

Polestar

Hitta drivkrafterna bakom en kundupplevelse

Fredrik Sterner Cederlöf

Global Head of Customer Insight & Analytics



01. Europe

- Belgium
- Denmark
- Germany
- Spain
- Iceland
- Ireland
- Luxembourg
- Netherlands
- Norway
- Switzerland
- Italy
- Finland
- Sweden
- Portugal
- United Kingdom
- Austria

02. North America

- Canada
- United States

03. Middle-East

- Israel
- Kuwait
- United Arab Emirates

04. Asia-Pacific

- Australia
- Hong-King China
- China
- New Zeeland
- Singapore
- South Korea

01. Products

- Polestar 1
- Polestar 2
- Polestar 3
- Polestar 4
- Polestar 6



Empowered to act where it provides an intentional improvement in our customers experience

The collection, analysis, and distribution of customer data to drive customer-centric decision making.

01. Voice of the Customer

- 01. CX Measurement framework
- 02. Survey Management & maintenance
- 03. Business Reporting
- 04. VoC Awareness

02. Journey Management

- 01. Customer Journey Framework
- 02. Customer journey management
- 03. In-journey customer research
- 04. Future state customer experience

Improve current state experience

Phase 1 Repair

Adopt practices that enable us to find broken CX, fix them, and measure the results.

Phase 2 Elevate

Improvements that make good CX behavior the norm.

Innovations that create future experiences

Phase 3 Optimize

Provide the organisation a more sophisticated CX toolkit and designing deliberate experiences

Phase 4 Differentiate

Reveal unmet customer needs, reframe customer problems and re-think the entire experience.

01. VoC Program

02. Journey Management



34% of consumers report decreasing their spending after a poor experience, and **19%** report completely stopping spending.

Global study of nearly 18,000 people across 18 countries.
Qualtrics XM Institute Sept 2021

The VoC program enable us to hear every single customer and take actions that make an impact. It defines how we gather, interpret and communicate customer feedback throughout the organisation to increase satisfaction and loyalty.

01. Collection & analysis

Systematically collecting feedback from customers through various channels and touchpoints. It includes designing effective feedback mechanisms to gather valuable insights.

02. Action & Responsiveness

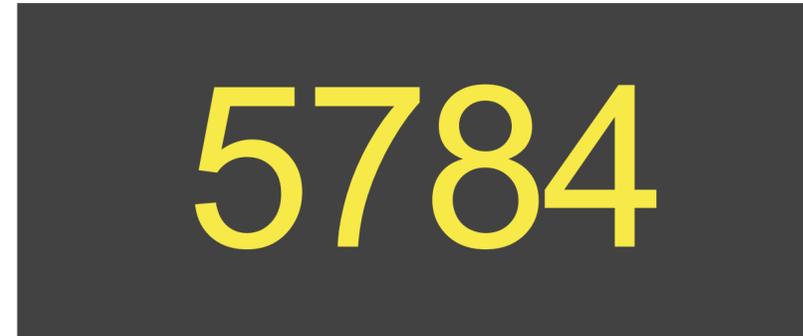
Taking meaningful action based on the feedback received. Involves establishing processes and systems to ensure that data is properly reviewed, prioritized, and acted upon.

03. Continuous Improvement

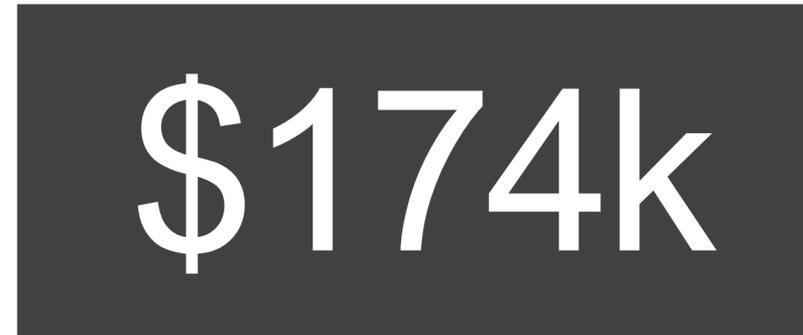
Creating a culture of continuous improvement within our organization and using feedback as a catalyst for driving organizational change and innovation by regularly reviewing feedback.

- 01. Customer Care Insight
- 02. Feedback Management
- 03. Polestar Community
- 04. App Reviews

Global case volume



Cost to serve



Case categories



AI-based summary

These customers are asking questions related to charging their Polestar 2 vehicle, including how to charge, what type of charger to use, how to find compatible chargers, how to set the amperage.

