

CUSTOMER EXPERIENCE FRAMEWORK





Customer Experience Nirvana



Yes –
We Are
Speaking
to YOU!

CX: Defined

It's not... just digital...customer service...retail interactions...reputation...environmental impact...

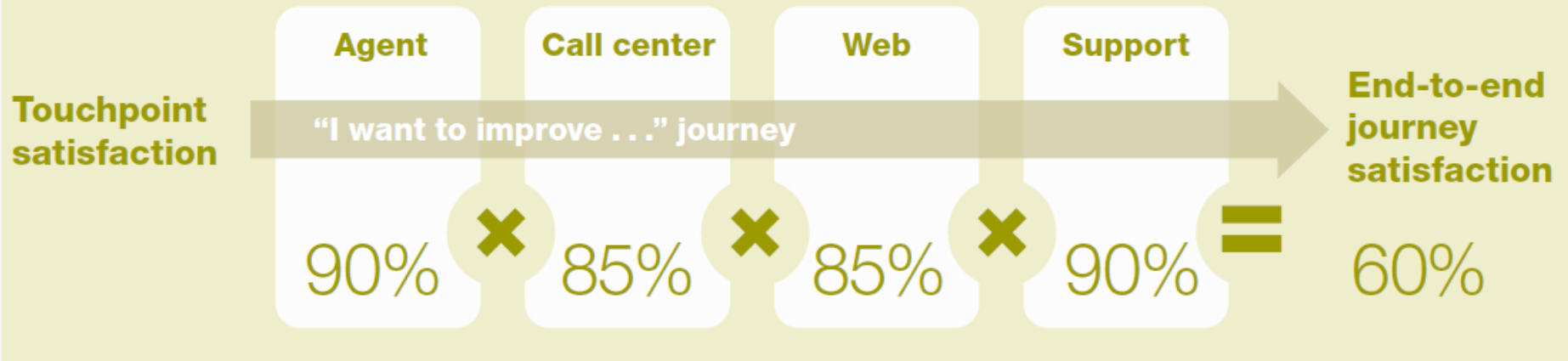
“To be really successful on a long-term basis, customer experience needs to be seen as all these things, and more. It is the sum-totality of how customers engage with your company and brand, not just in a snapshot in time, but throughout the entire arc of being a customer.”

Harvard Business Review: Understanding Customer Experience

86% Of business leaders agree that Customer Experience is vital for success.

Touchpoints May Be Misleading

Individual touchpoints may perform well even if the overall experience is poor



CX Includes Both External & Internal Interactions Throughout The Process



**Information
Technology**

Marketing

FINANCE

R&D



Communications

Manufacturing

Yes –
We All Are
Speaking to
YOU with One
Voice!



HR

S Public Relations

A
L
E
S



Accounting



Logistics



Customer Service



- ✓ *If A Company Has Customers It Has A CX*
- ✓ *The CX Cannot Be Controlled Completely*
- ✓ *But It Can Be Discovered and Managed*
- ✓ *It is Unique To Each Business*
- ✓ *It Must Be Understood Throughout The Entire Organization*

The Business Imperative

- An effective CX strategy can transform your business and improve Customer Lifecycle Value by:
 - Creating alignment around a strong Corporate Vision
 - Removing friction from the engagement process
 - Allowing seamless transitions across platforms
 - Facilitating upselling & reselling
 - Increasing loyalty/Creating advocates

Actions Taken To Address CX

94%

Improving Online customer experiences

94%

Transforming our culture to be more Customer-Centric

88%

Adding or improving social media experiences

88%

Adding or improving customer experience measurement

87%

Improving cross-channel customer experiences

Despite all of the efforts...

Of Customers feel
80% brands don't
understand them as
individuals.

...Why?

