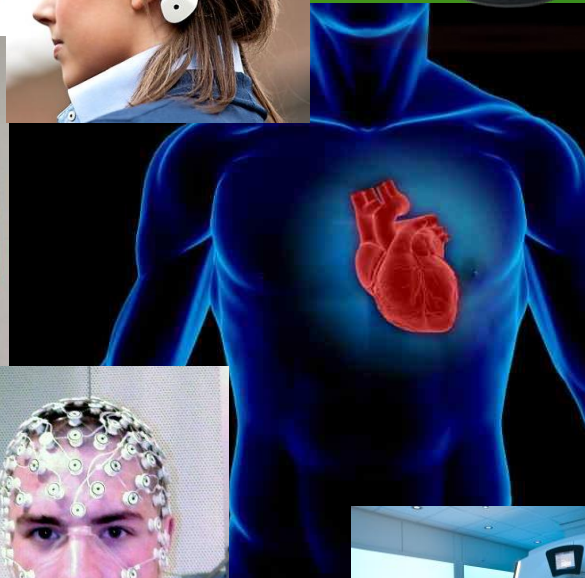
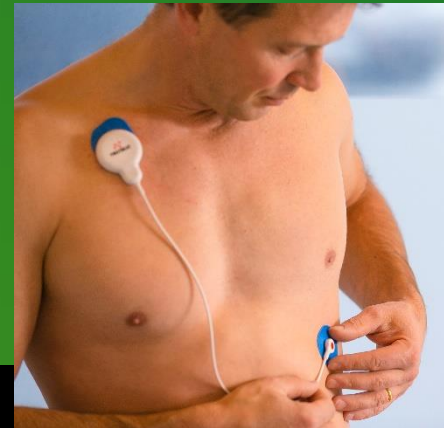


Moments when expectation and reality
do not match...

...triggering an unavoidable cascade of
physiological and neurological responses

BIOMETRICALLY DETECTABLE AS 'STRESS'

Monitoring heart rate (& much, much more!)



What can you detect?

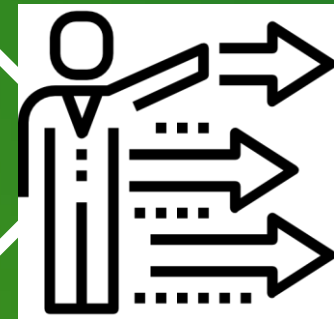
- Physical exertion
- Pain
- Surprise/disappointment
- Anger
- Anticipation & fear
- Mental exertion
- Basically, whenever your body is subjected to unexpected 'load'

Defining experience

FUNCTIONAL
What it does



MOTIVATIONAL
Why I do it



CX
Outside
in



EX
Inside
out



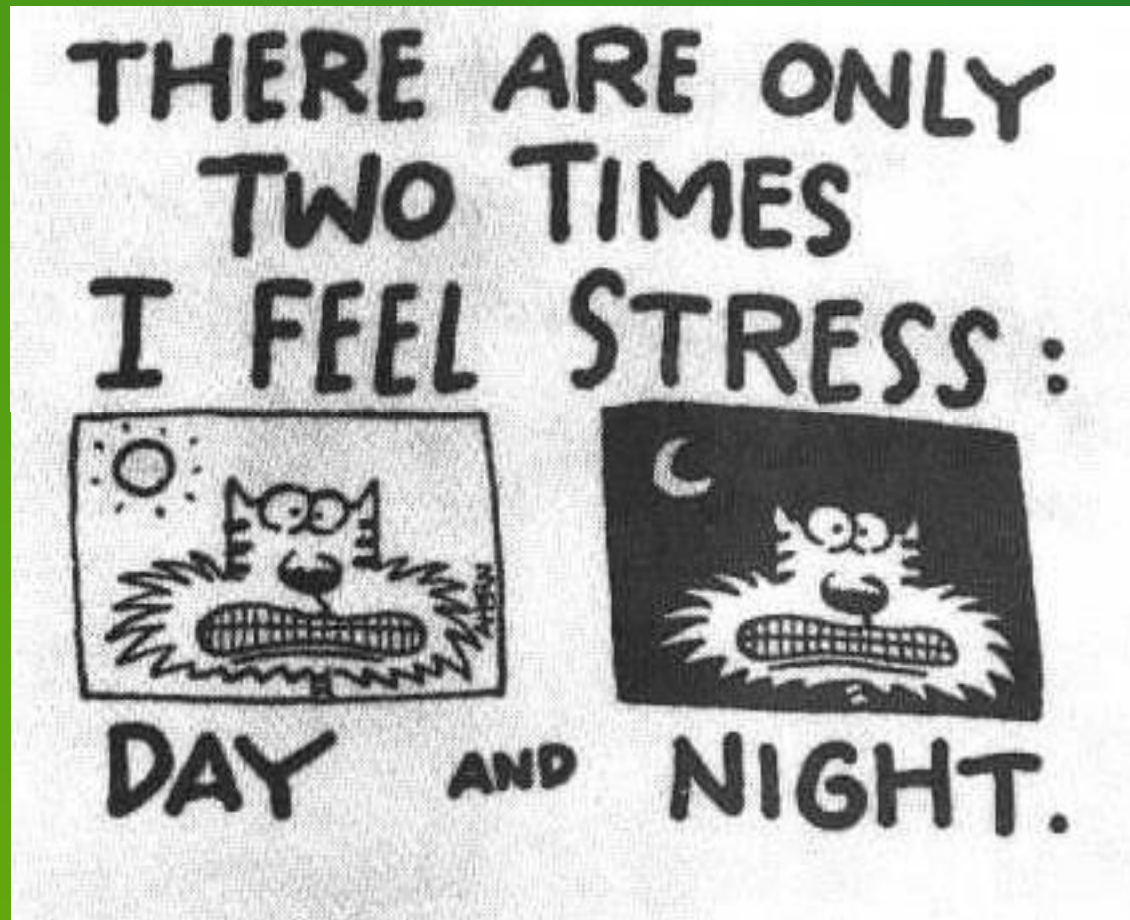
EMOTIONAL
How it feels



PHYSIOLOGICAL
How I react

***Employee Health
& Wellbeing***

Who's stressed?



WHAT ABOUT YOU?

You're not alone...