How to access free charging, how to set up a charging station at home, how to use bidirectional charging, how to access the charging balance, and how to track charging usage.

They are also inquiring about the Plugsurfing card, missing cables, and missing stickers.

Frequently asked questions

- Just wondering if we still get free 2 years charging
- Missing Plugsurfing card
- Customer chatted in for charging info.
- Customer asked what is the charge time 10 to 80% on DC charge
- Customer chatted in for (ORG) info
- Is there a 3-phase cable included with the order?
- Do I need to send in the old cable?
- Can the Polestar 2 be charged at a (SSN) kwh Tesla charging station?



Care



Feedback



Social



Reviews

🔍 What negative feedback did we receive in UK during first quarter?

Go fish

Upload data



1. Lack of appealing non-leather options
2. Small leg room in the rear
3. Poor trade-in value
4. Poor esthetics
5. Inconvenient long-distance charging options
6. Wait for SUV model
7. Poor fit for tall people
8. Unappealing interior
9. Confusing user interface
10. Poor overall visibility

Pillars of a Feedback Management Framework

- 01. Customer Care Insight
- 02. Feedback Management
- 03. Polestar Community
- 04. App Reviews

<p>01. Objectives</p> <p>Determine what you hope to achieve through collecting and acting upon feedback</p>	<p>02. Feedback channels</p> <p>Establish multiple channels through which feedback can be received</p>	<p>03. CX Measurement</p> <p>Establish multiple channels through which feedback can be received</p>	<p>04. Analysis, AI & ML</p> <p>Use appropriate tools and techniques to identify patterns, trends, and key insights</p>
<p>05. Action planning</p> <p>Prioritize areas for improvement and develop actionable plans to address the feedback received.</p>	<p>06. Communication</p> <p>Regularly share updates on actions taken and outcomes achieved.</p>	<p>07. Employee involvement</p> <p>Employees can provide valuable insights and suggestions for improvement based on their direct interactions with customers</p>	<p>08. Continuous improvement</p> <p>Foster a culture of continuous improvement by regularly reviewing and refining the feedback management program</p>
<p>09. Accountability and ownership</p> <p>Assign responsibility for the feedback management program to a dedicated team or individual</p>	<p>10. Training and support</p> <p>Equip teams with the necessary skills to handle feedback effectively and empower them to take appropriate actions</p>	<p>11. APIs & Integrations</p> <p>Integrate the feedback management program with existing systems to streamline data collection, analysis, & reporting</p>	<p>12. Recognition and rewards</p> <p>Recognize and reward employees or customers who provide valuable feedback or contribute to the program's success</p>

To improve an experience, you have to measure beyond a single 'silver bullet' metric

Relational

NPS

Net Promoter Score
Scale from 0 - 10

Overall Journey

OSAT

Overall Satisfaction
Scale from 1 - 5

Transactional

CSAT

Customer Satisfaction
Scale from 1 - 5

CES

Customer Effort Score
Scale from 1 - 5

Product

PSAT

Product Satisfaction
Scale from 0 - 10

Text Feedback

NSS

Net Sentiment Score

User
Purchase loyalty
Conversion Rate
Waiting time
Net customer value growth
Task Completion
Customer Satisfaction
Average Time Resolution
First Contact Resolution
Easy to find
Customer Retention
Net Promoter Score
Sentiment Score
No of Calls
Customer Effort Score
Visitor Intent
CX Greatness
Verbatim
Answer Rate
Contact Volume By Channel
Customer LifeTime Value
Net Revenue
Return of Investment
Customer Churn Rate
Amount of contacts
Meeting expectation
Retention loyalty
Customer Effort Score
Customer Acquisition
Churn Rate
Quality Score
Answer Rate
Active Consumers

