

Introduction

CX Management

Sandsiv, October 2020



*“Customer Experience is the sum of **all interactions** between your customers and your organization’s brand, products, services and people. **It’s not just a snapshot** in time, but throughout the entire duration of being your customer.*”

“It is the overall customer’s brand promise, expectation, perception and feeling”

The time has come to truly reimagine how to **understand engage** with clients to create **services & products that are focused around a meaningful customer experience**

Client defines

- Deliver amazing end-to-end experiences that seamlessly integrate with the client's life
 - Clients define their methods of interaction with your brand
 - The end-to-end experience must fulfil clients' unspoken needs
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Presence

- Constant presence and measurement in the customer journey are necessary
 - A good experience can help clients increase their knowledge about you and build trust
 - Customers expect companies to remember their interactions across all touchpoints (personalization)
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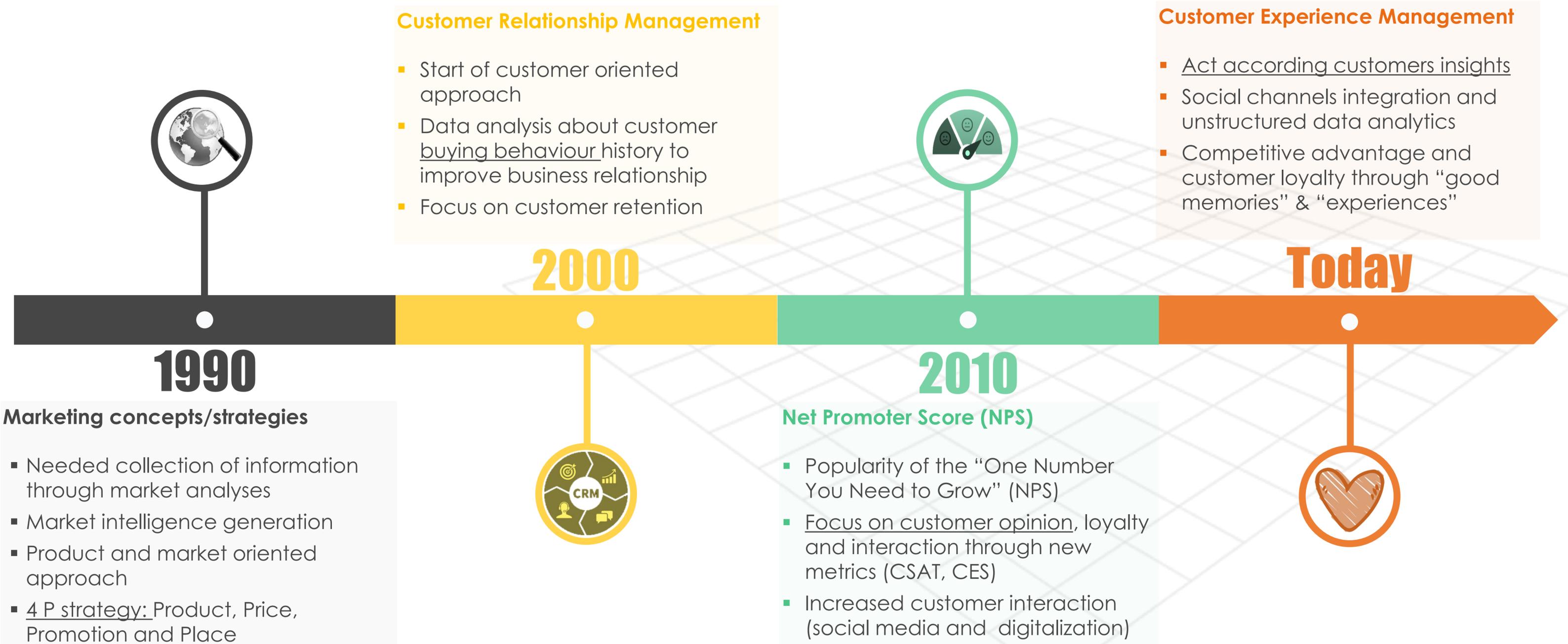
Understanding