1 in 5
of working
population

No.1

cause of
sickness
absence

+43%

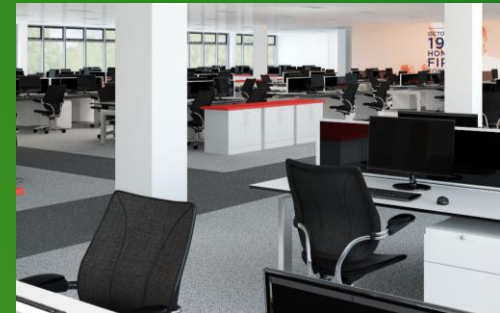


10.5
million
days

2 out of 3
work when
they're ill

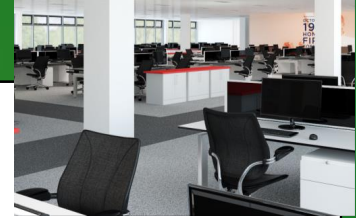
£29
billion

55%
productivity
levels

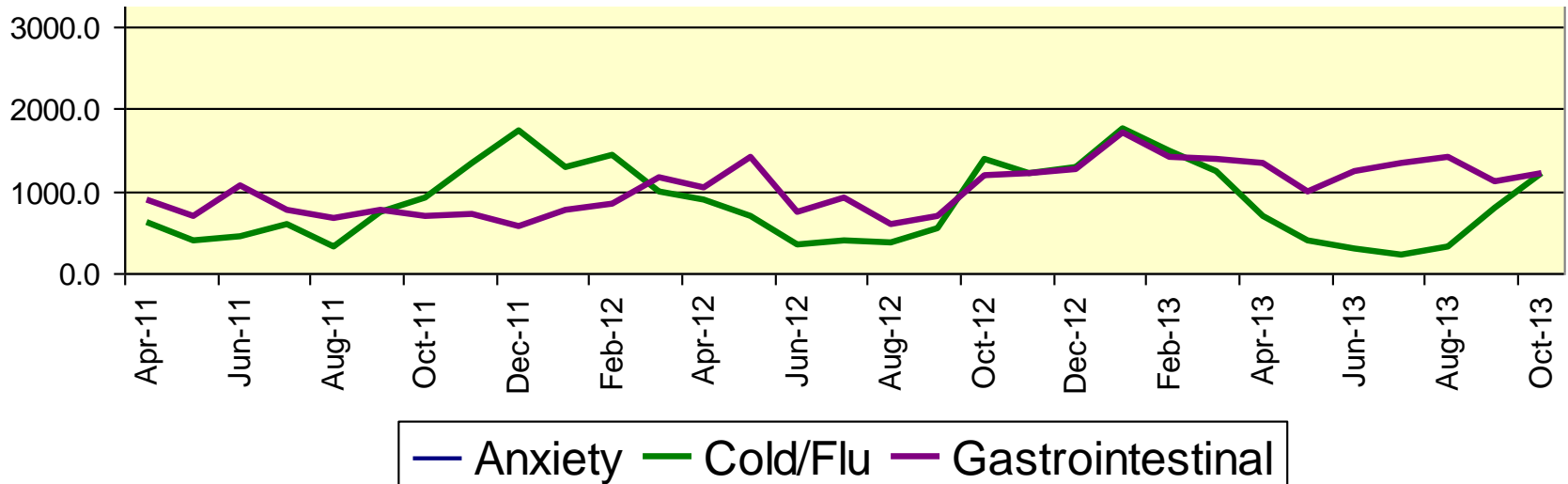


"Not having enough time to do my job"

A typical scenario...



Hours Lost



What 'civilisation' has done



So stress is bad, right?



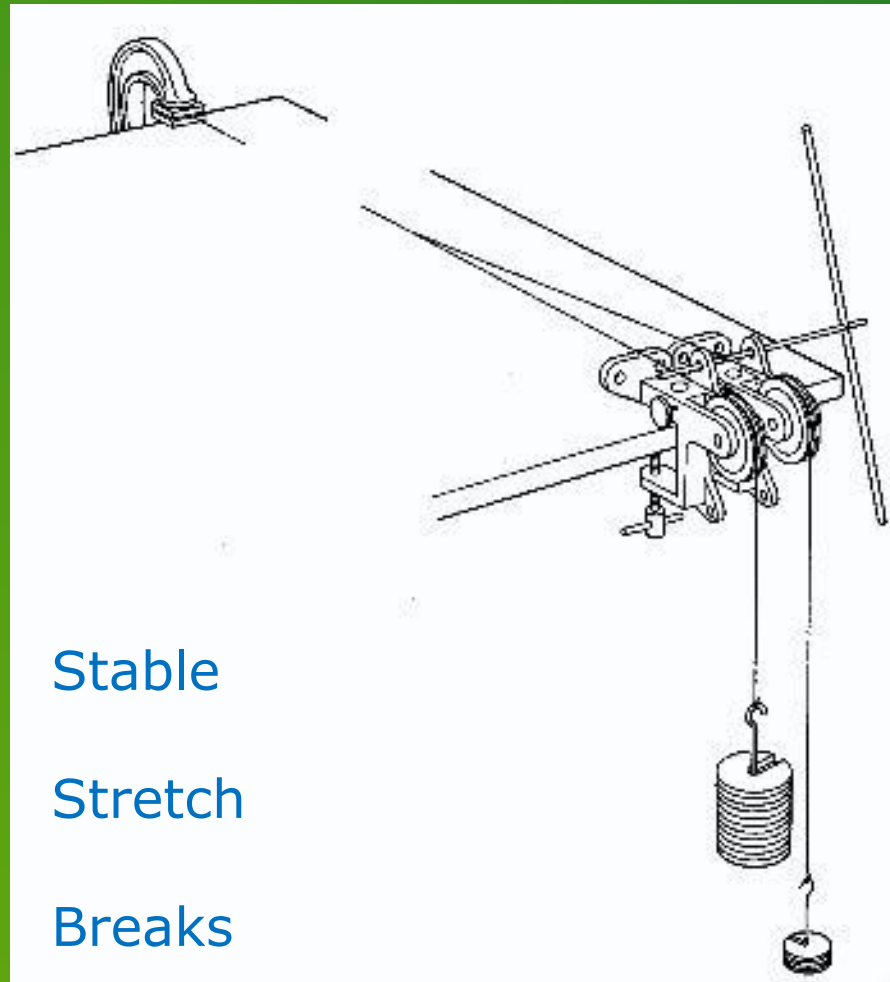
Not necessarily...