Shop
1-6 months

Own
3-5 years

01. Become aware

02. Discover & Decide

03. Purchase & Anticipate

04. Wait and Receive

05. Use & Care

05. Renew & Exit

Test Drive XP

Interest in Test Drive

PageViews
Newsletter Sign Up
User Engagement

Sign Up for TestDrive

CES
Conversion Rate
No. Of sign ups
Newsletter Sign Up
Optimisation

Strengthen relationship

Reading time
No. of visit
E-mail open rate

Prepare & perform Test Drive

CSAT
CES
Sentiment

Follow Up

OSAT
Sentiment
Relevance

Sales

Conversion %
Orders

Understand

Quotes, Pains, Gains, Gaps



Explore

Opportunities & solutions



Act

Develop & roll out



Outcome

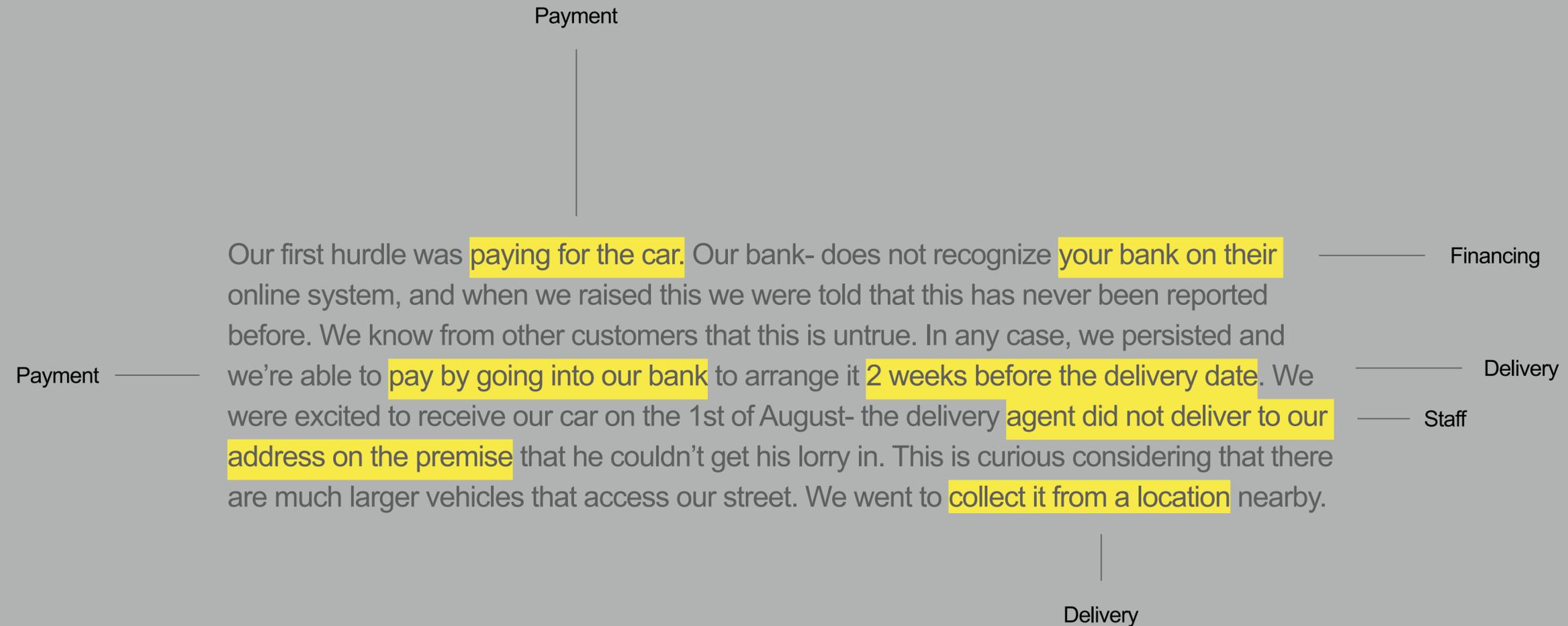
Measure impact



When customers share their story, they're not just sharing pain points. They're actually teaching you how to make your product, service, and business better.

