



ESTONIAN RESCUE BOARD

Walking in customers shoes – Estonian experience

07.06.2018





Rescue Board



2165 rescue servants



72 fire stations



More than 2000 volunteers



4 regional bomb squads



10 bomb-sniffing dogs





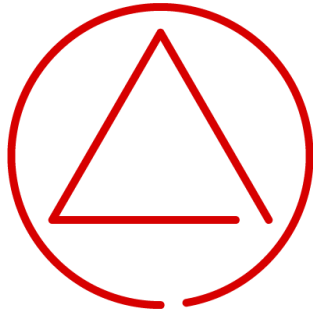
Areas of responsibility



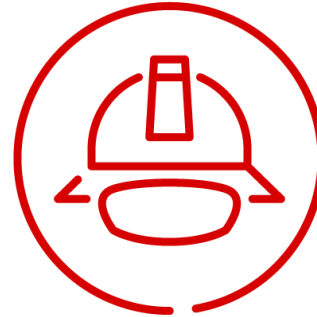
Safety
prevention



Safety
supervision



Emergency
preparedness



Rescue work



Explosive
ordnance
disposal



Our strategy 2025

Our mission

We prevent accidents and save lives, property and the environment

Our vision

Together we have reduced accidents and losses to the level seen in the Nordic countries.





