

7 TRENDS VOOR KLANTGERICHTE HUURINCASSO



COVID-19

OORLOG OEKRAÏNE

HOGЕ ENERGIЕKOSTEN

HOGЕ INFLATIE

SOCIALE IMPACT?

WERKGELEGENHEID?

POLITIEKE IMPACT?

CONSUMENTENVERTROUWEN?

ECONOMISCHE IMPACT?

BESTEEDBAAR INKOMEN?

FAILLISEMENTEN?

BETALINGSMORAAL?



Vertrouwen

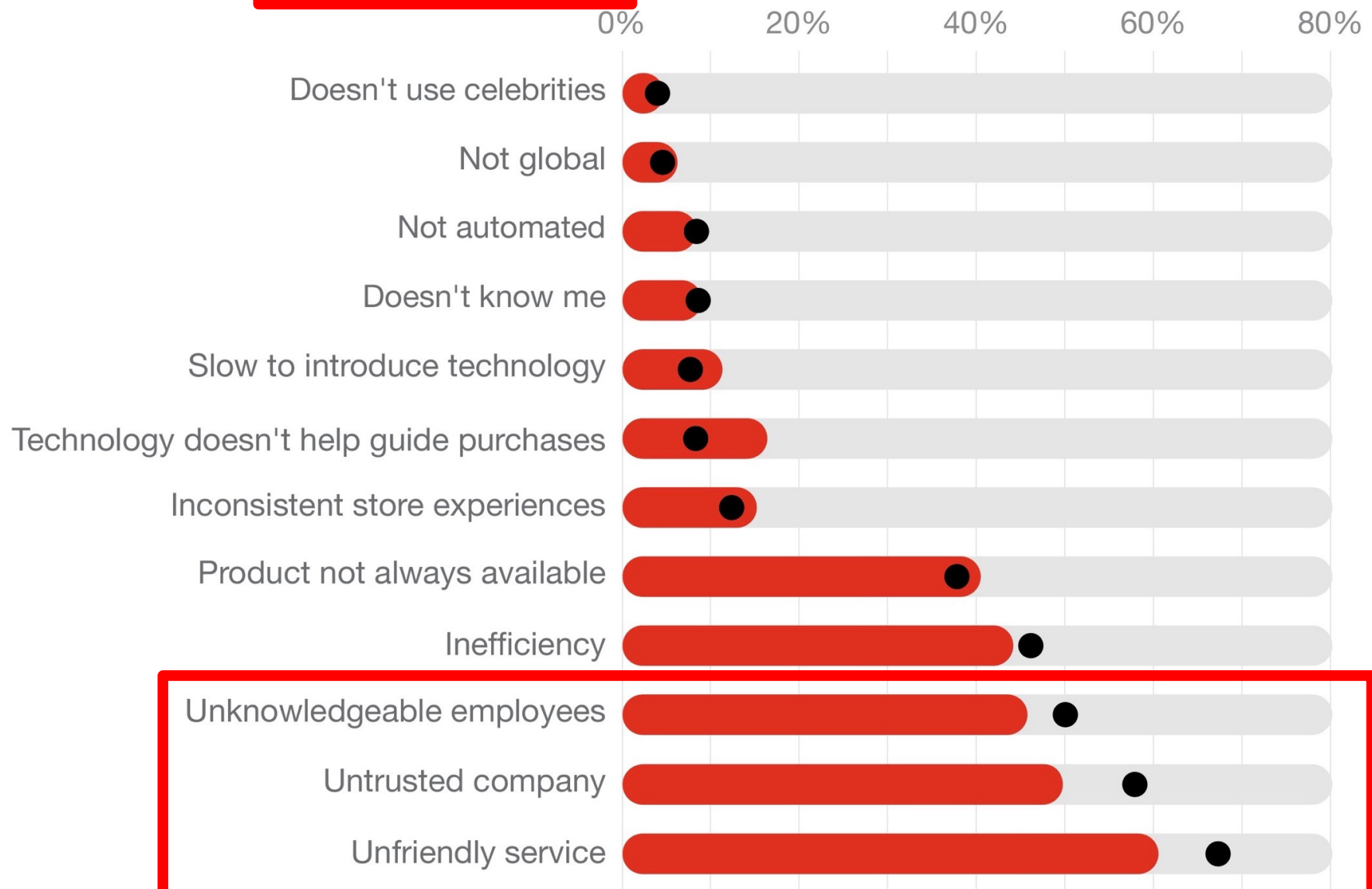


C'mon son

A woman with long, wavy blonde hair is shown in profile, looking slightly upwards and to the right. She has a thoughtful or contemplative expression. The background is dark and out of focus, with some blurred lights. The overall tone is somber and reflective.

