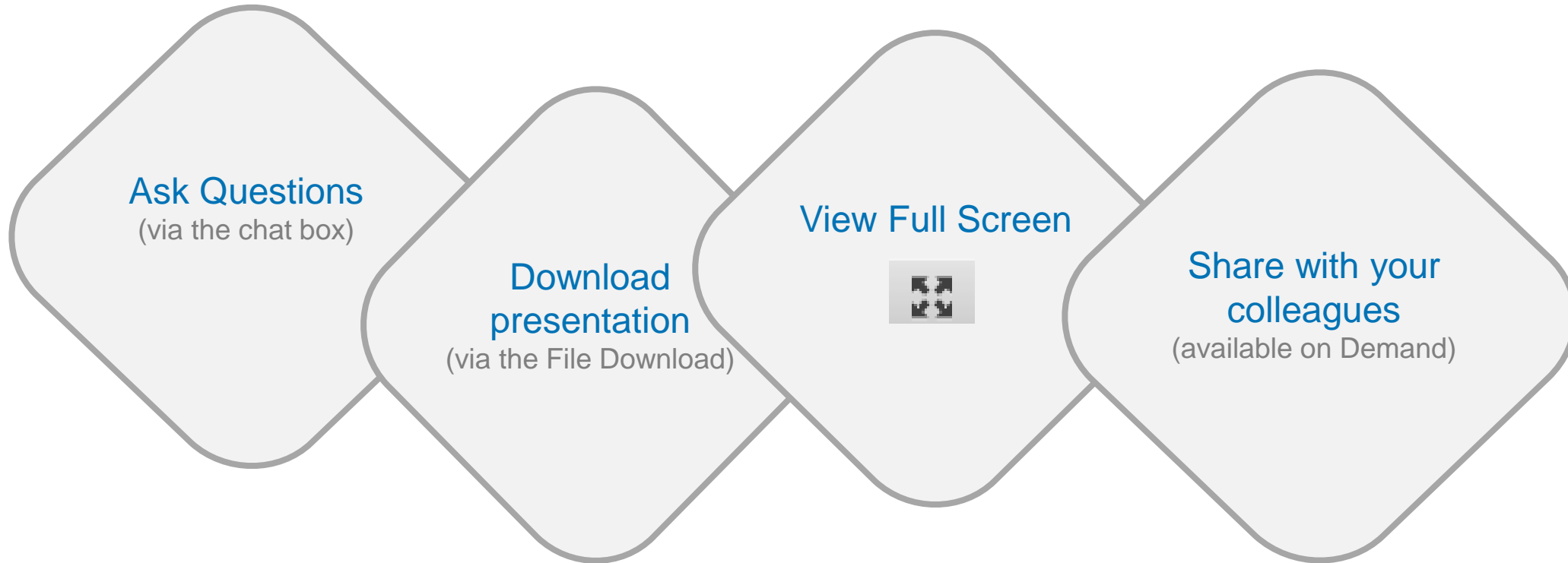




**How To Sustain The Focus On Customer
Experience In Good AND Challenging Times**

Making the most of the webcast



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Panelists:



Ian Golding

Certified CX Professional – International Keynote Speaker, Blogger, Columnist & Writer

Ian Golding, is a Certified Customer Experience Professional and Customer Experience Specialist. A certified Lean Six Sigma Master Black Belt, Ian has spent over twenty years in business improvement, working hard to ensure that the businesses he works for are as customer focused as possible.

...[Full Bio](#)