Positive stress



Stress = response to load



Because life is a balancing act



Stress = our natural response to load

Load = stuff happening!



Things to consider...

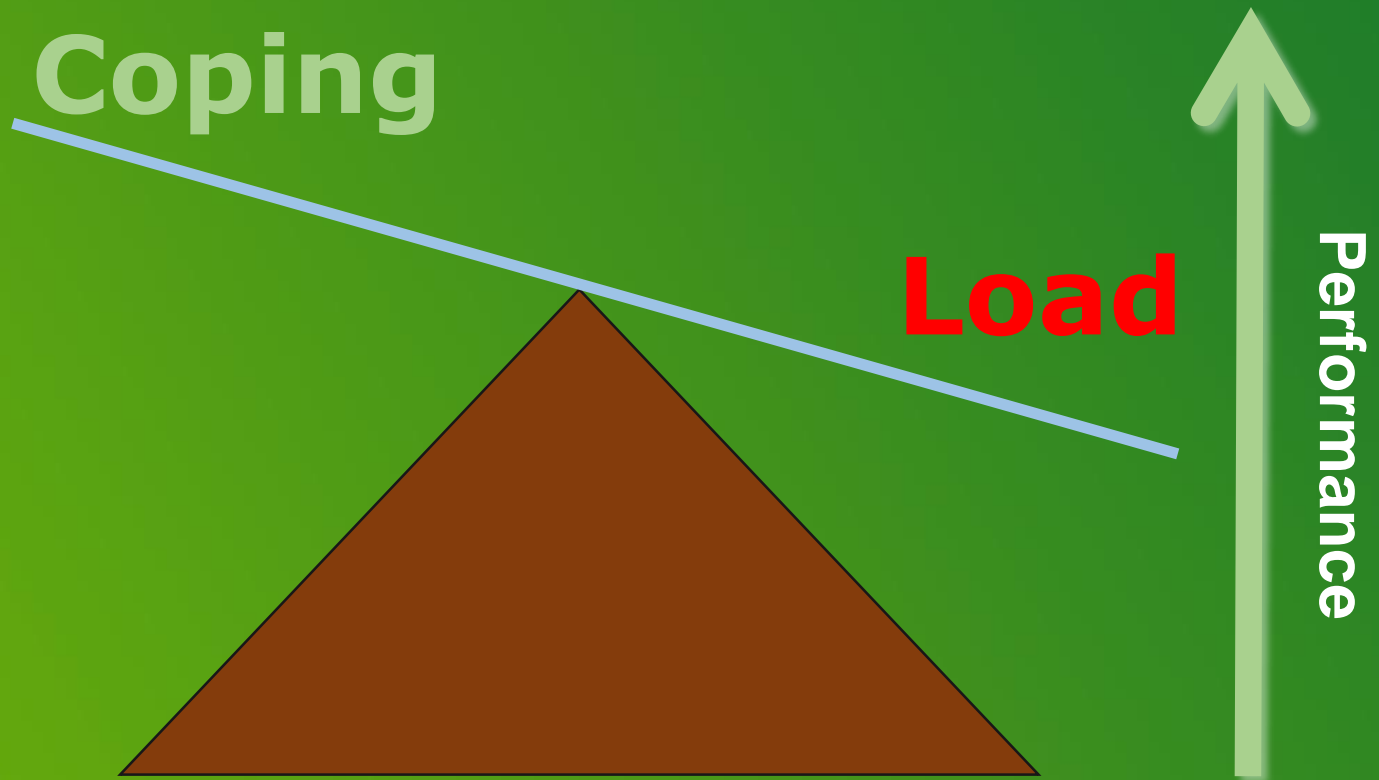


1. The size of the load



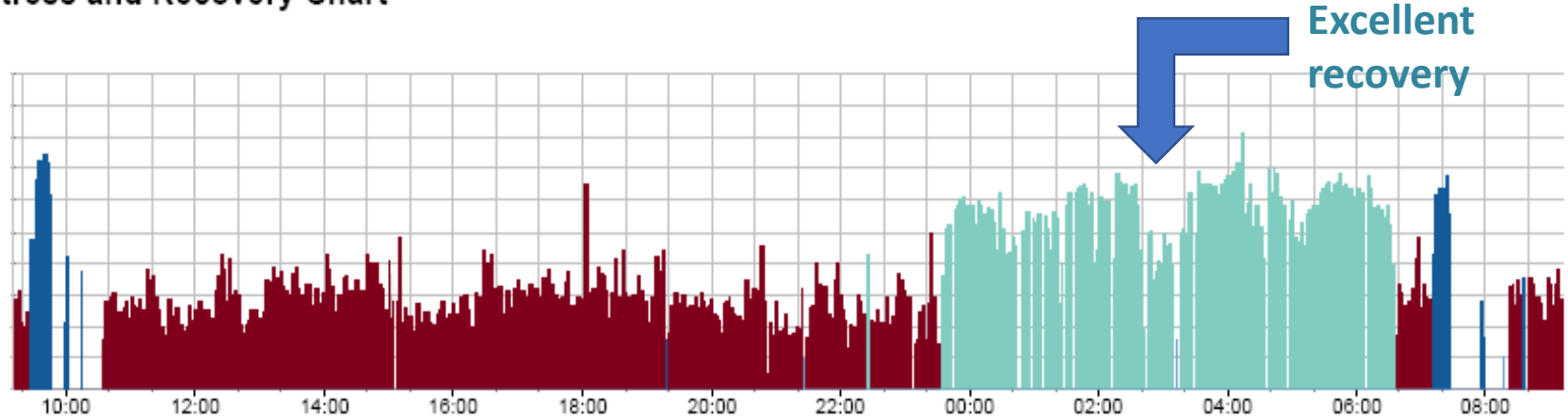
2. How you carry it

Imbalance causes issues

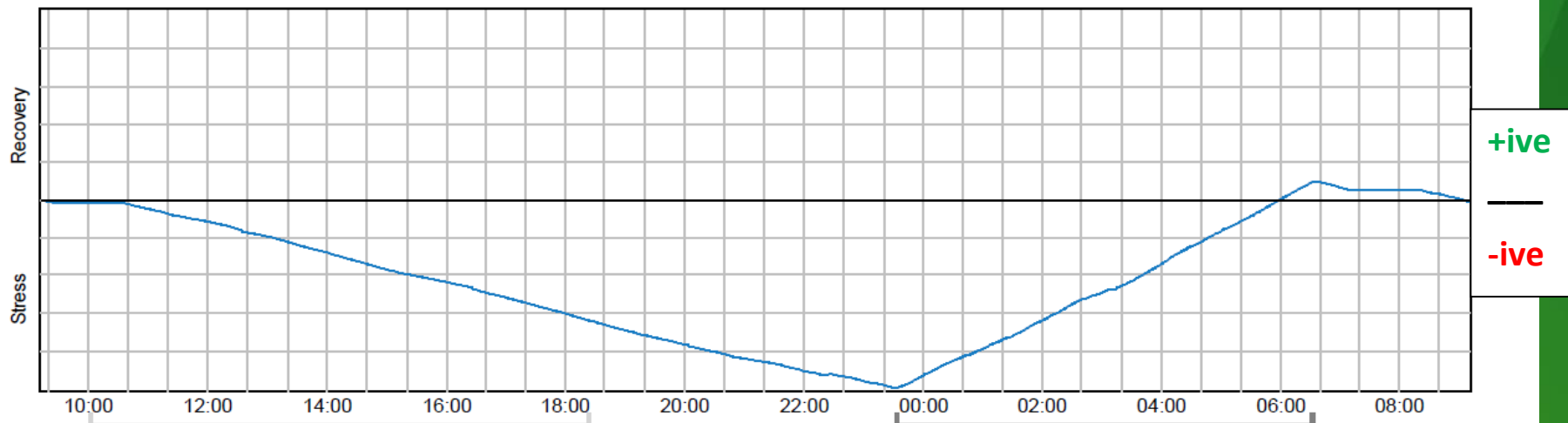