Kristin Smaby, customer service expert

Handling text feedback



Feedback Text

Market
Location
Car model
Order type
Payment type

Category

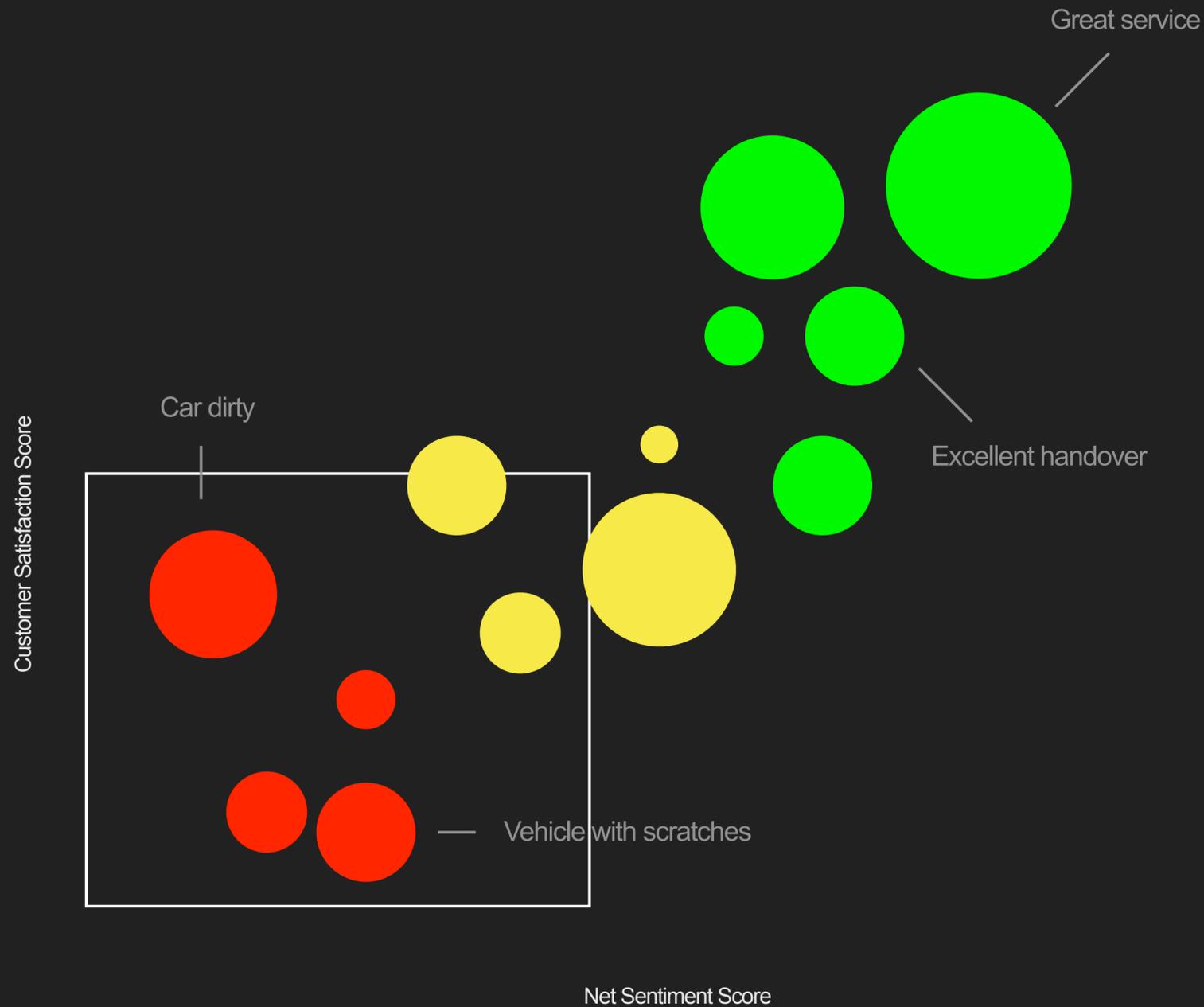
Topic

CSAT

Sentiment

Emotion

8 experience surveys
35 trained categories
>3000 topics



Anticipation Other journeys Physical Environment Product Functionality Specialist



Clients purchased a car and were happy with the car itself and the delivery process. They received a detailed explanation of the car's functions and had enough time to ask questions. The only issue was that they did not receive a handbook or manual with the car. They were also not informed in advance to have Google accounts activated to use the features. The staff was friendly and helpful and they were able to set up the car quickly.



90% of customers believe it's important that companies provide an opportunity to share feedback, but only 50 % believe that companies take action on it.

Global study of nearly 18,000 people across 18 countries.

Qualtrics XM Institute Sept 2021

The Feedback Loop concept enables us to go from measuring, collecting, and presenting feedback to acting on it by providing a process and tools.