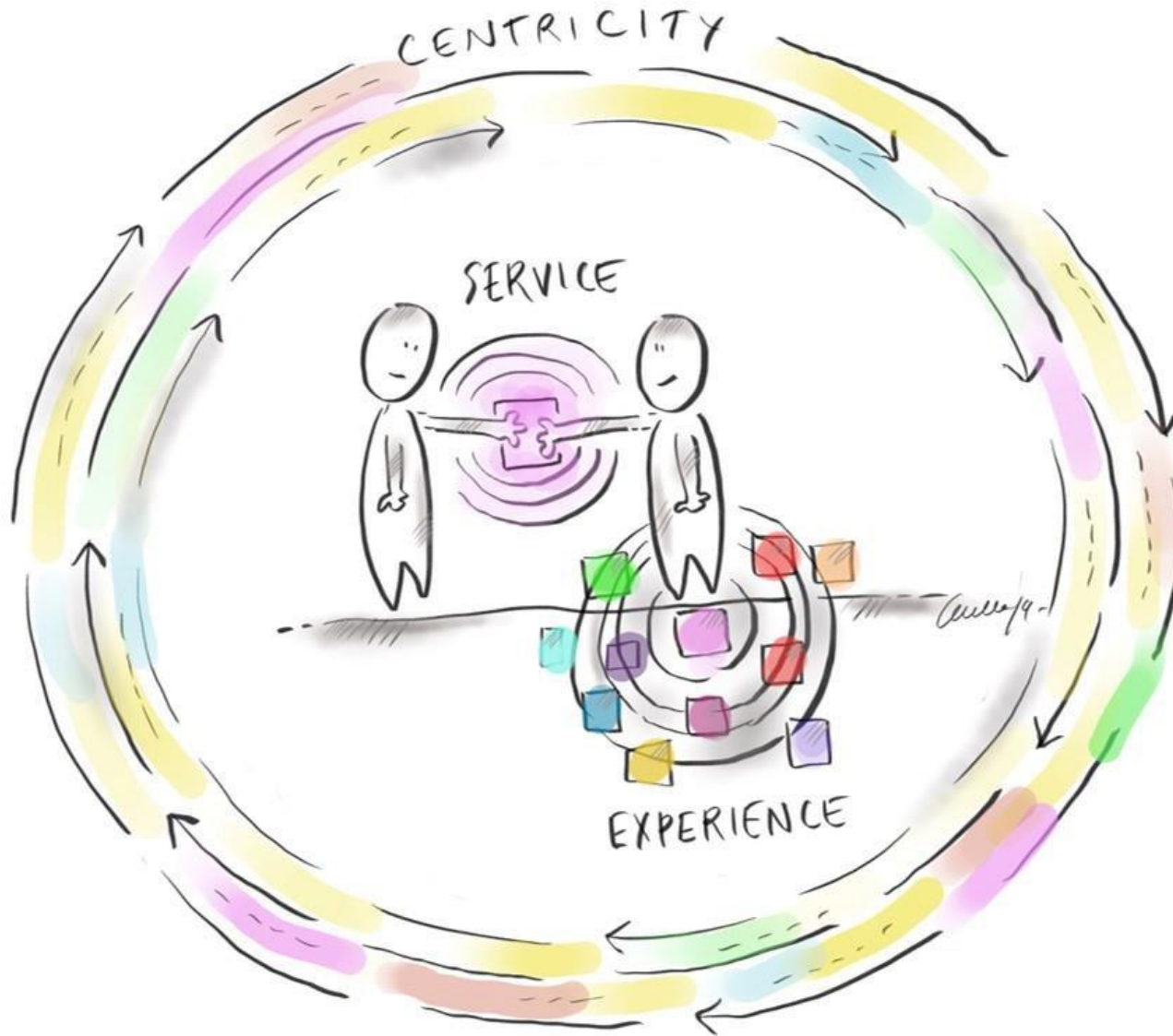


Demet Tunç (Moderator)

Council Director, Customer Experience Council
The Conference Board

Demet Tunç leads the Customer Experience Council at The Conference Board and consults for Eric Salmon & Partners to support the firm in leadership advisory, strategic consultancy, organizational design and executive search on a global level. Starting out as a brand manager at C...[Full Bio](#)

A Customer Centric Business Attitude = Sustainable Growth



Customer service

is the assistance and advice provided by a company to those people who buy or use its products or services