Stress and Recovery Chart

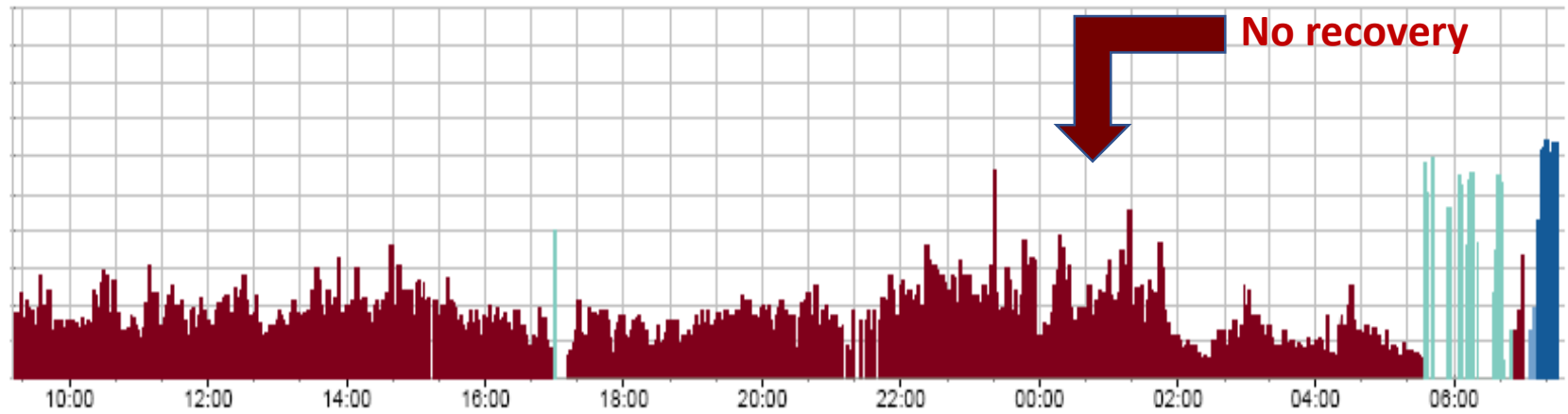


Resources Chart

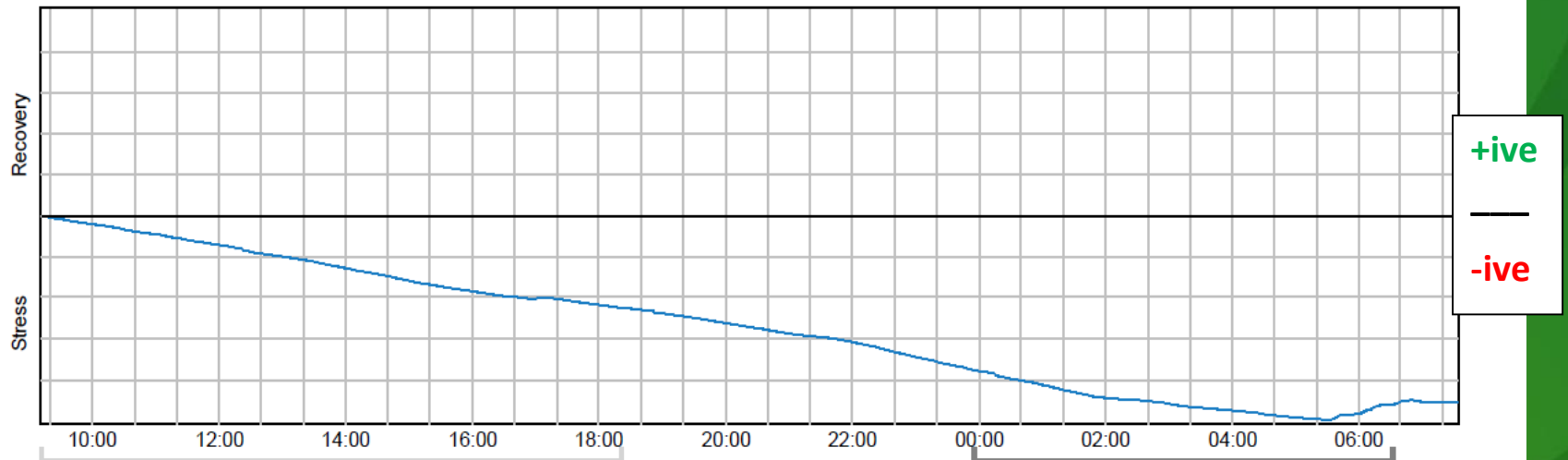




Stress and Recovery Chart

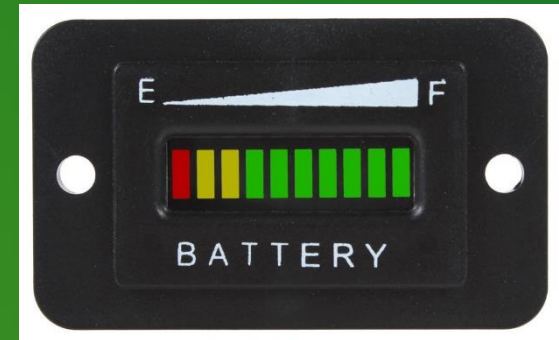


Resources Chart

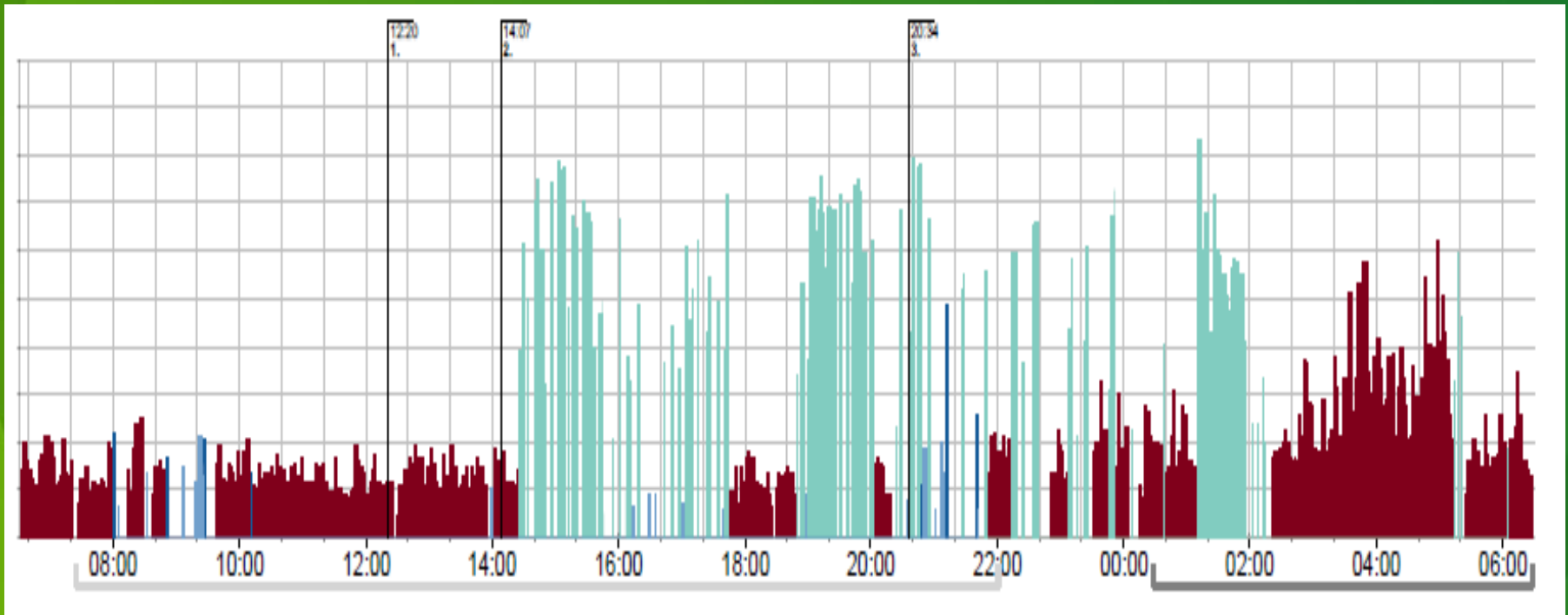


Like a battery...

- All load, any load, drains it