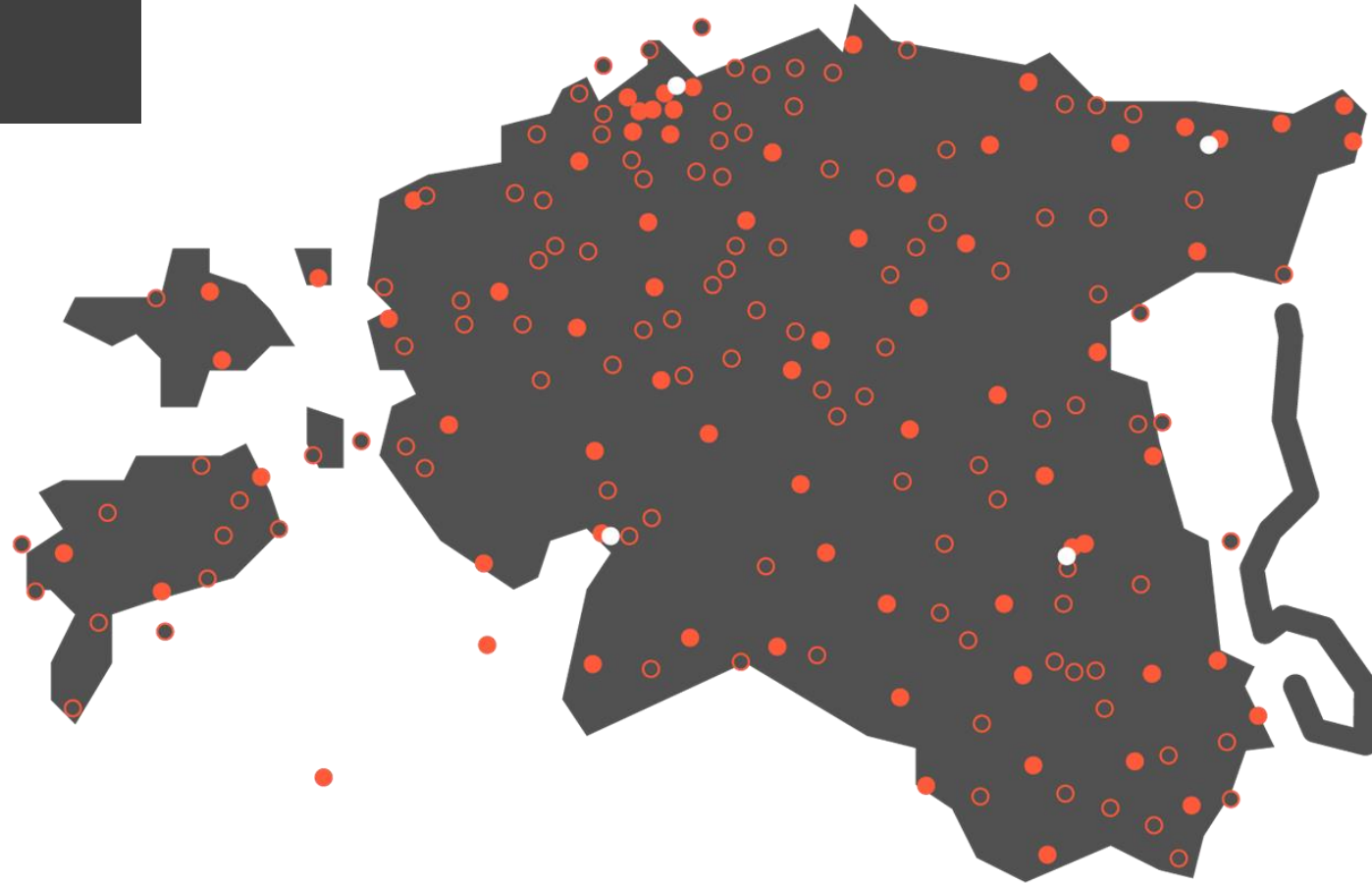
Our goals

Impact to society – less accidents, less damage, feeling of safety, trust

Supporting processes – fast response, efficient operations, aware citizen, good partners

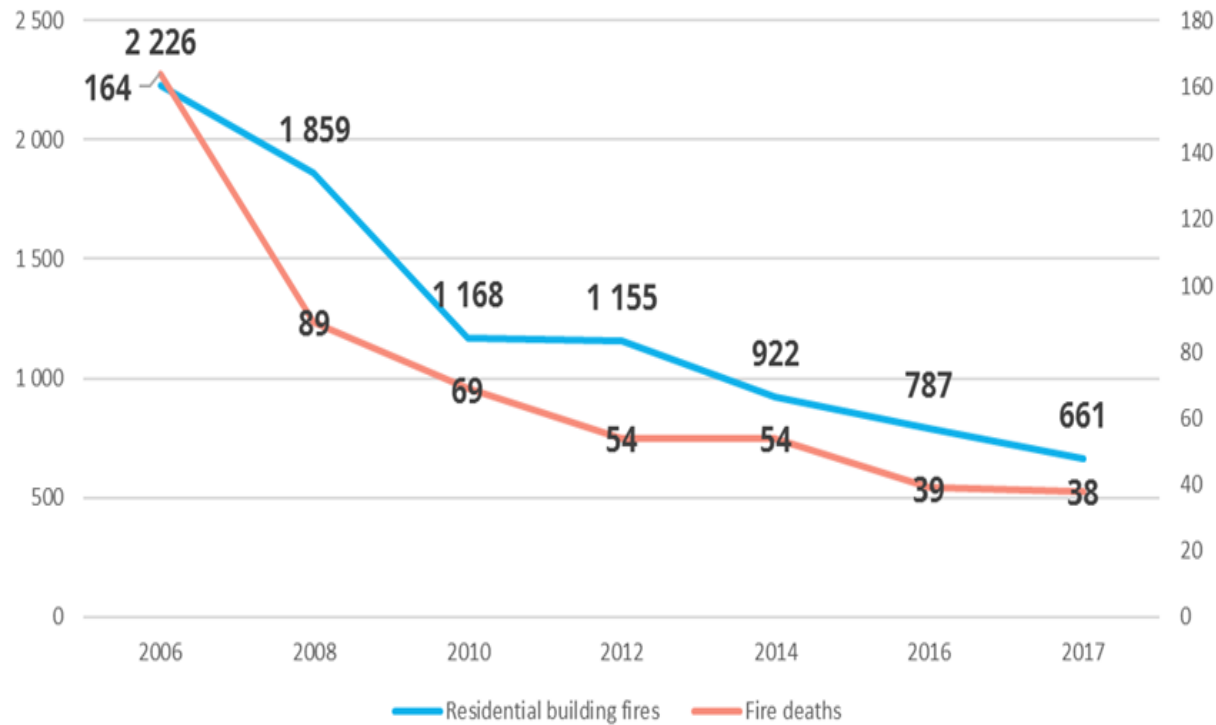
Supporting organization – committed, steady and well-trained employees

Supporting finances – sustainable investments, financing volunteers, competitive salary





Home fires and victims



The background of the image shows the silhouettes of two people jumping joyfully against a sunset sky. The person on the left is in a more compact jumping pose, while the person on the right has their arms spread wide and hair flying. The sky transitions from a warm orange near the horizon to a darker, muted brown at the top. The ocean is visible at the bottom, with gentle waves. The text is overlaid on the upper half of the image.

