



Innovation,  
Applicability and  
Transferability

## Developing a Customer Experience Blueprint

### Research Summary

In a consumer-driven and competitive environment, Resthaven is tailoring services to meet the changing demands of customers, aiming to increase their satisfaction with the services they receive.

In 2017, Resthaven commissioned the **Ignite Business Transformation**, and engaged 6 Degrees Consulting to collaborate with existing and potential customers to create a Customer Experience Blueprint to inform and support the delivery of the Ignite Program.

Partnering with Resthaven, 6 Degrees consulted stakeholders to understand the optimal customer experience. Resthaven's Executive team and senior staff then worked together to define a vision for the customer experience:

*Resthaven responds seamlessly and efficiently to provide a personalised customer experience which enables customers to be highly satisfied with their interactions with Resthaven.*

This vision was discussed with stakeholders throughout the consultation and co-design process.

Approximately 120 customers, employees, and volunteers participated in 18 focus groups and small meetings. The focus groups explored what is important for customers, how they want Resthaven to support them



throughout their changing lives, and what outcomes they want.

A **Customer Working Group**, with consumers representing all parts of Resthaven's business, was convened to discuss the outcomes of the consultation and to validate the developing concepts.

Data and feedback from focus groups, prior Resthaven research and feedback from the Customer Working Group was cross-referenced and assimilated to construct the Customer Experience Blueprint and design an enhanced, seamless customer experience. Five key themes emerged that described what is important to customers when accessing support and services:

- *Find options that are suitable for me*
- *Support that fits into my life*
- *Support through transitions*
- *An organisational culture that suits me*
- *Live the way I like.*

A ‘Summative Report’ was developed, providing Resthaven with a summary of the Blueprint, the business capabilities required to deliver the customer experience, and initiatives for consideration and endorsement.

Through this extensive consultation and co-design strategy, Resthaven now has a deeper understanding of its customers and the ways our teams can work collaboratively to deliver a seamless and outstanding customer experience.

*“As a result, we have a refreshed focus on who our customers are as people. We have used this work with 6 Degrees to have legitimate synergy with the Ignite Business Transformation Program to inform the broader strategic direction of Resthaven, and in how we engage with both existing – and potential – customers.”*

**Richard Hearn**  
Chief Executive Officer

**Resthaven asked customers: “WHAT IS IMPORTANT TO YOU?” They said ...**

 <p><i>Resthaven communicates with me regularly</i></p>	 <p><b>Resthaven UNDERSTANDS me and shows RESPECT</b></p>		<p><i>I can plan my future</i></p> 	
 <p><b>My family and friends are involved when required</b></p>	<p><b>SUPPORT meets my needs and preferences</b></p>	 <p>Staff/volunteers are aware of how my services should be delivered</p>	 <p><b>TECHNOLOGY</b> can enhance my experience if I choose</p>	
<p><b>Services can be easily changed to suit my situation</b></p>	 <p><i>I am happy with what we achieve together</i></p>	 <p>The person I care for is provided with the best support</p>	 <p><b>Services are provided in a way I like</b></p>	<p><b>OPTIONS</b> are discussed in consultation with me</p>
<p><b>I feel suitably comfortable and secure</b></p>	<p><b>I have good relationships with staff &amp; volunteers</b></p> 	 <p><b>OPTIONS</b> are discussed in consultation with me</p>	<p><b>OPTIONS</b> are discussed in consultation with me</p>	

**RESTHAVEN’S VISION FOR CUSTOMER EXPERIENCE IS ...** *“to respond seamlessly and efficiently to provide a personalised customer experience which enables customers to be highly satisfied with their interactions with Resthaven.”*