

Nationwide – Social Media Presentation

1. Customer Experience Expectations
 - How have they changed
 - Technology usage per household
2. Evolution of Digital
 - Accessibility, power shift to the customer
 - Provide stats of increased usage through last 15 years
3. Complaint Trends
 - How received: (phone, mail, email, sm, etc)
 - What's next?
4. Social Media
 - Brand/ Reputation vs Privacy (customer protection)
 - Talking 'to Nationwide' vs Talking 'about Nationwide'
5. Nationwide overall process
 - Team Dynamic
 - Issue escalation
6. Examples of good/ bad cases
7. How we have modified complaint process
 - Is it considered a 'written complaint'
8. Questions