WE SAVE 250-300 LIVES A YEAR

WE PREVENT PROPERTY DAMAGE
WORTH 400-600 MILLION EUROS



Customer experience management (CEM)



CEM is a strategy that integrates internal processes and functions of Estonian Rescue Board, and external networks, to **create and deliver value to society**.

- Customers needs and feelings
- Service design
- Service quality improvement

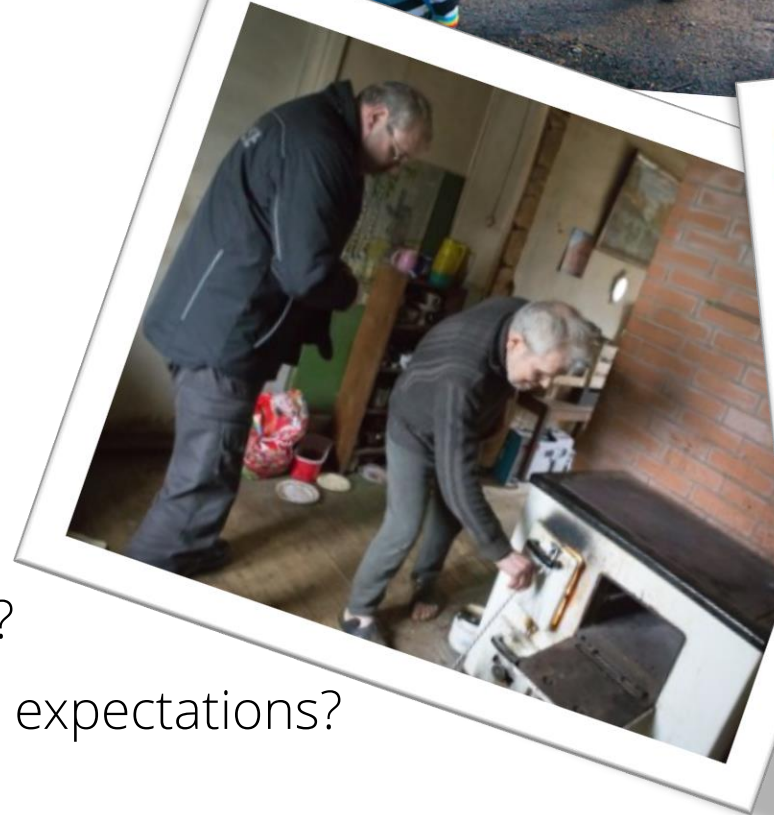


How did we start?

Service-based management model

Service = providing value to target groups

1. Who is our customer?
2. What are our customers expectations?
3. Does our service meet the customer's expectations?





Public trust in Rescue Board

95% of the population trust in Rescue Board

Who is not trusting us?

Why people trust and don't trust us?



Do the people who have used our services trust us the same way?



Satisfaction surveys

Safety supervision:

- building inspections
- revisions of construction plans

Fire prevention:

- trainings

Too slow!



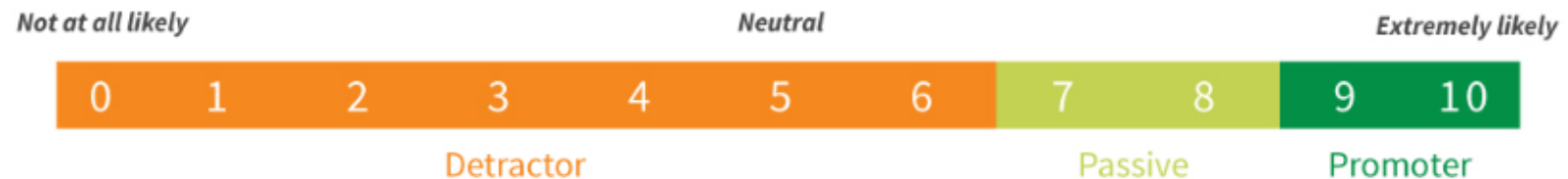


Net Promoter Score

Net Promoter Score® or NPS® measures customer loyalty.