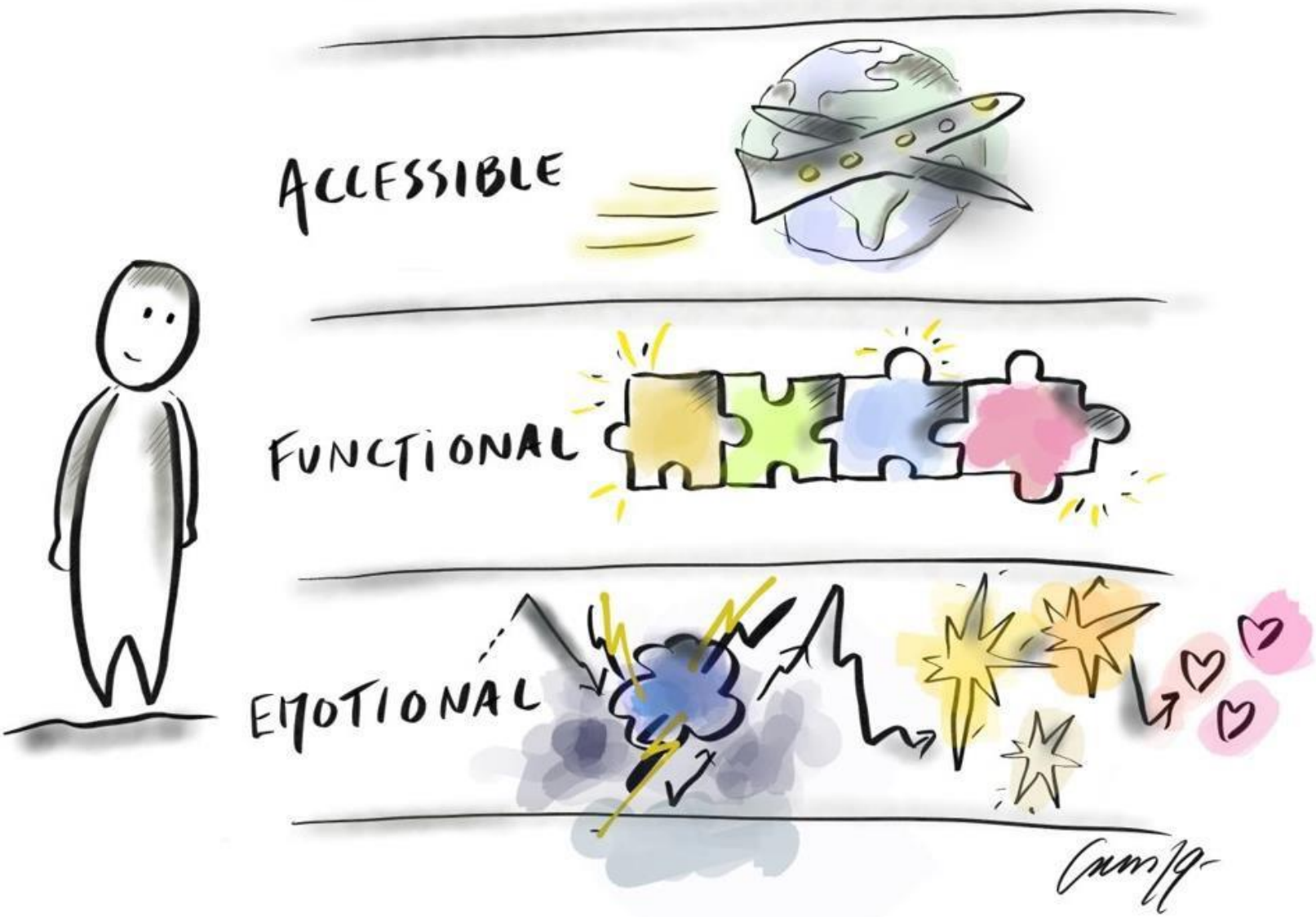
Customer Experience (CX)

is the sum of all experiences a customer has with a supplier of goods and/or services, over the duration of their relationship with that supplier. This can include awareness, discovery, attraction, interaction, purchase, use, cultivation and advocacy