- Product performance alone is no longer enough to differentiate and succeed
- A deep understanding of clients and their current experience and pain points is vital
- Analytics provide insights for greater personalization and touchpoint optimization
- Know them, earn their trust, make it simple and exceed their expectations

CUSTOMER EXPERIENCE
MANAGEMENT (CXM)

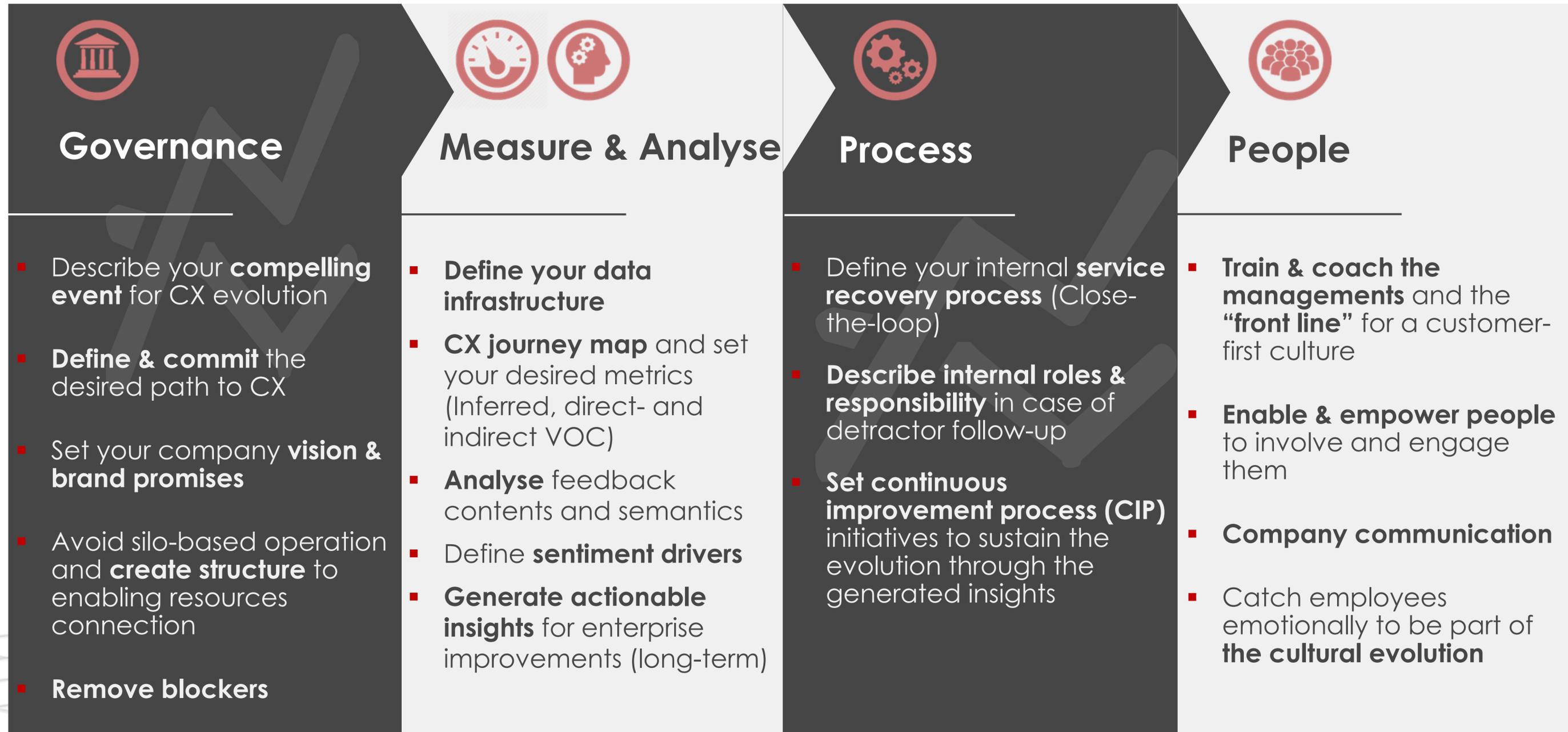
Customer Experience Management (CXM)

