Customer Experience Management

Tools and Techniques that Connect your Customers to your Brands

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Does Managing the Customer Experience Matter?

90% of customer experience decision makers say that a good experience is critical to their success. — Forrester Research

$41 billion is lost by U.S. companies alone each year due to poor customer service. — NewVoiceMedia

68% of customers say they’ve switched service providers because of poor customer service. — Accenture

By 2020, customer experience will overtake price and product as the key brand differentiator for B2B. — Walker

Customers who encounter positive social customer care experiences are nearly 3 times more likely to recommend a brand. — Harvard Business Review

In a poll of enterprise contact centers, 82% view the customer experience as a competitive differentiator, and view accuracy and quality of information provided (82%), as well as ease of interaction (73%), as the most important attributes of a quality customer experience. — Deloitte

Maximizing satisfaction with customer journeys has the potential not only to increase customer satisfaction by 20% but also to lift revenue by up to 15% while lowering the cost of serving customers by as much as 20%. — McKinsey

A 1% improvement in first call response = $276,000 in annual operational savings for the average call center. — SQM Group
What is Customer Experience Management?

“The practice of designing and reacting to customer interactions to meet or exceed customer expectations and, thus, increase customer satisfaction, loyalty & advocacy”.

- Gartner Group
Departmental Customer Engagement Tactics

- Surveys
- Social Media
- Trade/Channel Outreach
- Online Communities
- Internet of Things (IoT) Data
- Contact Centers
- Media
- Departmental Systems Data

Disconnected, Disorganized and Devalued
Critical Stages of the Customer Experience (CX)

- Consider
- Research
- Interact
- Rate
- Consume
- Buy
- Compare
Creating a Winning Customer Experience Requires Teamwork
Create a Clear Vision With the Customer at the Center
Establish Program Governance

- Functional Alignment
- Cross Functional Decision Committees
- Cross Functional Working Groups
- Agreed Upon Priorities and Actions
- Shared Ownership

CXM Program
Create A CX Road Map

**Vision**
Align initiatives with CX Vision

**Roadblocks**
ID Pain Points and opportunities along the CX Journey

**Feedback**
Test & Elicit Feedback from CX Community

**Modify**
Make Process & Policy Changes to Eliminate Friction

**Enable**
Educate Employees and Begin Program.

**Learn**
Measure Daily & Adjust Trajectory
Birmingham Safety Dashboard

ID Key Metrics and Performance Indicators

- Homicides per 100,000: 37.20
- Violent Crimes per 100,000: 1,746.20
- Property Crimes per 100,000: 6,358.70
Commit to Change Management

- Enlist Leaders and Skeptics
- Communicate & Train
- Empower
CXM Program
Best Practices

1. Leadership Buy-in & Consistent Participation
2. Interdepartmental Ownership
3. Focus on Most Engaged Customers
4. ID What Key Customers Really Value
5. Clear & Concise Communication
6. Exceed Expectations for Every Interaction
7. Educate & Train Your Staff
8. Use the Customer Experience in Systems Architecture
9. What Gets Measured, Gets Done
10. Align Performance Goals to CX Metrics
Examples

• Hillsborough County – Single Pane of Glass
• Victoria’s Secret – Loyalty & Advocacy Online Community
• Campbell’s – Open Innovation, IP Protection Platform
• Hanson Brick – Online Education Program - Distributors
• Trade Organization – Social Selling and Content Marketing
Questions?

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