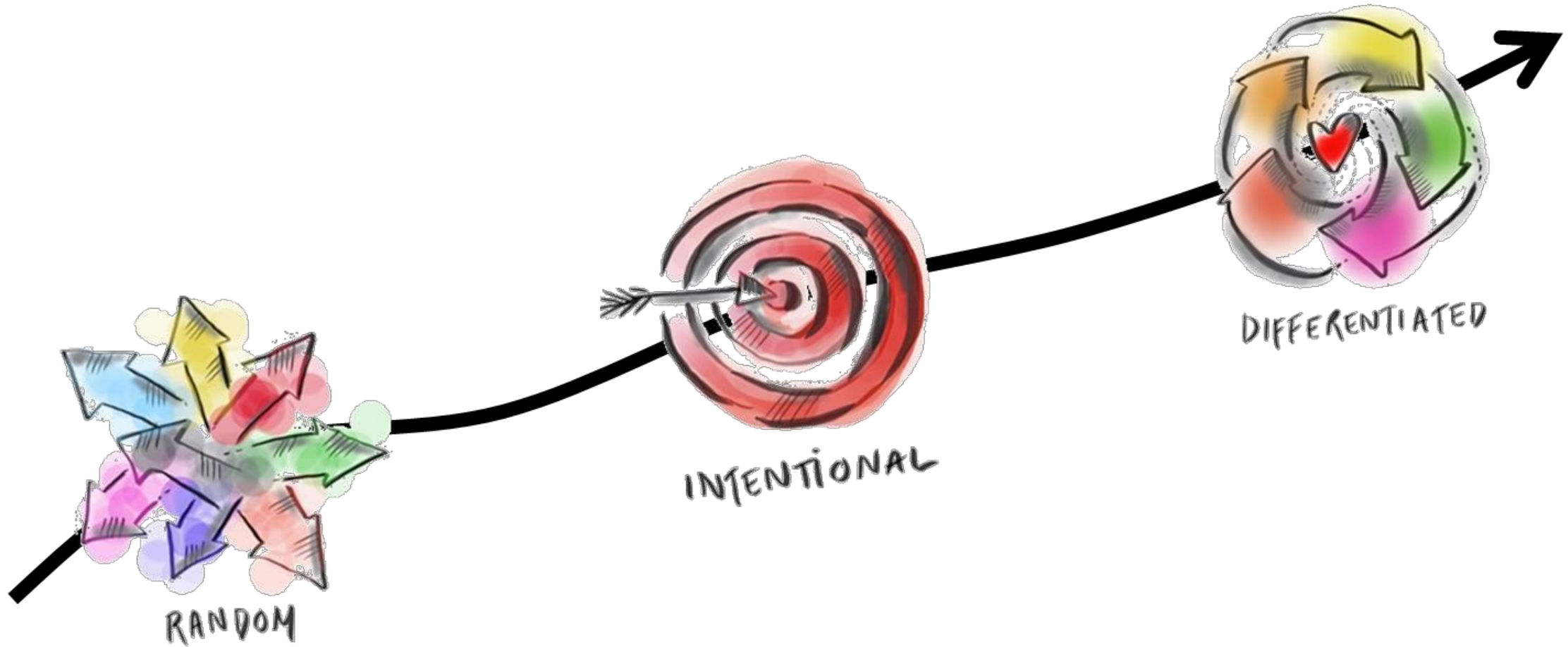
Customer Centricity

Putting customers at the heart of everything you do will lead to increased customer satisfaction and loyalty, which will ultimately lead to an increase in profitability

The three core elements of an experience



Evolutionary Phases of Customer Experience



Carrying unnecessary cost

- Process, task & product focus
- Little/no measurement
- Exceptions are the norm
- Unintended consequences
- Disengaged employees

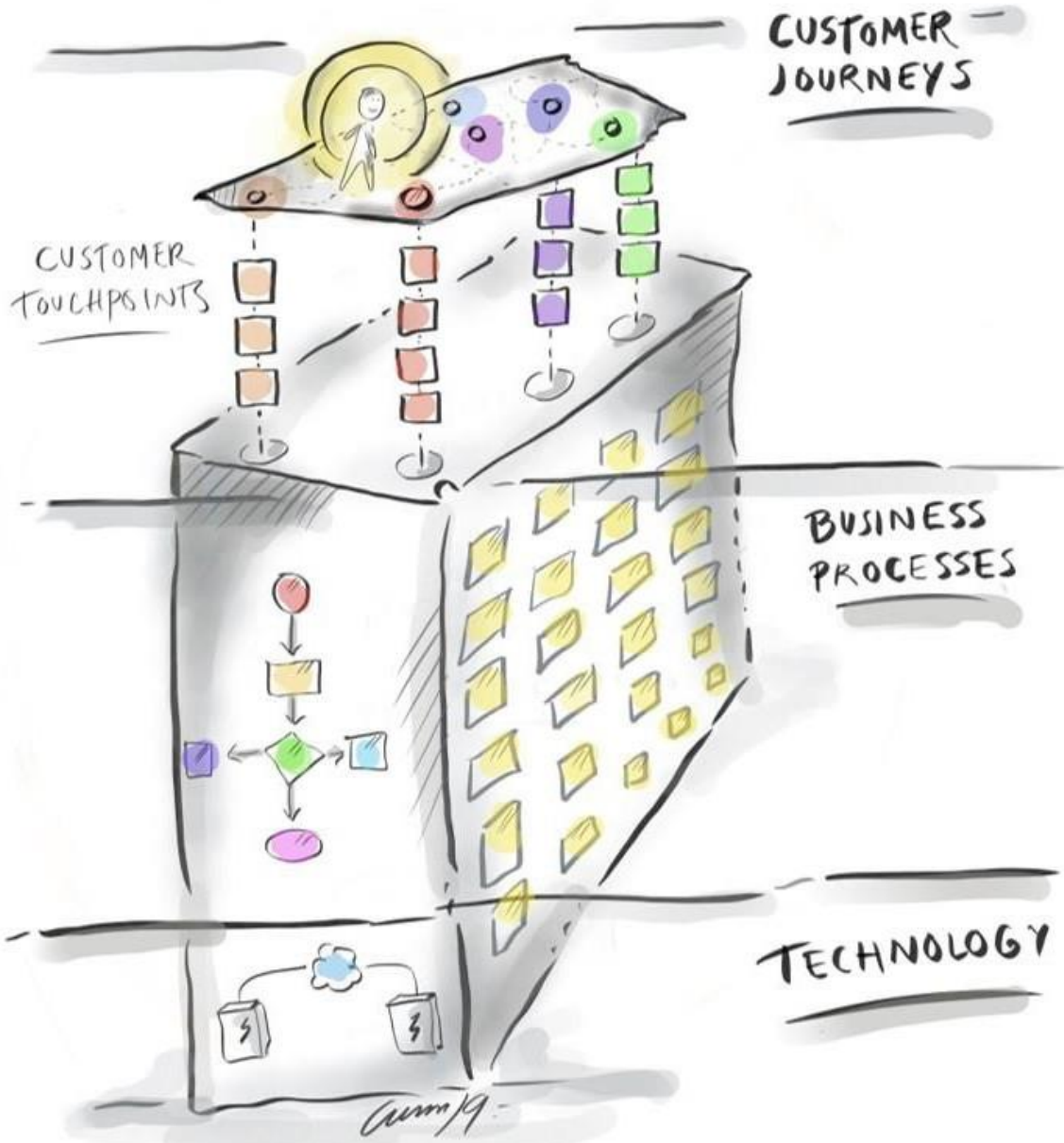
Profitable

- Shared vision
- Think 'customer'
- Fixes own problems
- Balanced measurement programme
- Cross functional governance