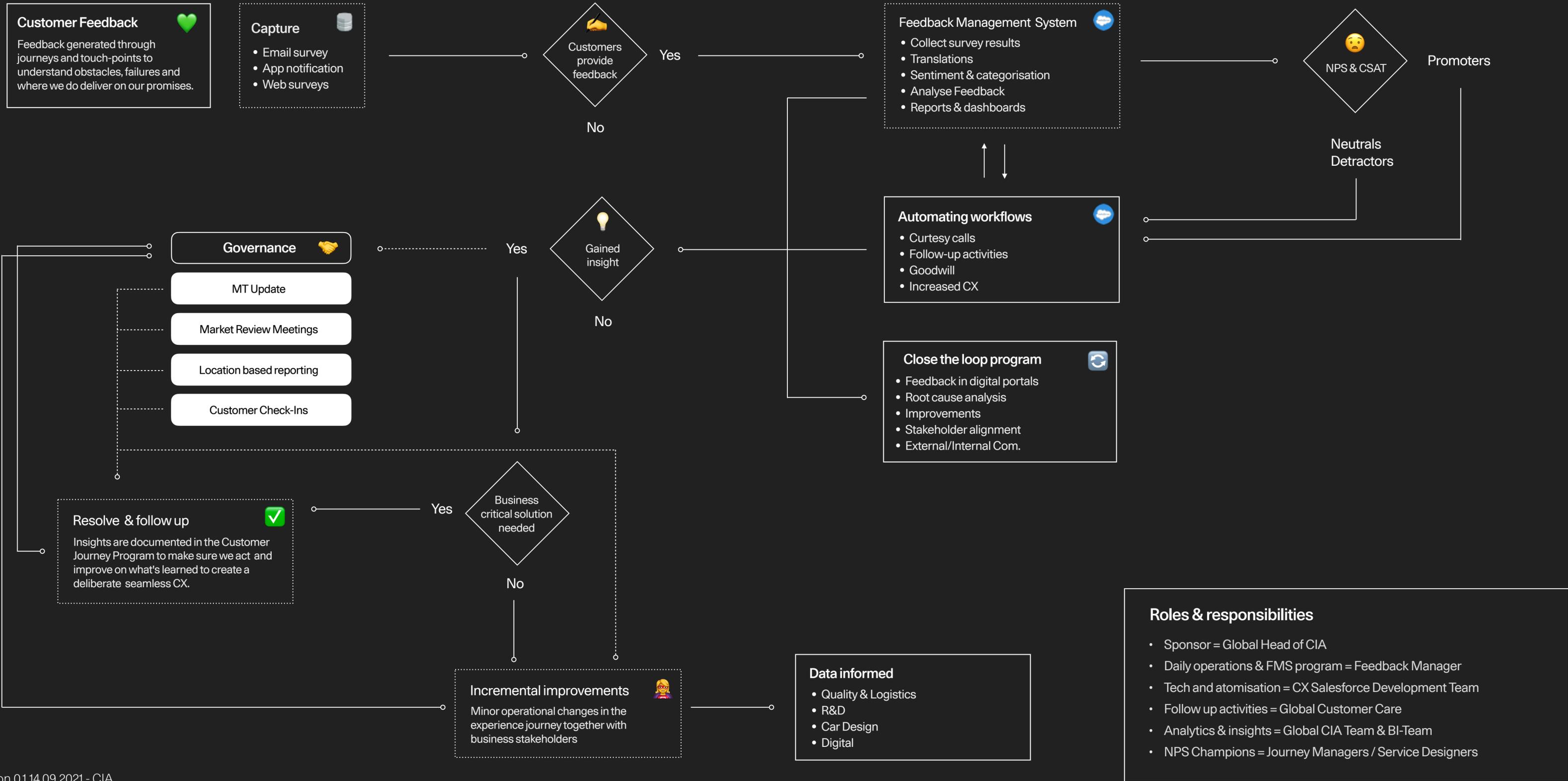
Inner loop

1. Collect
2. Alert & understand
3. Respond
4. Take action
5. Inform

Individual focus

Active customer care

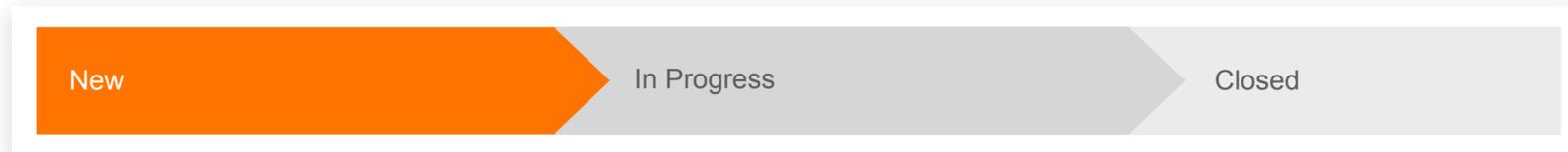
Feedback loop blueprint



Feedback Loop Case

Outbound Call 00365487 Care Advisor: Line Fridberg

Priority	Status	Case No
Medium	News	00412399



Case Details

Case Owner: Norway Case Que Case Number: 00412399	Account Name: Stien Larson Market: Norway Email: stien.larsson@nrk.no
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Status: New
Priority: Medium
Case origin: Survey
Survey: Handover