The original NPS question by Fred Reicheld and Bain & Company:

On a scale of zero to 10, with 10 being highest, what's the likelihood that you would recommend us (our company) to a friend or colleague?



$$\% \text{ PROMOTERS} - \% \text{ DETRACTORS} = \text{NPS (NET PROMOTER SCORE)}$$



The ultimate question

The Rescue Board aims at providing society with the best possible service. We would appreciate it if you could give some feedback on the service provided to you recently by the Rescue Board.

- To what extent do you trust the Rescue Board? (0=do not trust at all, 5=neutral, 10=trust very much).

Please comment on your opinion.

- To what extent were you satisfied with the service provided by the Rescue Board? (0=was not satisfied at all, 5=neutral, 10=was very satisfied).

Please comment on your opinion.



Estonian Rescue Board and NPS

Tell us
what you
think

- Systematically started gathering feedback in 2016
- In 2016 we sent out over 3 900 questionnaires (response 59%)
- In 2017 we sent out over 12 600 questionnaires (response 41%)



Estonian Rescue Board and NPS

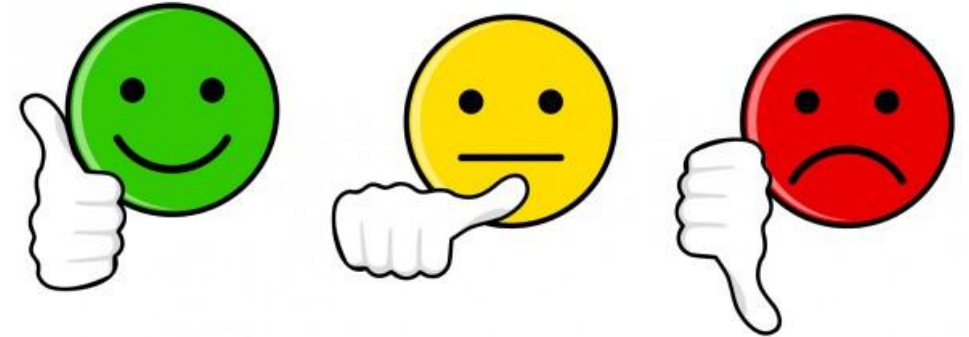
Net Promoter Score

- Shows trends
- Measure clients loyalty (trust and satisfaction)

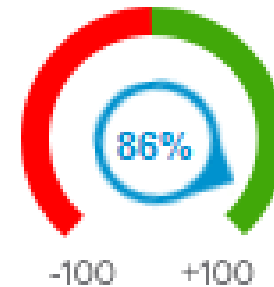
Net Promoter Score

- Doesn't give you an answer „why“

The score tells us if something needs to be done
Feedback tells us what needs to be done

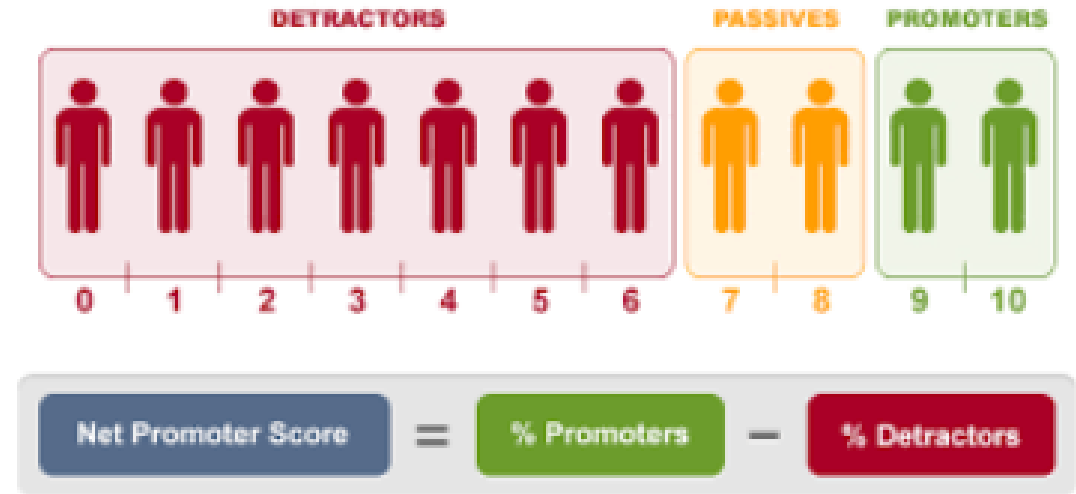


Promoter Index





Implementation overview



Fire safety supervision – e-service of self-inspection, safety inspections, revisions of documentations, partnership activities.