- If you don't recharge (recover) adequately, you will have a problem!
- By measuring the difference between your stress levels and your recovery, we get an index of your RESILIENCE
- The better this index is, the better you will be able to cope with load



Perception matters



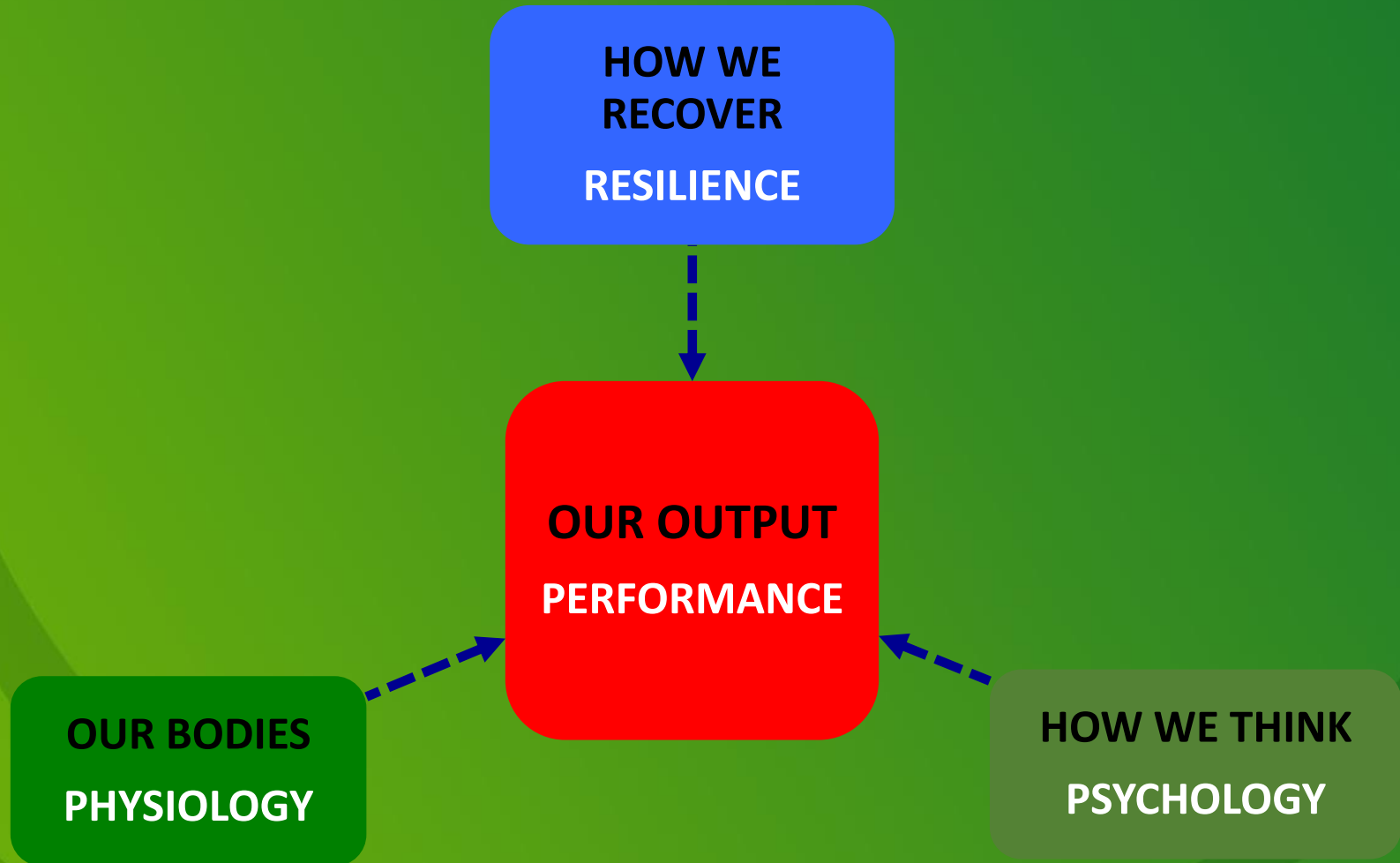
How we think massively impacts how things effect us!