Impact Level

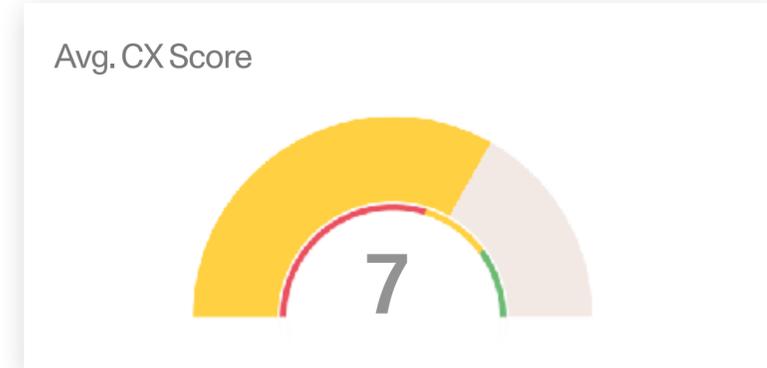
- Individual level
- Market level
- Global level

NPS Feedback

Two weeks is surely enough time to inform a customer of the next steps and arrange for the documentation to be sent in good time so that the new owner can drive the car immediately. I had to write 4 emails before I was sent a copy of the certificate. This should have been done at the outset. No apologise for mishandling there. Finally and most alarmingly we noticed that there was a HUGE discrepancy between the mileage advertised at the point of sale.

We reserved it within a few minutes of appearing on your website. 3916m. At delivery, the clock showed more than 7500m. This is astounding and completely unethical to accrue this amount of mileage within less than 4 weeks after we reserved the.

[Mark as complete](#)



Handover Survey

NPS: 5
Response: 2022-10-16

Neutral

Handover information

Model: Polestar 2
Colour: Snow
Wheels Rims: 19' black, diamonds cut
Upholstery: Charcoal WeaveTech with Black Ash deco
Engine: Long range Dual Motor

Handover Location: Oslo, Norway
Handover Completed at: 12 Oct, 22

Experience

Last Month
View

Period
All

Cluster, Market, City, Location
EU (PSU)

Handover method
All

Order type
All

Car
Polestar 2

NPS
All

01 Net Promoter Score (NPS)

NPS over period - days: 1,023

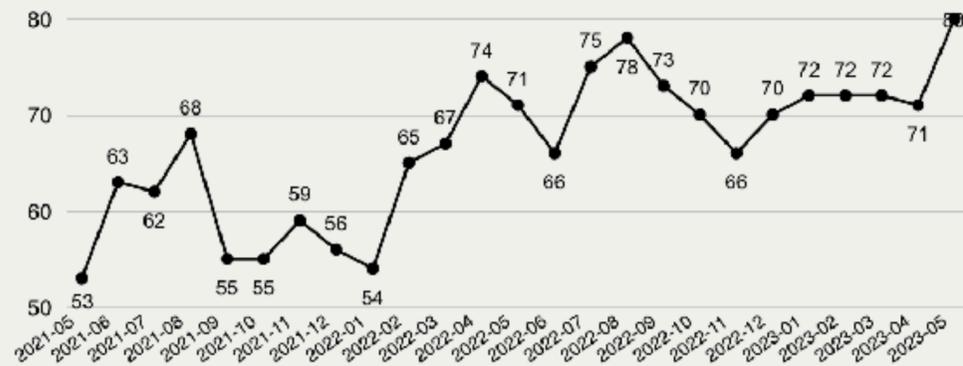
64



Responses by NPS score



NPS monthly over period



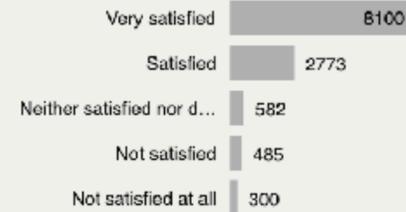
02 Customer Satisfaction (CSAT)

