

HOW TO BE SUCCESSFUL WITH CONTACT CENTRE METRIC

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In Brief ...

Performance
Improvement
& Analytics

CX Employee
Engagement

Leadership
Development
&
Coaching

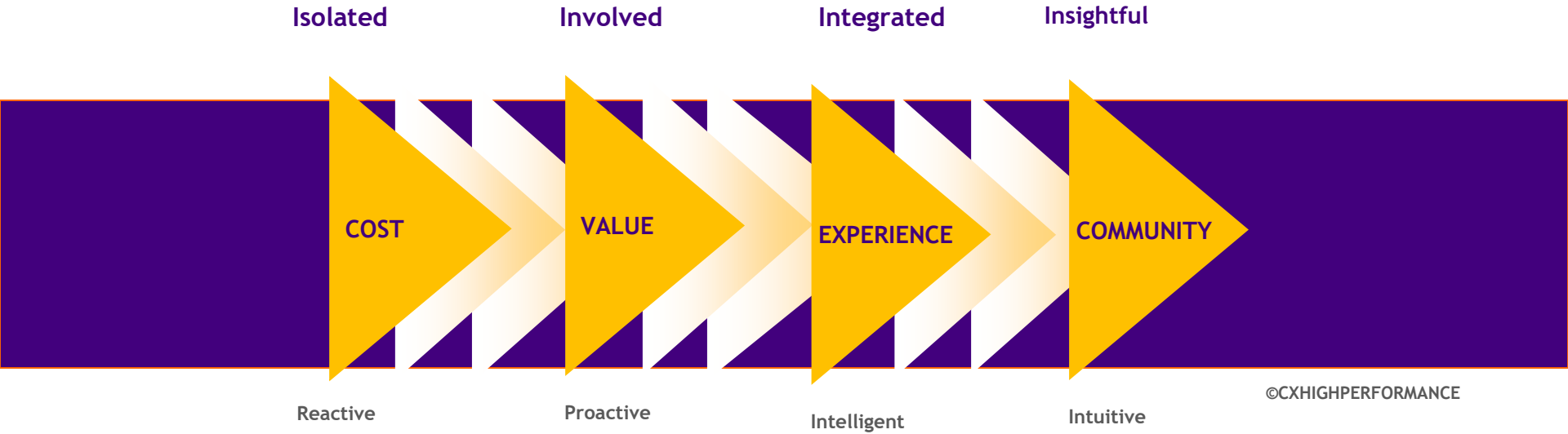


Today ...

- **An Awesome CX Journey**
- **Next Generation CC Metric**
- **Time for Action?**

An Awesome CX Journey

Your Awesome CX Journey



Mission Control



The Team



The Customer



Successful
Next Generation ^ Contact Centre Metric

**CX+EX will be
the single
largest business
differentiator by
2020.**

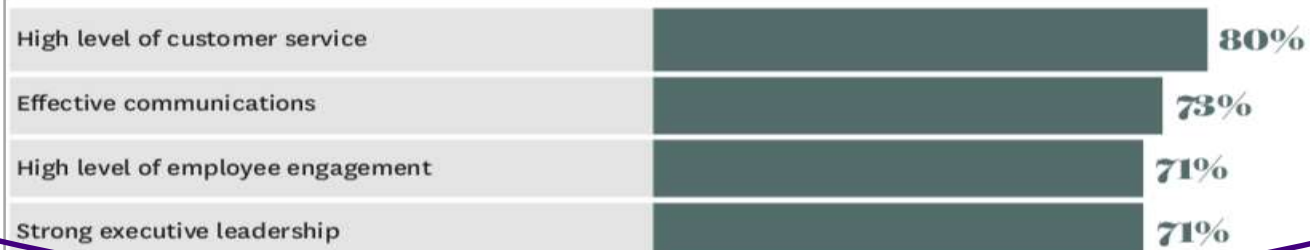
CX+EX Advantage

Factors Most Likely to Bring Success

Harvard Business Review

Which factors are most likely to bring success?