Sustainable

- Easy to do business with
- Think and act 'customer'
- Resolves customer mistakes
- Brand promise delivered
- Self-regulating

Aligning organisational layers





CX frameworks

Are you delivering an accidental or intentional experience?



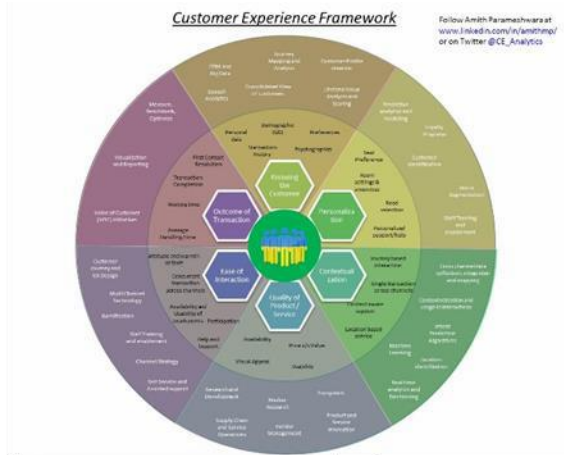
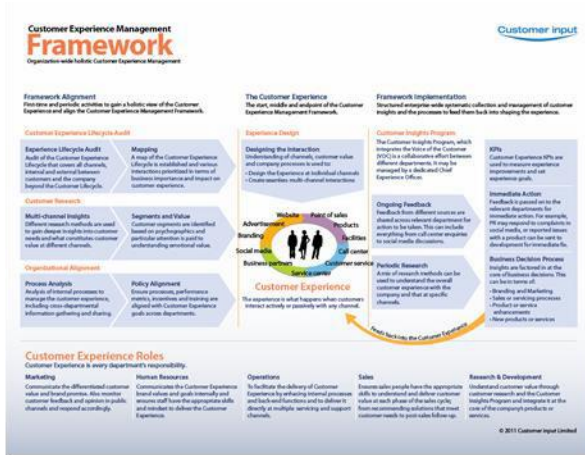
or



Do I really need a framework?

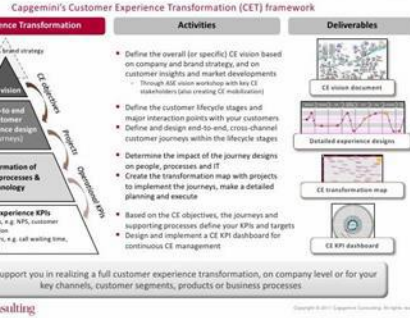
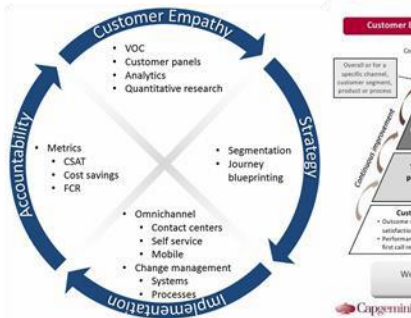
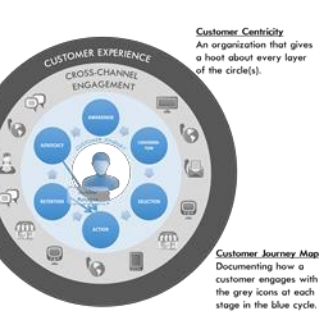
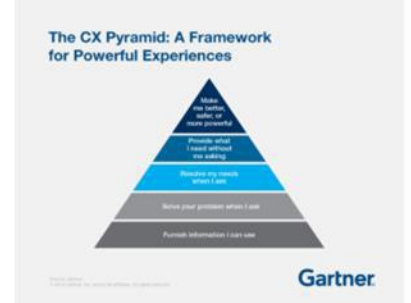
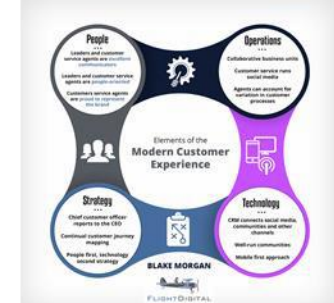


