

surveygizmo

Why Customer Experience is Worth It

October 3, 2017 | 11-12 p.m. MDT



HOUSEKEEPING



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MEET OUR EXPERT PANEL



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The Problem:

Why are we here?

- CX is being discussed by business executives more frequently than ever before, yet, there is a widespread adoption lag.
- CX is not being integrated into business strategies or plans across the organization, thus, decreasing its effectiveness.
- We are here today to discuss how to solve for these challenges using real-life examples and findings.



Our Discussion

CX has intangible, yet enormously impactful, benefits:

- Cultivates a customer-centered culture across the organization
- Improves the ability to encourage and scale customer-generated marketing content
- Highly effective self-service and social support that scales
- Improve customer loyalty, brand perception, and lifetime customer value
- Incorporates Voice of the Customer (VOC) into decision-making

(According to Salesforce.com)



Customer Obsession Needs to Be Integrated

- From the top to the bottom organizationally
- “Having a stronger client focus” has decreased as a Top Priority of the CEO (*KPMG*)
 - While the hypothesis is that customer experience has become tablestakes and differentiation, and therefore priorities, need to be on firming up the core, this couldn't be further from the truth.
 - Rather, a distinct and focused customer strategy and experience needs to be the core in which all other priorities are laid and all other business strategies are developed.





CX is Part Art

- Building a brand that people associate with customer obsession and feel in every touchpoint
- Integrate customer initiatives through the culture and equip your **Army of Customer Advocates** to manage CX
- Give your people the autonomy to deliver what the customer needs

And Part Science

The science in executing a great CX program and using it as a competitive differentiator comes in integrating this strategy into the organizational ways of operating.

- Having the right digital technologies to reach consumers at the appropriate touchpoints
- Developing annual plans that plan, execute, and measure against the tactics that align to the strategy
- Vetting potential employees by adjusting evaluation criteria for hiring and retention practices
- Measuring employees on their ability to deliver against the desired customer strategy





Accelerating the Customer Journey

While most organizations are collecting vast amounts of consumer data (CRM, POS, Digital Clicks, etc.) few are pulling this tremendous asset together to accelerate their customer journey.

Accelerating the Customer Journey

- Making sense of the vast data points that are collected (including clickstream data, demographics, geolocation insights, purchase history, and voice of customer feedback) and using it to personalize the consumer experience will drive both loyalty and retention, and ultimately sales!
- Turning this data into insights and using it across the processes that impact your customer (what products to sell, what new prospects to create, store openings/closing, pricing, etc.) is critical.
- It's not about being the one with the most data on your consumers, it's most important to be the smartest with that data.





Accelerating the Customer Journey

Democratizing data is the next step into this journey – getting data to the ones who can influence the consumer experience – from frontline CRM systems to corporate dashboards.

Determine the Root Cause of Good and Bad Experiences

Criteria to look for when evaluating a team's ability to successfully interact with clients:



Establish Customer Experience as a Shared Responsibility Throughout the Organization

- Whether the change was initiated bottom-up or top-down, there needs to be genuine buy-in and reinforcement from everyone
- Director of CX's success is dependent on the ability to collaborate with all departments and the department heads
 - Support
 - Sales and Renewals
 - Marketing
 - Product



The Key Differences Between Customer Experience and Customer Support

- **Customer support** is focused on solving the immediate needs of the customer
- **Customer experience** is focused on the long-term relationship and success
- Beginning
 - Customer support and customer experience is executed by same person(s)
- Transition
 - Begin specialization so a position created just for customer experience and another position just for customer support
 - There will be organic desire for this because workload increases as you gain more customers
 - When the specialization and separation begins and is reinforced, there will be stumbling blocks as what normally comes when implementing change



Develop and Hone Meaningful Relationships with Your Customers



Regular check in's to see how they're doing

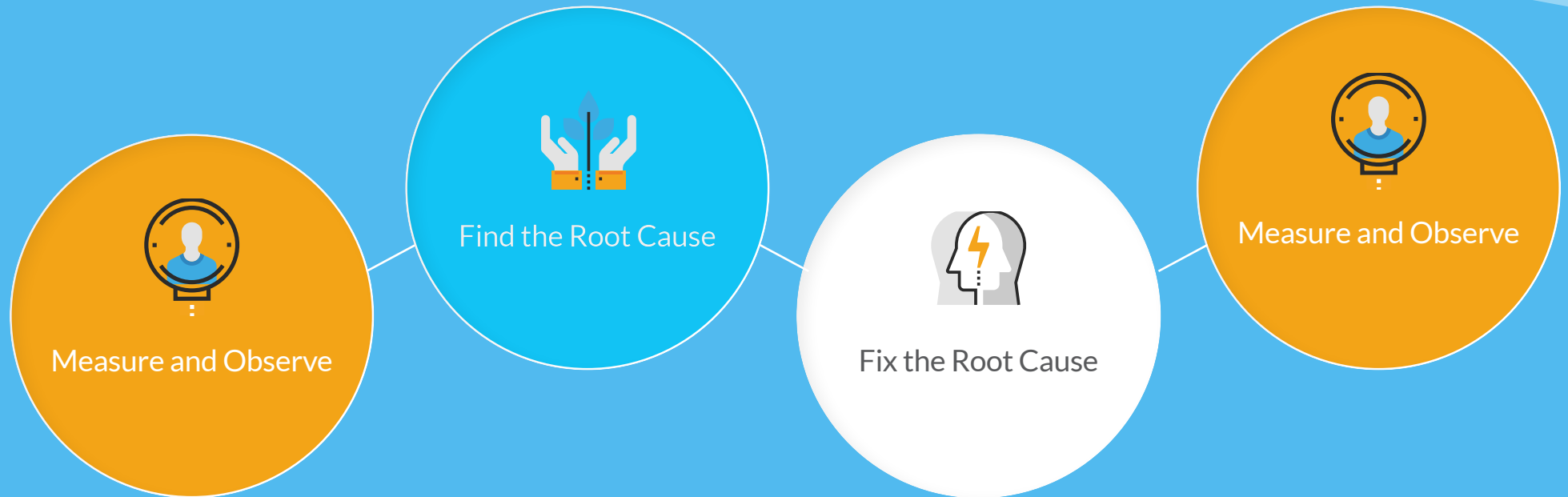


Meet with them face-to-face, whether it's an in-person meeting or a video conference call



Small talk matters; get to know your customers beyond business

Maximizing the Customer Experience



Training in the Middle of the Night



Measure and Observe

9:00 a.m. Central
European Time

=

3:00 a.m.
Eastern Time

Root Cause: Busy Customers



Find the Root Cause






- Constant security threats, small security department—can't be away for a whole week.
- But training is important!

Fix: Flexible Training Class Delivery



Fix the Root Cause

February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2			5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25				

Takeaways



Measure and Observe

- Find and fix root cause issues
- Dig deep
- Fix issues by putting the customer first
- Establish a “we love feedback” culture



Check your inbox for access to:

CASE STUDY

How ASK LISTEN RETAIN leverages SurveyGizmo to power CX surveys and real-time insights on a global scale

eBOOK

What Do Customers Want?

MORE INFO

Access to today's recording and slide presentation



Thank You!

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