The Evolution



Customer Experience Management (CXM)

The Pillars



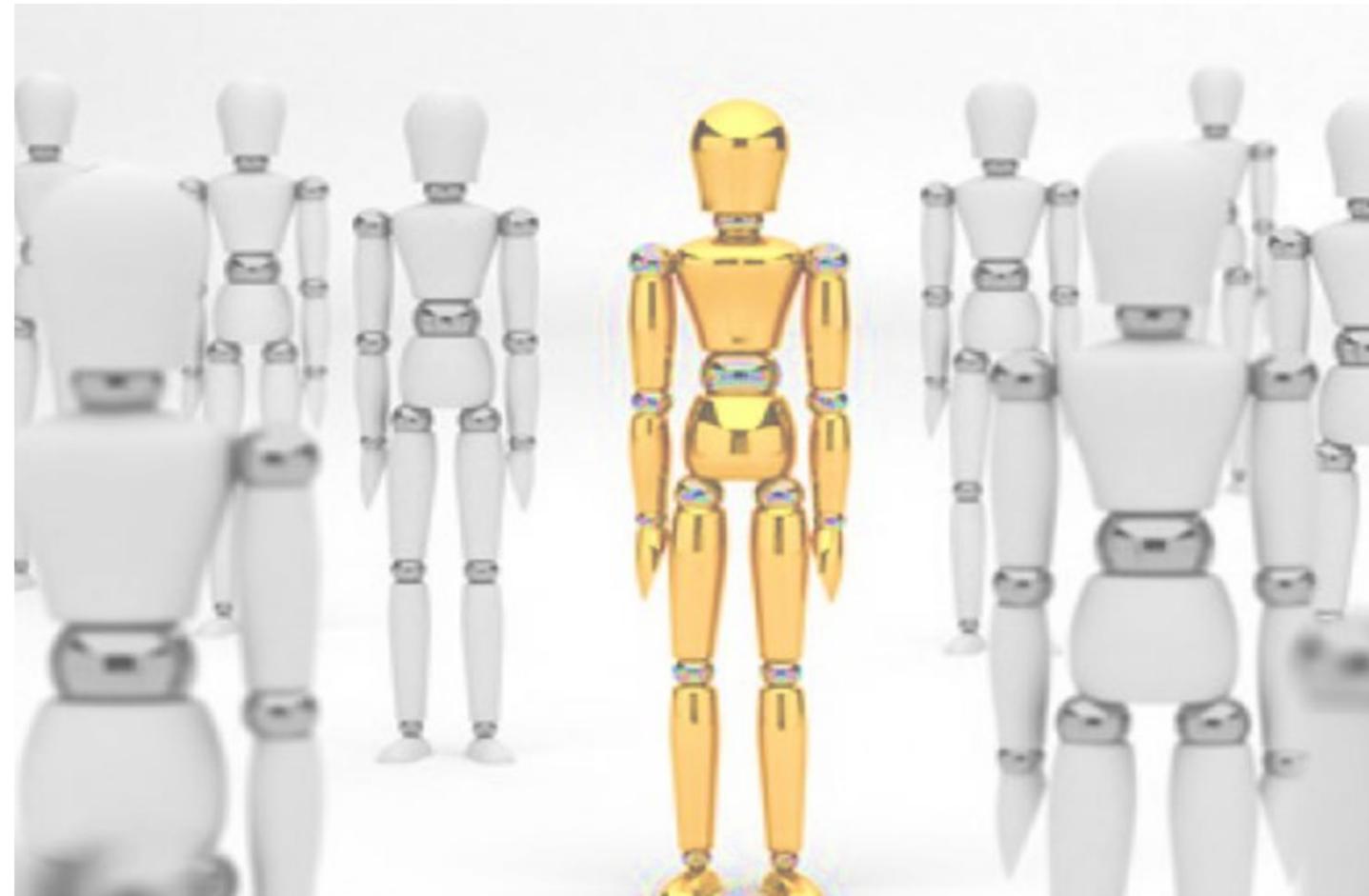
Customer Experience Management (CXM)