CSAT over period - days: 1,023

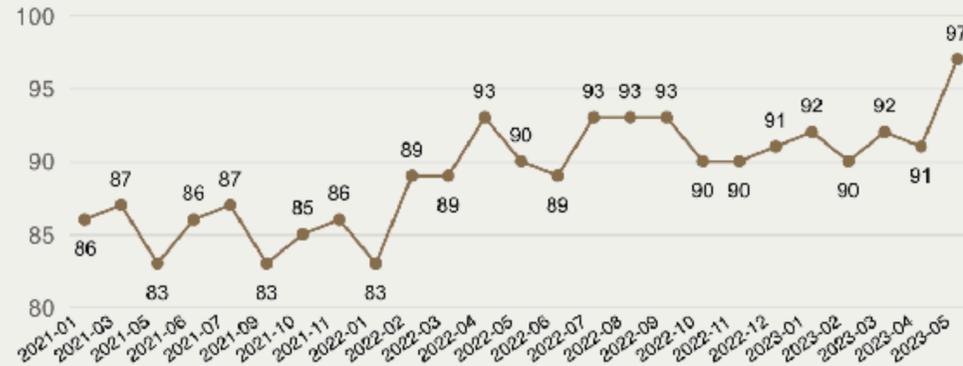
89



Responses by CSAT score



CSAT monthly over period



03 Feedback loop

Handover survey responses from "detractors" automatically create CEC cases to be followed up:

Loop cases created Closed In 2 days

226

218

61

Cases closed by:

Closed within 2days

● Location ● Market ● Global



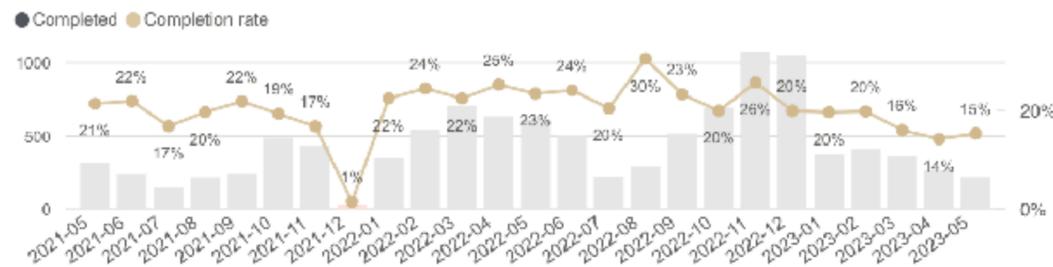
27%

Avg days to close

9.0



Completion rate over period (by invite date) *



Completion rate Surveys invites Surveys completed % with comments

20%

60,632

12256

81 %

Loop cases open

Average days open

8

9.3

Shop
1-6 months

Own
3-5 years

01. Become aware

02. Discover & Decide

03. Purchase & Anticipate

04. Wait and Receive

05. Use & Care

05. Renew & Exit



VoC Forum

Sharing insights & opportunities with the overall purpose to foster collaboration and to identify opportunities for improvement.

01.Voice of the Customer

Assets

CX Metrics
Customer Feedback
Care Case

- Feedback Mngmt
- Experience Drivers
- Self service Reports

02.In-Journey Research

Assets

Research & metrics
Insights
Opportunities
Impact & follow-up

- TheyDo
- OKR
- Research
- Gap report
- Opportunity report

Understand
Quotes, Pains, Gains, Gaps



Explore
Opportunities & solutions



Act
Develop & roll out



Outcome
Measure impact

Consumer facing staff

HandoverPortal Assar Gärlichsens Väg

Handover Portal
Welcome back, Alexander

[View all orders](#)

Upcoming handovers

●	08:30 - 9:30	2020-01-09	Jesper Giuliano, 254048	→
●	08:30 - 9:30 09:30 - 10:30	2020-01-09 2020-01-09	Cristofer Donin, 128568	→
●	08:30 - 9:30	2020-01-09	Gustavo Korsgaard, 191069	→
●	10:00 - 11:00	2020-01-09	Emery Herwitz, 090769	→
●	10:00 - 11:00	2020-01-09	Alena Koregaard, 177130	→
●	10:00 - 11:00	2020-01-09	Chance Press, 111548	→
●	13:30 - 14:30	2020-01-09	Miracle Press, 171149	→
●	13:30 - 14:30	2020-01-09	Corey Workman, 116832	→

Net Promoter Score

Last 30 days

88.9

87.5 Previous period +14 ↑

93.5 NPS target score

Response rate

Last 30 days

48%

45% Previous period +3% ↑

10 responses in the last 30 days

[View Performance](#)

Portal name Assar Gärlichsens Väg

← Back Power BI

Comments

[Detractors](#) [Neutrals](#) [Promoters](#)

Market, Location with a very long name Handover: 20.06.10

Polestar is an electric performance car brand unlike any other. We innovate to drive progress and create a better future, a future that is sustainable.

Home is where the charge is. As the charging infrastructure for electric vehicles expands, range anxiety shrinks. More and more motorists will see electric charging stations as a natural part of the landscape, becoming as familiar as conventional gas stations while improving upon them substantially.