Many frameworks exist

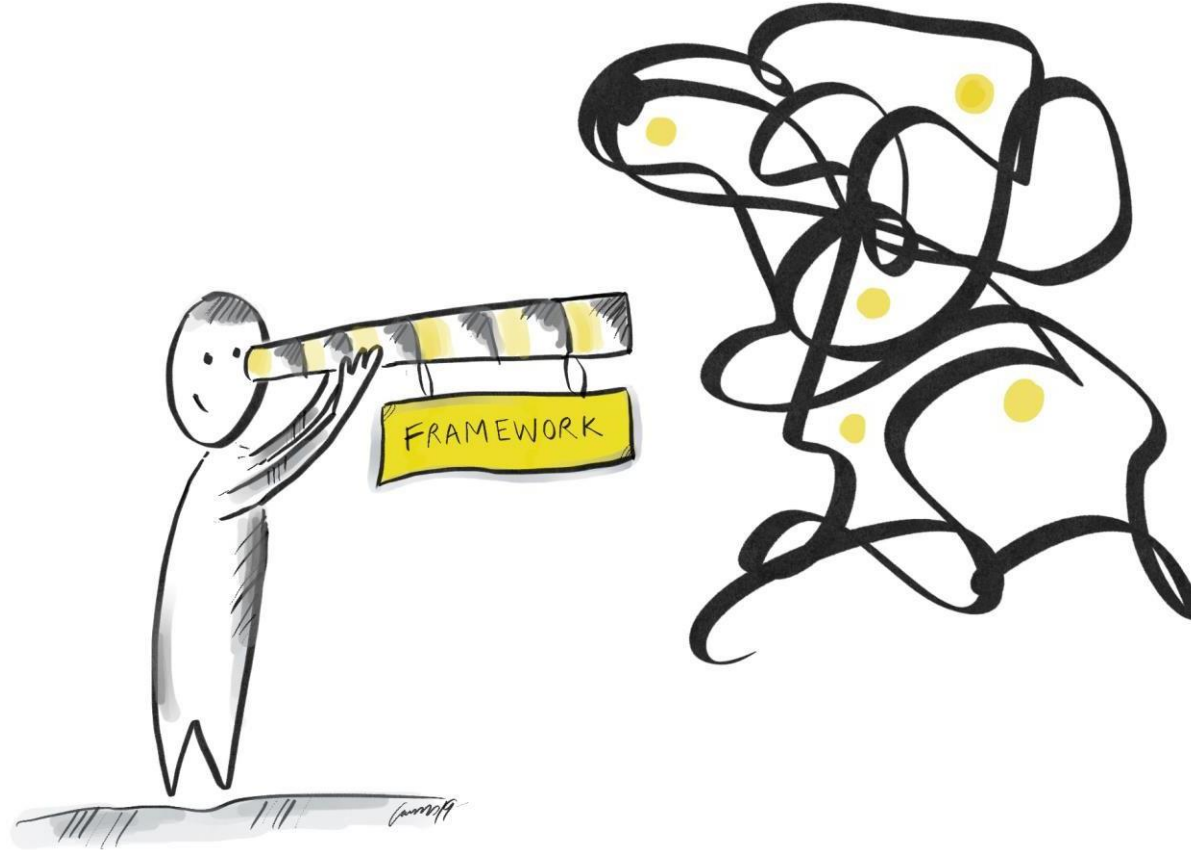


Astute Customer Experience Maturity Framework

Channel Choice	Personalization	Self-Service	Evaluation	Voice of Customer
Customer service through only traditional channels (800 number and email) and the process must be long to the customer journey.	Collecting customer information, but not using it for personalization. Customers receiving canned responses.	Self-service is available only on the contact page of your website.	Customers only have the option to call your 1-800 number if they need additional help.	Some customer data is being collected but is fragmented and/or not being analyzed. Reporting capability is limited, and reports are not very valuable or accurate.
Engaging customer and using social media for customer service. Customers are able to interact with your brand on social media.	Customer communication uses use of segmentation and personalization, such as names and location info.	Customer self-service is available across every page of your website.	Customer data is being collected but is fragmented and/or not being analyzed. Reporting capability is limited, and reports are not very valuable or accurate.	Some customer data is being collected but is fragmented and/or not being analyzed. Reporting capability is limited, and reports are not very valuable or accurate.
Multi-channel customer support is available, with channel best practices and a lack of integration across channels.	Reaction capabilities use a range of personalization, including customer profile and more.	Customer can use multiple channels for self-service, but each channel has its own strategy and knowledgebase.	Some level of automation and personalization is available based on customer information, user context, etc. Basic context is being passed to the agent.	Collecting all 3 types of VOC data and able to consolidate to get best insights.
The customer experience is smooth, seamless, and consistent across all touchpoints, devices, and channels.	Proactive communications use a range of personalization, including customer profile and more.	Integration between self-service channels, linked strategy and experience across platforms. CX gets knowledge from multiple sources.	Regardless of channel, the responding agent has the most reliable information. Opt-in/opt-out options to receive customer data are available.	Collecting and consolidating all VOC data and reporting includes both qualitative and quantitative insights.
Support of the channel your customers want, after agents to work in a single channel, and being able to switch to another channel to resolve their issue.	Communications make use of individualization. Cross-channel integration provides customer personalization regardless of channel.	Consistent experience that is automated and seamless. Opt-in/opt-out options to receive customer data are available.	Agent interaction joins the best agents with the most reliable information. Opt-in/opt-out options to receive customer data are available.	Collecting and consolidating all VOC data and reporting includes both qualitative and quantitative insights.