Needs & Benefit

Higher customer **loyalty**

Reduced new **acquisition costs**
by reducing
customer churn

Increased **lifetime
customer value**



Reduced **costs of
service**

Improved
**operational
processes**

Greater **brand
equity and image**

Is statistically proven that an up-sales revenue **grows by +3.2% when NPS grows by 10 points**

Source: Next-Generation Net Promoter®; How to Monetize a Net Promoter System® (Jørgen Bo Christensen)

Customer Experience Management (CXM)

Possible “direct” Metrics

	CSAT	CES	NPS
Question	<ul style="list-style-type: none"> How would you rate your experience with your ... How would you rate your overall satisfaction with..... (e.g. recent service requirement, information, product, ...)? 	<ul style="list-style-type: none"> The organization made it easy for me to handle my issue/request/problem. How much effort did you personally have to put forth to handle your issue/request/problem. 	<ul style="list-style-type: none"> On a scale of 0-10 how likely would it be for you to recommend [company name] to a friend or colleague?
Scale	Very Unsatisfied / Unsatisfied / Neutral / Satisfied / Very Satisfied	Strongly Disagree/ Disagree/Neutral/Agree/ Strongly Agree Very Easy/Easy/Normal/Difficult/Very Difficult Very Low/Low/Neutral/Easy/Very Easy	Scale from 0-10
The essential thought behind this score	Whereas CSAT is a useful score to measure short-term happiness of your clients	“Service organizations create loyal customers primarily by reducing customer effort – i.e. helping them solve their problems quickly and easily – not by delighting them in service interactions.”	Customers are more likely to share negative experiences than positive ones. By monitoring your detractors and getting them back on board of passives or promoters, you can enhance your NPS score. NPS focuses on measuring long-term happiness , on customer loyalty.
Method of measurement	CSAT score is the sum of respondents that answered somewhat or very satisfied. Obviously, the higher the number the higher your customer satisfaction will be.	After aggregating the replies, a high average indicates that your company is making things easy for your customers. A very low number means that customers are putting in too much effort to interact with your company.	The Net Promoter Score = % of promoters (respondents that gave a 9-10) – % of detractors (respondents that gave a 0-6)
Applicability	CSAT is versatile because it allows you to ask customers a variety of questions	Easy to pin-point actionable service improvement areas	Able to measure the customer’s opinion across channels , contact moments and experiences
Limitations	<ul style="list-style-type: none"> Focusses on specific interaction (support event or product) and not on wider relationship with the company 	<ul style="list-style-type: none"> Measurement is limited to service CES can address obstacles for customer service, but doesn’t delve into why customers have any issues in the first place or what those obstacles may be 	<ul style="list-style-type: none"> As the question is generic it is not easy to pin-point actionable improvement areas unless you use an open follow-up question There is no proof your promoters actually will recommend you in real life

Customer Experience Management (CXM)

Recommendation during CX initiatives & projects

- Create a clear customer-centric **VISION & CULTURE** which inspire with motivating objectives.
- Define the **GOAL, PURPOSE** and the **top 3 OBJECTIVES** measuring the success of your initiative?
- Have a precise **CX JOURNEY MAPPING** describing Interactions & Responsibilities.
- Define **CX MEASUREMENT** with a balanced mix between direct & indirect Voice of the Customer, Operational- and Financial data.
- Start to **improve your CX through QUICK-WINS** based on value to customer & feasibility to produce momentum.
- Design and create a robust **CLOSE-THE-LOOP PROCESS** needed for eventual service recovery.
- Define and implement a **CONTINUOUS IMPROVEMENT PROCESS** ables to translate insights into sustainable business development.
- Enable the connection and mobilization of needed **NETWORKED ACTIVITIES & RESOURCES**.



BECAUSE BEING HUMAN IS A GOOD BUSINESS

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