NPS value: 4 Invitation: 20.06.10 Responded: 20.06.22

Sweden, Bra Bil Göteborg Handover: 20.06.10

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Sort by [Newest](#)

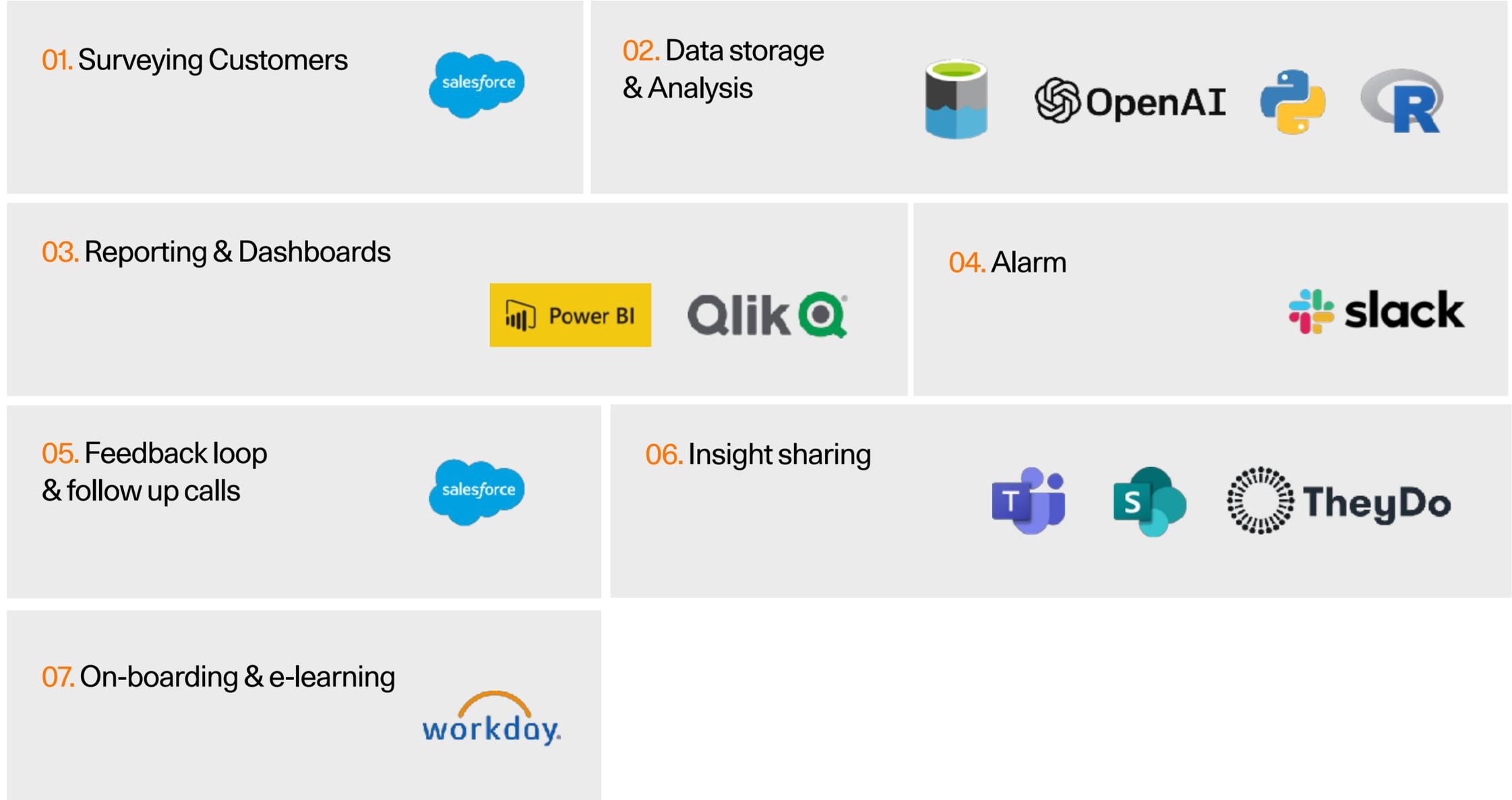
As your program matures, you can consider expanding your feedback channels, implementing advanced analytics, and integrating customer feedback into various aspects of your organization.

01. Define Objectives and Scope
02. Choose Feedback Channels
03. Act on Customer Feedback



Technology stack

- 01. Customer Care Insight
- 02. Feedback Management
- 03. Polestar Community
- 04. App Reviews



Polestar