At The Core of CX Is A

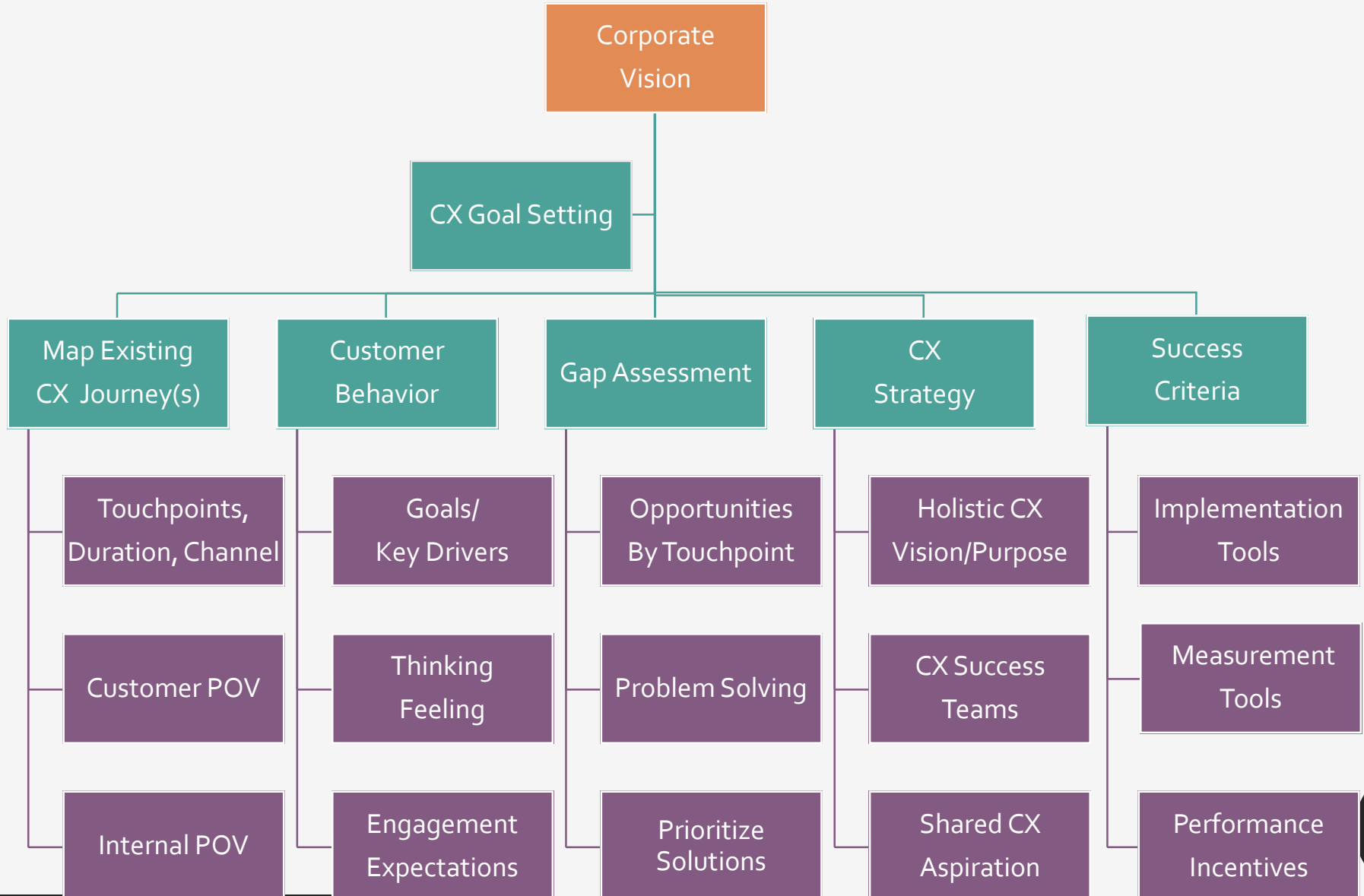
HUMAN



Understanding Customer Behavior
Is An Essential Part of Any CX
Strategy Yet Often Overlooked

Effective CX Requires A Consumer Centric Culture

The Path To A Customer Centric Organization



Discover & Verify The Consumer POV

Cross Functional Teams	Key Customer Segmentation Clusters
	Motivational Drivers By Customer Cluster
	Before, During & After Purchase Emotional Triggers
	Understand Impact Of Engagement by Touchpoint
	Understand Experiences In Aggregate

