Improving Experience

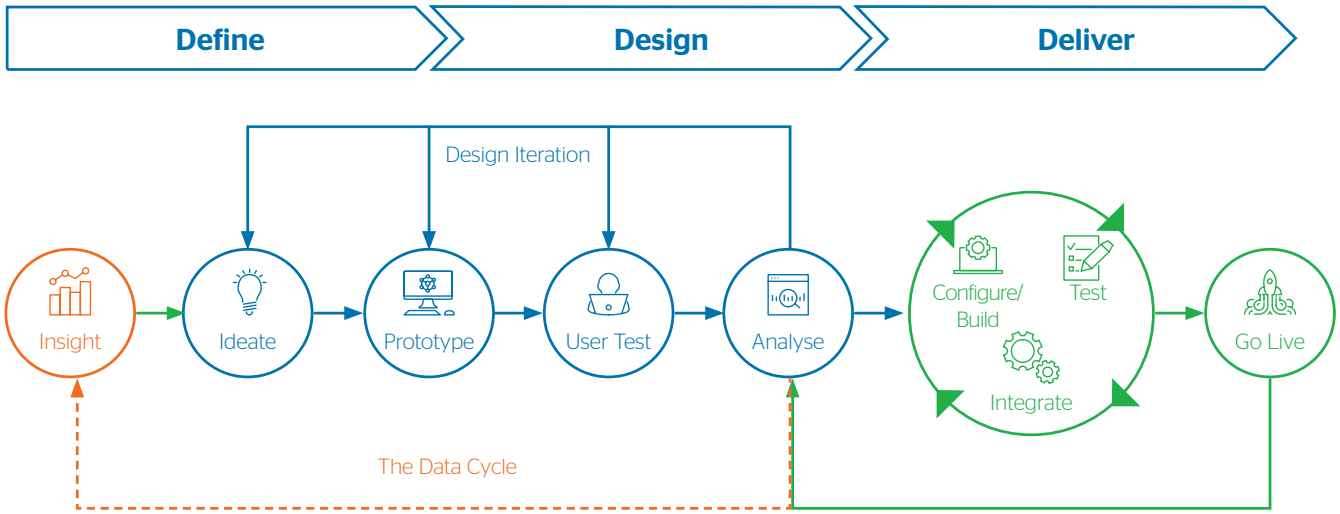
With Atos Experience & Innovation Centres®

Atos Experience & Innovation Centres®

- "Experience" is a key competitive differentiator in terms of attracting and retaining both customers and employee talent
- Atos Experience and Innovation Centres® are designed to help our customers improve their customer's and employee's experiences
- These unique environments encourage creative thinking, design and co-design to better understand customer, employee and process in order to enhance the holistic customer journey, product lifecycle and service
- Utilising the latest technology, testing and focus group research, experience simulation and methodology:

1. Ideation
2. Journey mapping
3. Prototyping
4. User research and testing
5. Implementation and change management

Customer Experience As A Service - Methodology



"Our labs are safe places to ideate, create journeys, prototype, innovate, observe, research and test the impact and implementation of improved customer experience."

In 2019 ISG Provider Lens identified Atos as a LEADER in the following categories

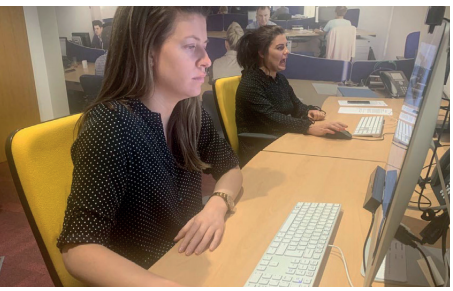
Customer Journey Services
'Atos supports many major brands in their customer journey and excels in terms of customer experience and journey in almost all areas of consulting and implementation.'

Digital Product Lifecycle Services
'With its expertise, industrial knowledge and complete end-to-end digital services, Atos offers advanced transformation services.'

Digital Backbone Managed Services
'Atos is continuing to invest in its services and extending the portfolio to embrace external services. It is maintaining its ongoing long-term program of continual service improvement that is focused on increasing efficiency and service quality while lowering operational costs.'

INNOVATION CENTRES & DESIGN STUDIOS

These unique environments encourage creative thinking and design. Equipped with a tailors tables, video walls, and other Digital Media capability, these spaces engage visitors and clients whilst showcasing CX capability. Each lab has collaborative software installed - Smaply (a journey mapping tool) and Miro (an interactive whiteboard).



CUSTOMER TESTING SUITES

Customer testing suites are used to conduct focus groups and perform user and market research. They are also fitted with eye tracking technology to observe how customers interact with our prototypes. This allows for real time feedback and interaction with customers and clients.

GREEN SCREEN STUDIO

Engagement is vital when delivering CX. Creating digital communications in green screen studios, together with live streaming capability, provides an innovative and captivating way to deliver messages - both internally to the business and externally, bringing together clients and customers regardless of geography.

TECHNOLOGY HUB

Also known as the 'control room', this is where the labs come together, managing and monitoring all of the technology the spaces have to offer, allowing observation of customer behaviour and sessions, and enabling production of multimedia communications from editing suites to build digital media and bring Customer Experience to life!

"This capability breeds a culture of investing in our people, looking after them, and quite honestly, we want to provide a good customer service."

Stephen Crosbie, Protection Director, Aegon

Customer and Employee Experience

Two sides of the same coin

Employee satisfaction has a positive impact on customer satisfaction. It's not just speculation; these two elements really are deeply connected.

Studies indicate that employee behaviour and attitude is one of the most significant drivers of customer satisfaction. Engaged employees not only spread their enthusiasm to customers, but they are also more dedicated to providing the best product and service to customers.

147%

Companies with highly engaged workforces outperform their peers by 147% in earnings per share.

AEGON

250+
People

Over 250 people from all departments across Aegon Protection together with Client employees jointly attended a CX mindset session.

38
Employee engagement sessions over 3 days

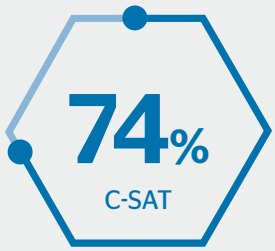
38 employee engagement sessions were then held over 3 days for all Aegon Existing Business employees from every department.

150+
Ideas

Resulting in over 150 ideas being submitted by those closest to the Aegon/Client relationship.

Customer Experience Outcomes

Across NS&I both CSAT and channel shift scores are higher than ever before as we strive to digitally transform NS&I and make them easier to do business with.



June 2020

Our Customer measurement framework in Aegon analyses multiple sources of feedback from Clients and calculates the Net Promoter Score.

Currently an impressive

30

Aegon Overall

Department achieving NPS score

70

Aegon claims

June 2020

A study by Temkin Group found that

79% of employees are engaged when they feel their company's CX approach is significantly better than that of their competitors, compared to only 49% when employees feel their company's CX approach is only equal to or worse than that of competitors.

www.temkingroup.com