The right framework WILL lead to greater focus



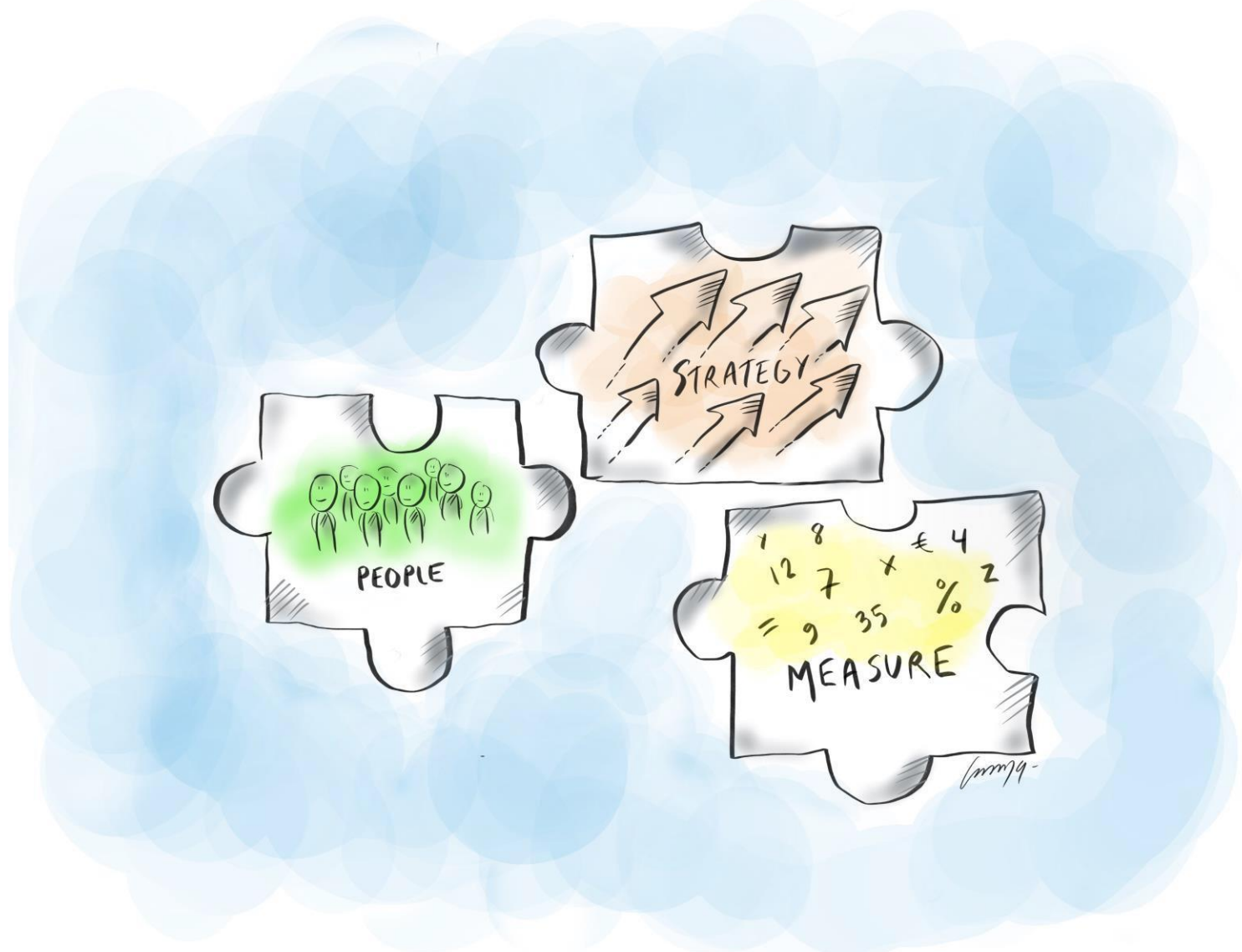
CX Maturity Models

Discipline	Description
Customer understanding	The set of practices required to create and maintain a clear, consistent, and accurate picture of target customers and the experiences they want, even in the face of changing customer expectations
Measurement	The set of practices required to measure customer experience quality on an ongoing basis across the entire enterprise and the use of that data to drive continuous improvement
Governance	The set of practices required to monitor and manage customer experience quality in a proactive way as part of the overall corporate governance system
Strategy	The set of practices required to define a clear vision of the type of experience the company seeks to deliver, linking that vision to the company's brand and applying it to guide the activities and resources of the organization
Design	The set of practices required to determine the exact characteristics of interactions that meet or exceed customer expectations of the brand
Culture	The set of practices required to create and maintain a culture in which delivering a great customer experience is embedded in the organization's DNA