One minute you're married and
the next minute's like,

Figure 8 What drives people away



Vertrouwen

Klantfocus

Vertrouwen

Klantfocus

Digitalisering

1

2

3

Executives say their companies responded to a range of COVID-19-related changes much more quickly than they thought possible before the crisis.

Time required to respond to or implement changes,¹ expected vs actual, number of days

Source: McKinsey & Company

■ Organizational changes ■ Industry-wide changes

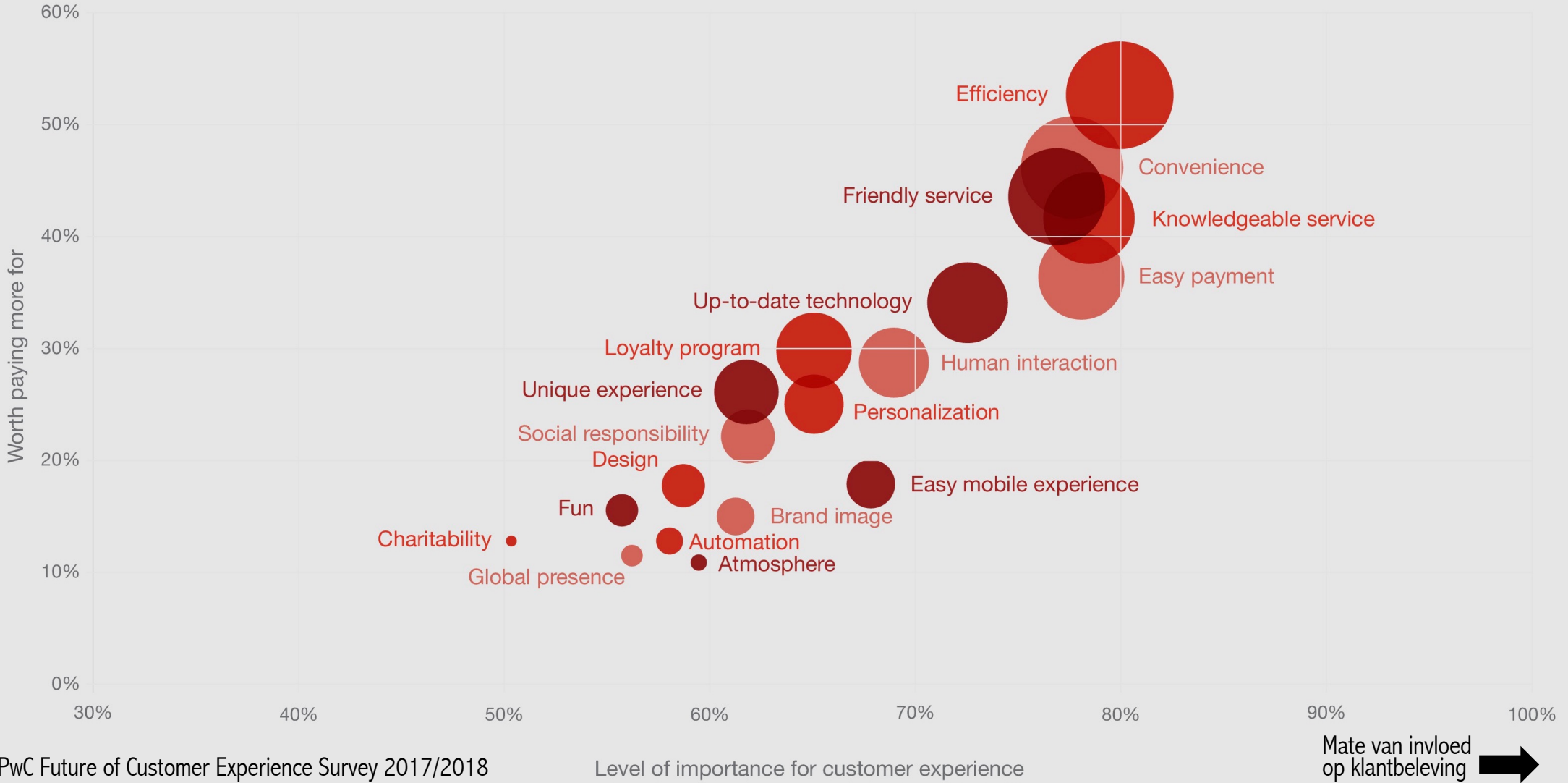
	Expected	Actual	Acceleration factor, multiple
Increase in remote working and/or collaboration	454	10.5	43
Increasing customer demand for online purchasing/services	585	21.9	27
Increasing use of advanced technologies in operations	672	26.5	25
Increasing use of advanced technologies in business decision making	635	25.4	25
Changing customer needs/expectations ²	511	21.3	24
Increasing migration of assets to the cloud	547	23.2	24
Changing ownership of last-mile delivery	573	24.4	23
Increase in nearshoring and/or insourcing practices	547	26.6	21
Increased spending on data security	449	23.6	19
Build redundancies into supply chain	537	29.6	18