The importance of your attitude...

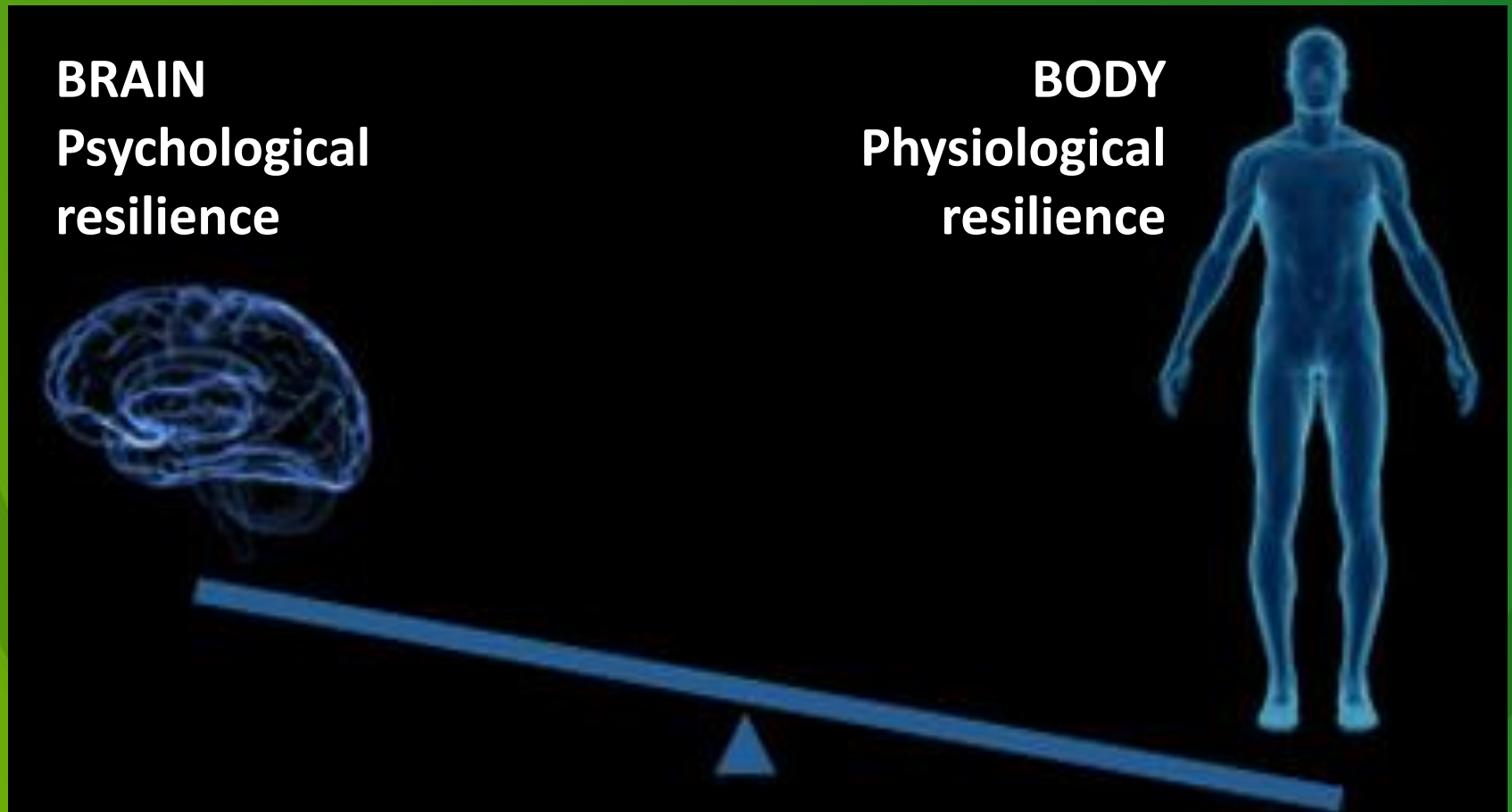


+43%

Everything's interconnected



Mental & physical resources



Linked positively AND negatively

≡ Retail Experience Programme

HONDA

The Power of Dreams

Helping people

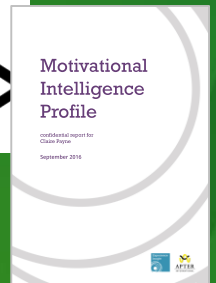
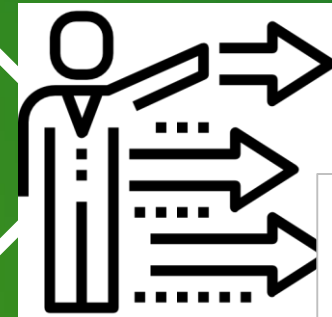