Importance top box scores (8-10) for all respondents





CUSTOMER

+17% customer loyalty Forrester

+11% revenues Forrester

Top 10% Net Promoter programs deliver 5x Satmetrix/Bain data

EMPLOYEE

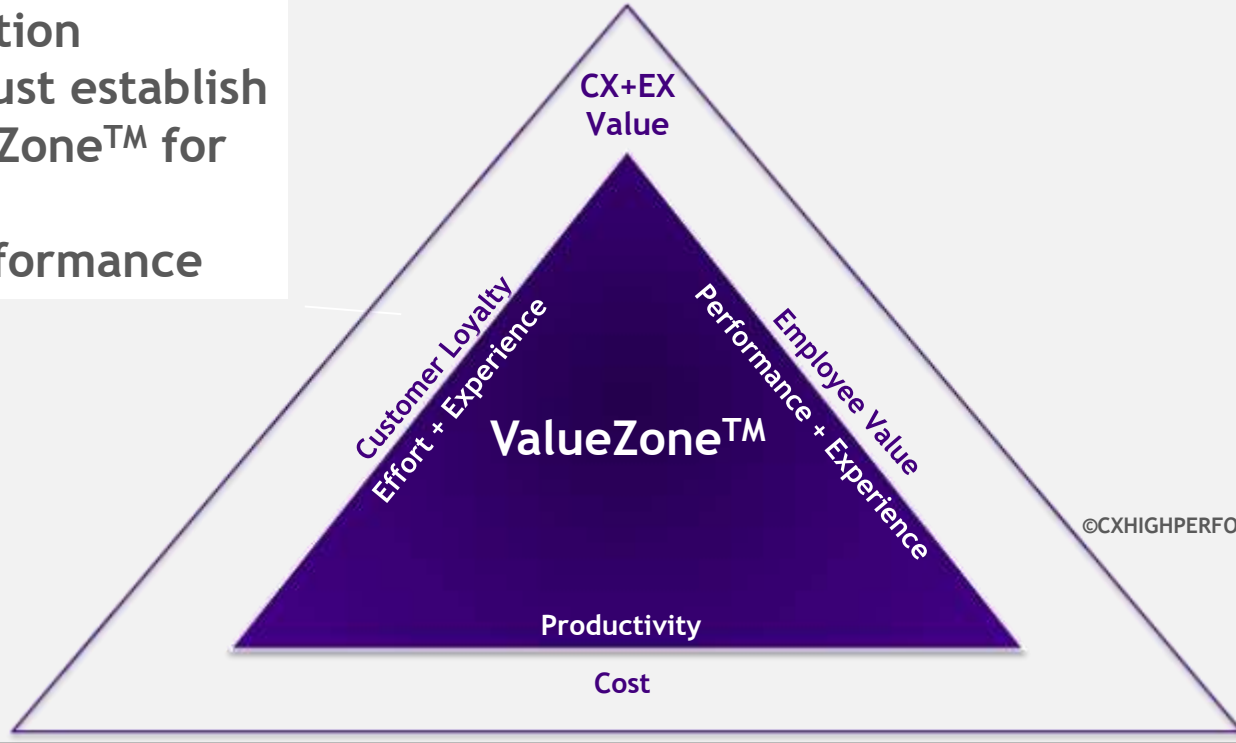
+21% more profitable Forrester

+122% improved business performance S&P Fortune 500