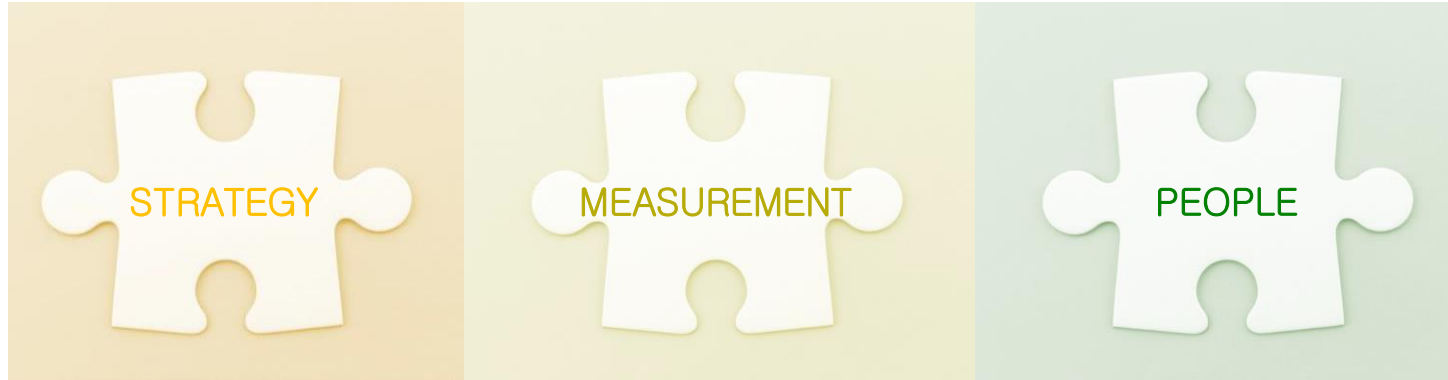
Adoption level	Definition
Undeveloped	The organization doesn't perform this practice at all.
Ad hoc	The organization performs this practice sporadically, in part because there is no defined process that specifies when it should be performed, how, or by whom.
Repeatable	The organization has a defined process that specifies when this practice should be performed, how, and by whom. The organization follows that process most of the time.
Systematic	The organization has a defined process that specifies when this practice should be performed, how, and by whom. The organization follows that process all of the time.

FORRESTER®

A simpler generic framework



Strategy – Measurement – People!



- Do we know who our customers are?
- Do we have clarity of understanding what they need from us?
- Does everyone know the role they play in delivering the desired customer experience?

- What is the journey that brings the strategy to life?
- Do we measure the journey from the customer perspective?
- Do we know the primary customer focused priorities for improvement?

- Do our people know the business AND customer experience strategies?
- Are our people ambassadors of the customer experience?
- Do we enable our people to deliver the desired customer experience?

Thank You

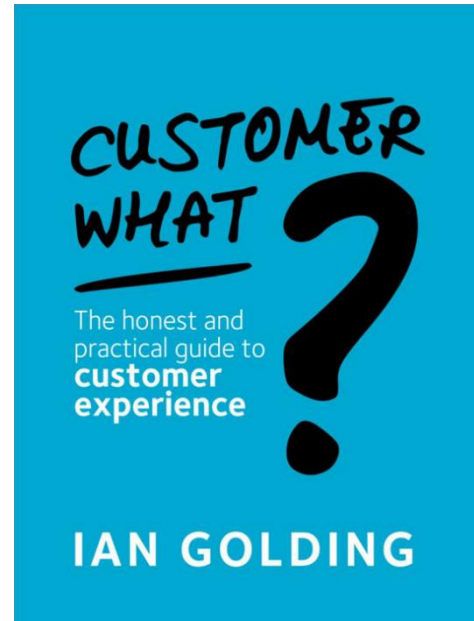
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Or read my blog at www.ijgolding.com/blog



Related Peer Networks:

Customer Experience Council

The Council's mission is to gain insights in customer experience across industries and regions by providing global peer-to-peer benchmarking and best practice-sharing. Council members drive the agenda and evaluate, adapt, and apply the insights gained to their own businesses.

Members will meet three times per year in different European locations to discuss common challenges, access relevant research, share experiences, and gain insights into new developments, both learning and contributing as leaders in the field of customer experience.

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