Research Tools

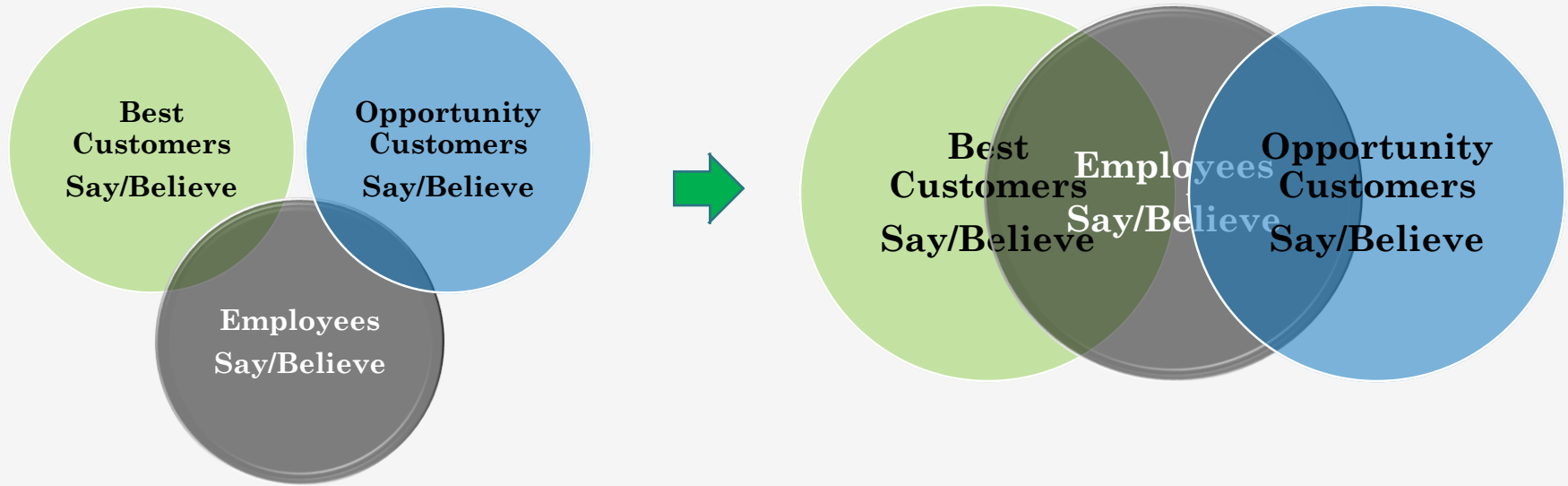
Attitude & Usage | IDIs | Focus Groups | Buyer Intercepts | Ongoing Panels | Promoter Scores | Communication Tests | Ethnography

Discover & Verify The Employee POV

Core Cross Functional Team	Preliminary Customer Journey Framework
	Opportunities Delineated By Functional Area
	Broader Employee Teams Engaged
	Benefits Refined With Wider Employee Group
	Customer Centric Change Agents Evangelize

Individual Interviews | Survey of Perceived Importance By Activity/Touchpoint | Consumer Listening Study | Ideation | Ongoing Employee CX Monitoring | Coaching

Close Gaps Between Customers & Employees



Prioritize **Key Drivers** By Journey, Touchpoint & Function
Categorize High, Medium & Low Impact Improvements
Understand Improvement ROI
Start With High Impact/High ROI Improvements
Test/Verify With Customers Before Full Implementation

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Communicate CX Strategy, Purpose
Expected Outcomes, Measurement
Tools And Performance Metrics To All
Employees

Craft & Test A Simple Statement e.g.
Disney: Our Common Purpose Is to
“Create Happiness”

Implement Ongoing Journey Evaluation Processes For Both Customers and Employees

Customer Panels/Voice Of the Customer
Employee Advocates, CX Champion,
Change Management Coaching



The Choice Is Simple:

Get To Know “ME” & Enhance “MY” Experience
or Face The Consequences!

Thank You



CREATING BREAKTHROUGHS LLC

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