+72% employee performance difference CX High Performance

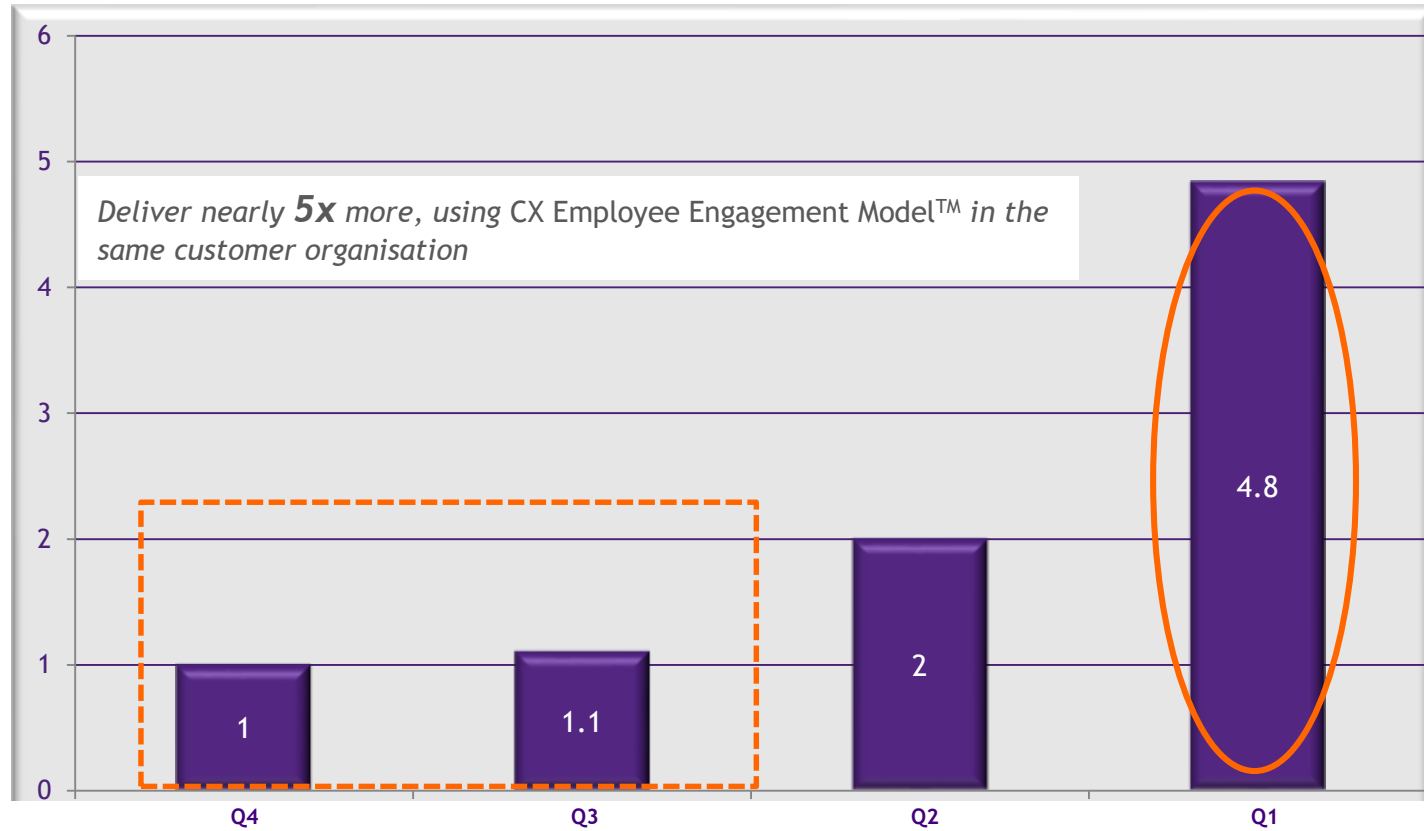
Business Performance

Next Generation
CC metric must establish
CX+EX ValueZone™ for
improved
business performance



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Case Study - Increasing CX+EX value