FUNCTIONAL

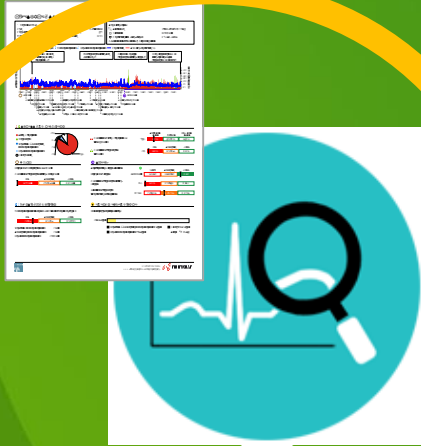


Enhancing
performance
through
improved
resilience

MOTIVATIONAL



PHYSIOLOGICAL



**Employee Health
& Wellbeing**

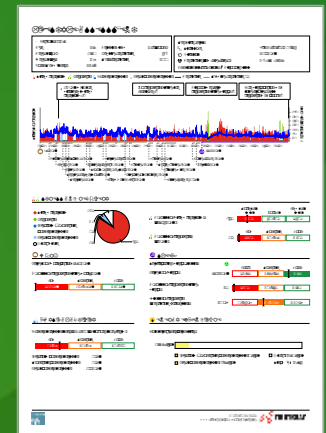


EMOTIONAL



Lifestyle assessments

- Group explanation of programme
- Individually fitted with HR monitor for 72 hours at work and at home
- Asked to complete diary of events
- Receive Lifestyle Assessment report & feedback in 1-2-1 session with coach
- Set agreed goals
- Regular updates with coach on progress (via telephone, email and in person at pre-set intervals)



Measuring resilience



NB: Average based on over 90,000 completed assessments

Building resilience



1. COPING

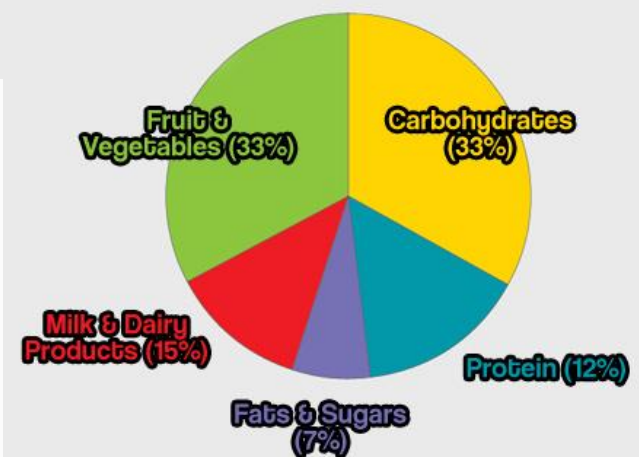
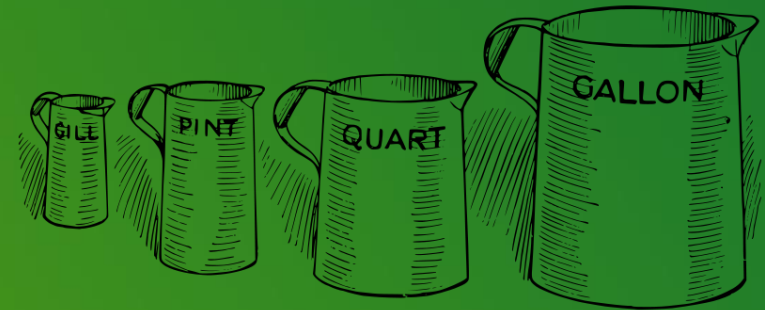
2. CARING



1. Coping: help yourself



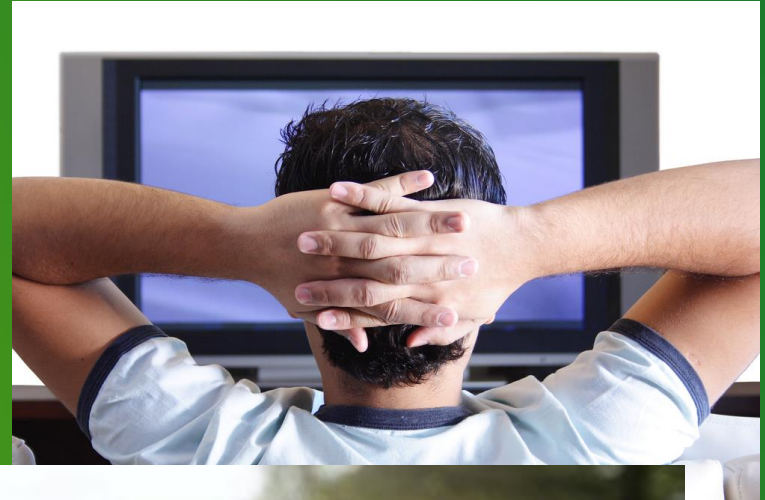
What you put in...



How you keep it working properly...



How you switch off...



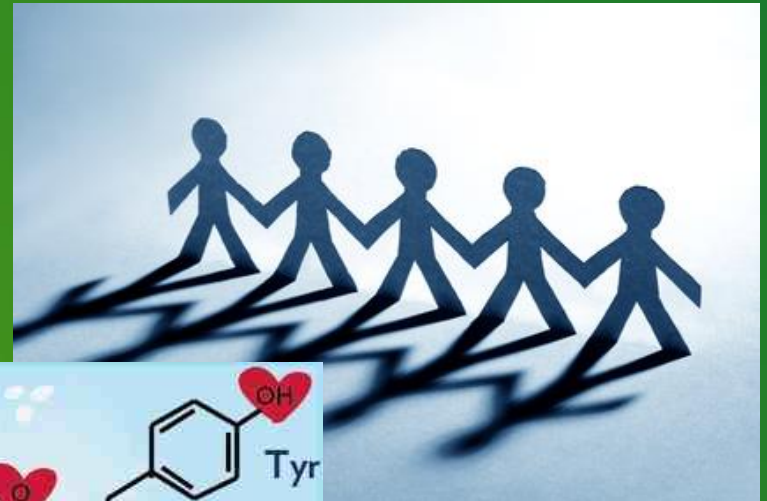
Not all sleep is the same...



The shorter you sleep,
the shorter your life...



2. Caring: help others (and yourself!)



-30%



It's all about you!



What can I do?

- Think about LOAD as the issue, not stress
- Understand your own load and how you can reduce it:
 - Better sleeping, eating, drinking
 - Exercise
 - Take time out
- Think about how you might cope better (reframing)
- Improve your personal resilience
- Look out for others... and help yourself in the process!