Rescue work – building fires, traffic accidents, water accidents.

Safety prevention – home visits, safety days, safety trainings.

Emergency preparedness – facilitation of crisis committees.

Internal services – legal support, analyses, recruiting process, communication channels etc



Feedback as a tool

Negative feedback

- manage customer expectations
- development of public services
- development on processes and operations
- hire and train our employees
- development of technique and equipment

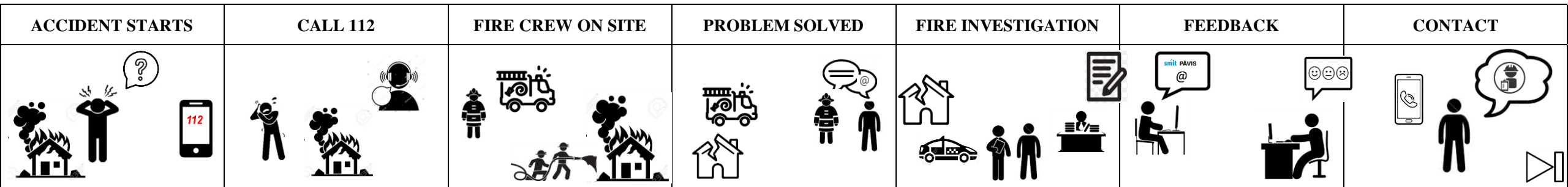
Positive feedback

- praising
- motivating





Customer's journey



1. Activities
2. Expectations
3. Emotions
4. Experience
5. Opportunities



Obstacles in implementation

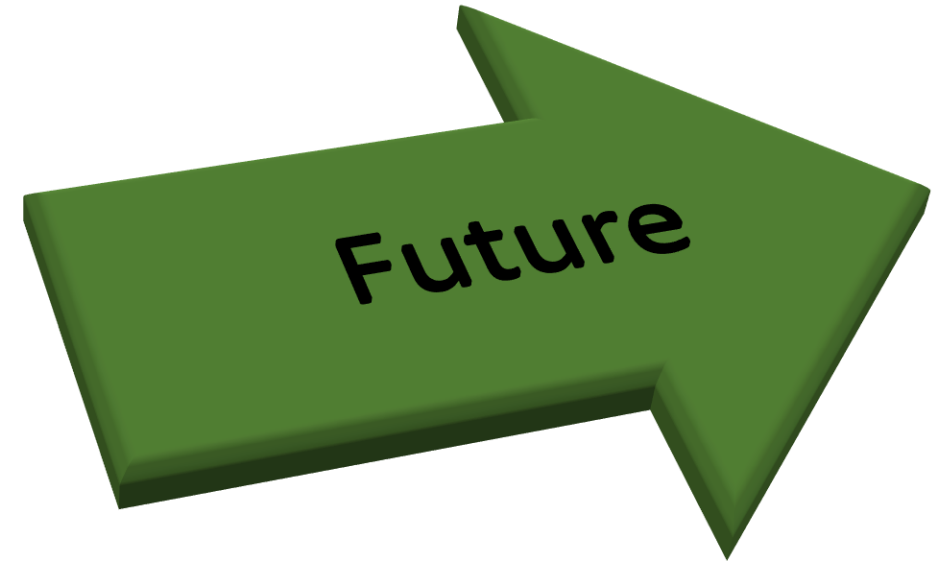
- Mindset (customers feedback helps us to improve)
- Technology (more automated work, less work for employees)
- Additional workload for analysing feedback
- Data using (trainings, principles)
- Data (e-mail) gathering
- Data protection





Future

- Value-based segmentations
- Smart data usage (customer database, CRM)
- Text analysis software (Texta)
- Mystery shoppings





Customer experience

- Media (inc social media)
- Accidents
- Trainings
- Home visits
- Friends
- Safety days
- Red fire trucks





Thank you!