**Customer
experience
is key**

4

↑ Waard om meer voor te betalen

Figure 2: What people value most in their customer experience



**Customer
experience
is key**

**Data-
gedreven**

4 5

**Customer
experience
is key**

**Data-
gedreven**

**Klant-
communicatie**

4

5

6



Dit incassobureau is het eigen schuld, dikke bult-denken ver voorbij: ‘We helpen je juist graag’

Ze zien zichzelf graag als de voorvechters

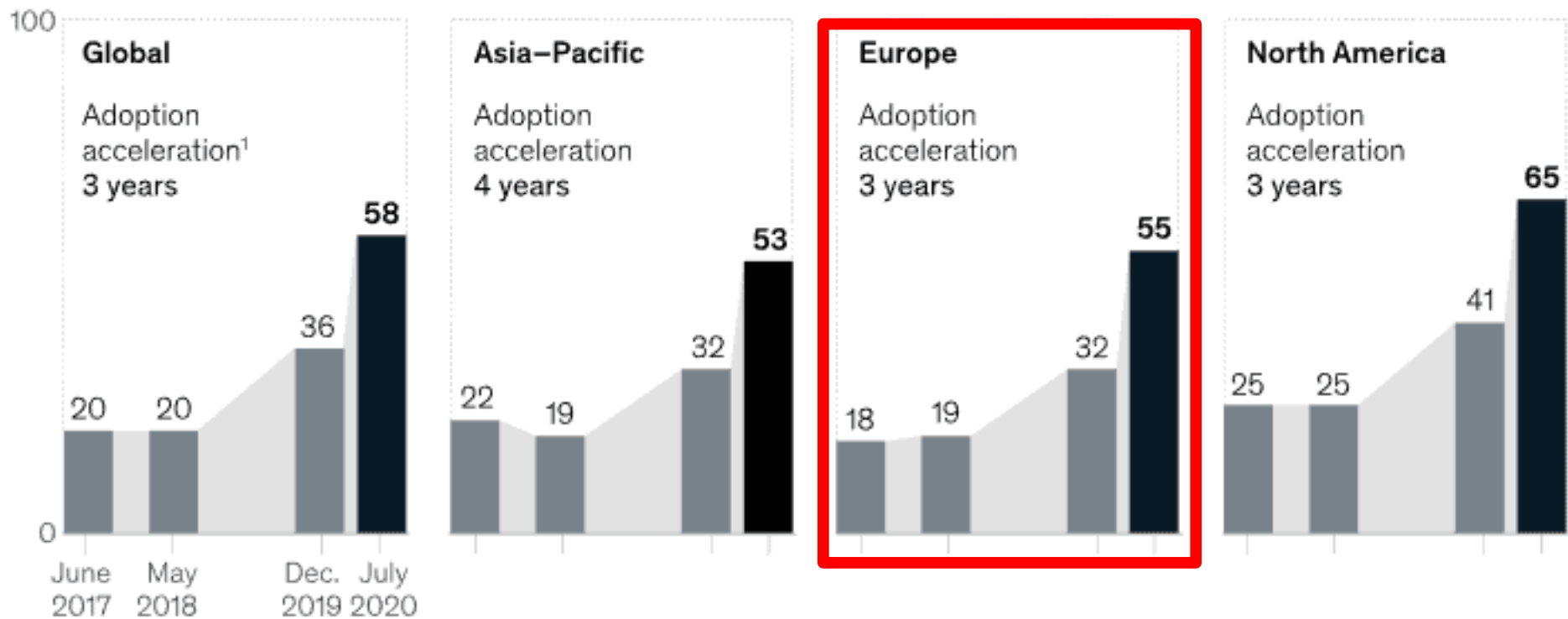


Technologie

The COVID-19 crisis has accelerated the digitization of customer interactions by several years.

Average share of customer interactions that are digital, %

■ Precrisis ■ COVID-19 crisis



¹Years ahead of the average rate of adoption from 2017 to 2019.

Bron: McKinsey & Company

“ In 2019, 25% of all customer interactions were automated through Artificial Intelligence and machine learning. With 90% of companies now planning to deploy Artificial Intelligence within three years, this number is expected to grow to 40% by 2023. ”

Gartner

7 TIPS voor klantgericht denken & doen

1. Denk in klantreizen

2. Verdeel klantreizen in episodes

3. Verdeel episodes in contactmomenten

4. Koppel momenten aan klantervaringen

5. Koppel klantervaringen aan klantemoties

7 TIPS voor klantgericht denken & doen

6. Luister naar de klant

7. Kus de cactus!

BEDANKT & SUCCES!

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