Feedback

I really enjoyed the whole experience of being able to see the areas of my lifestyle that could be impacting on how I feel.

I found the whole process interesting and have already made some really positive changes to my lifestyle since wearing the monitor.

Wow! ...I've made some small but significant changes to my world and these changes have really made a big difference.

Happier, more energetic, takes better breaks at work and is enjoying his time with his children more than he ever – a real success story!

- **Staff satisfaction**

- Staff retention **+62%** (vs network average)
- **92%+** rating of programme by staff
- **13%** increase in staff positivity

- **Sales & Profitability**

- New car unit like-for-like sales **+31%**
- Profit per unit sold (combined new & used) **+12%**
- Aftersales parts sales **+14%**
- Aftersales labour sales **+16%**

- **Customer satisfaction index**

- CSi scores (combined sales & aftersales) **+16%**



RetailExperienceProgramme

"REP is the best training we've ever run here. It works on every level, improving our business and developing our people."

Ian Gibb, Yeomans Honda

"We have been able to build a strong business foundation and culture with the help of the REP, with consistent uplifts in performance, customer satisfaction and colleague retention levels at multiple sites throughout our group."

Chris Taylor, Vertu Honda

"I'm a supporter of the REP because the programme delivers, simple as that. It's coaching that improves sales by developing our understanding of both our customers and our colleagues."

Warwick Humphries, HSH Motor Co Ltd

"I have seen real, positive improvements in sales, profit, customer satisfaction and the attitude of our staff. Importantly the team love it and it delivers commercial success as well."

Stephen Scott, Holdcroft Honda

"Honda continues to run the REP within its retail network. The business believes it contributes greatly to the brand's industry-leading delivery of customer satisfaction and high levels of customer retention and we are continuing to see upward trends this year."

Rebecca Stead, Head of Network Development, Honda UK

IN THE FUTURE, BUYING A CAR INVOLVES NO PRESSURE, NO LIES, NO LEISURE SUITS

Experience
Insight



Future of automotive retail

Shifting from transactional to customer-centric

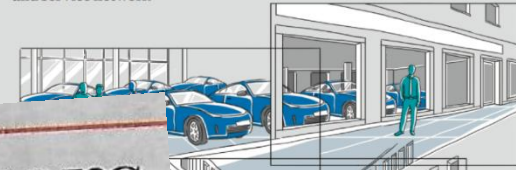
"Car buying hasn't changed much in 50 years... until now"

Auto
EXPRESS
OPINION



Innovating automotive retail

Journey towards a customer-centric, multiformat sales and service network



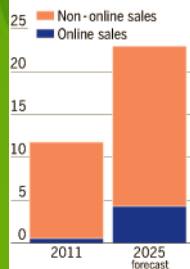
Car makers
don't 'get'
women

Motor industry is
geared to men,
a new survey says

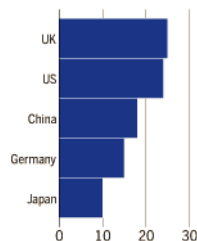
'You've got to start with the customer experience and work backwards for the technology.'
Steve Jobs

Online car sales

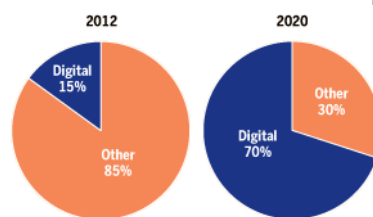
Global retail sales (\$tn)



Online retail sales, 2020
(as a % of total retail sales)



Automotive digital retailing market
(% of total)



Online showrooms and digital dealerships
revolutionise car buying

New generation buys cars in the same way it purchases music

Online Car Sales Are Pitting Carmaker and Dealer Against the Middleman

November 26, 2015 at 11:02 am by James Cobb and Norman Mayersohn | Illustration by Andy Potts

f 1033 SHARES

TWEET

8*

✉

📱



Right staff,
right skills,
right coaching
& training,
recognised
career paths

- ▶ Inspire talented, authentic, relationship building people to join automotive
- ▶ Recruit and keep them!
- ▶ Nurture and support authentic leaders
- ▶ Move from transaction to relationship focus by removing working practice barriers
 - Job design – Remuneration systems – Hours
- ▶ Ensure ALL staff are trained and able to play their role in relationship marketing – **EVERYONE IS CUSTOMER FACING!**



Julia Muir, Founder
UK Automotive 30% Club



*“ENGAGED EMPLOYEES are aware of the business context, and work with colleagues to improve performance within the job for the benefit of the organisation. **The organisation must work to develop and nurture engagement, which requires a two-way relationship between employee and employer.**”*

Institute of
Employment Studies

Marshall launches £25,000 sales executive salary guarantee

20/05/2016 in Car Dealer News



Was this article useful?
5 people found this useful



Marshall Motor Group has today announced the launch of a new initiative to attract and retain this key resource by guaranteeing a sales executive salary of £25,000.

The aim is to address the industry-wide problem of sales executive attrition,

From Monday all new sales executives will be employed on a first year guarantee of £25,000 irrespective of previous experience.



Learning & Development Careers & Resources Membership Professional Register Standards & Apprenticeships ROI & Research

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CAR BUSINESSES MUST EMPLOY MORE WOMEN OR RISK MISSING OUT ON £MILLIONS

96% of women drivers want to see more females in garages according to a survey released today. With only 1% of vehicle technicians being female and the number of women drivers set to outnumber men - the IMI launches a campaign at the London Motor Show this week to warn the trade to employ more women or risk losing business.



What we've learnt

- Change is needed
- Different demands on employees in automotive retail's future
- Need to attract and retain new staff – both first time workers and those from other sectors
- Staff expecting more flexible working conditions and investment by employers in them (training, support, etc.)
- It's not about pay, it's about well-being

Propensity to change

- Under 30s more likely to change lifestyle following assessment, but also more likely to need continuing support
- Over 30s need more convincing but, once they make a change, more likely to stick with it
- Different support demands for different groups/individuals
- One size does not fit all!

What's next?

- Re-assess and analyse Honda staff
- COPING: more focused lifestyle programmes
- CARING: link to development of emotional intelligence
- Expand **Resilience Index** to other brands and industry sectors to start building comparison benchmarks to drive improvement

Resilience is all about bouncing back...



...so, let's start today!

Thank you!

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