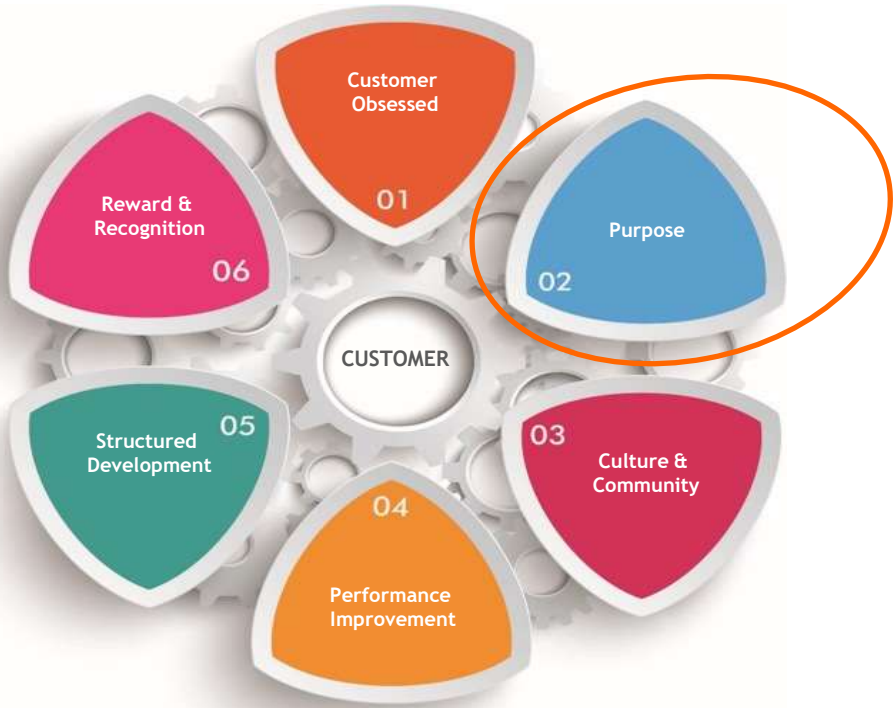
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CX Employee Engagement Model™

Employee Engagement with purpose, Customer purpose

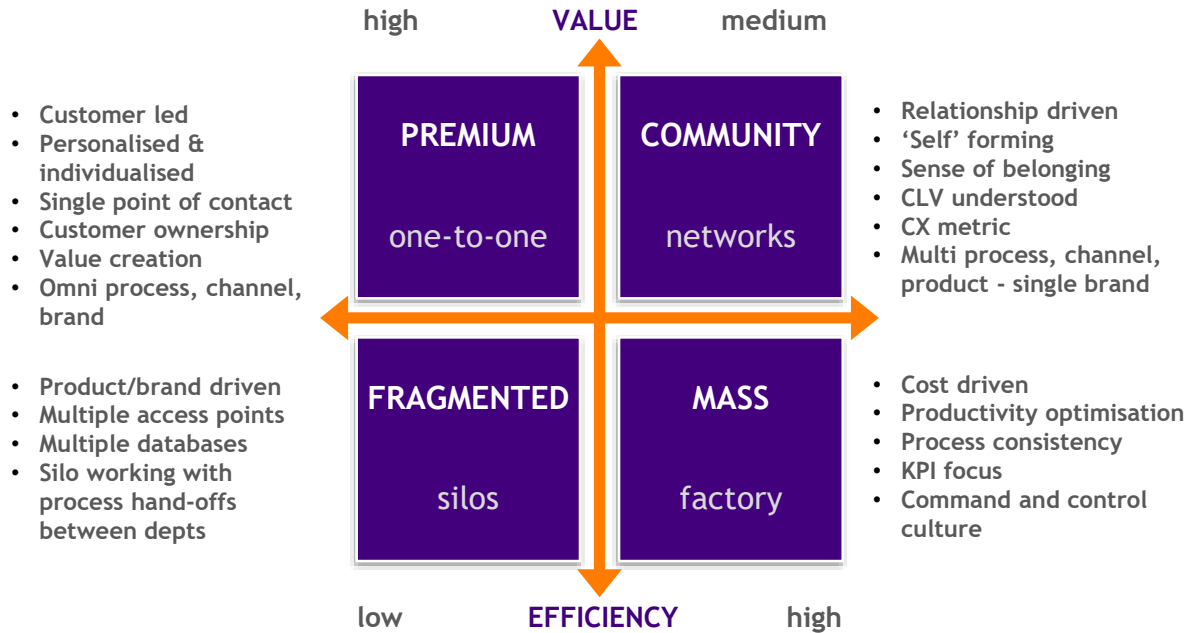
A proven model for measuring the fundamental elements of employee engagement that link to CX and business performance

Six quantifiable dimensions provide a complete view of the organizational CX engagement and capability based on 45 integral indicators

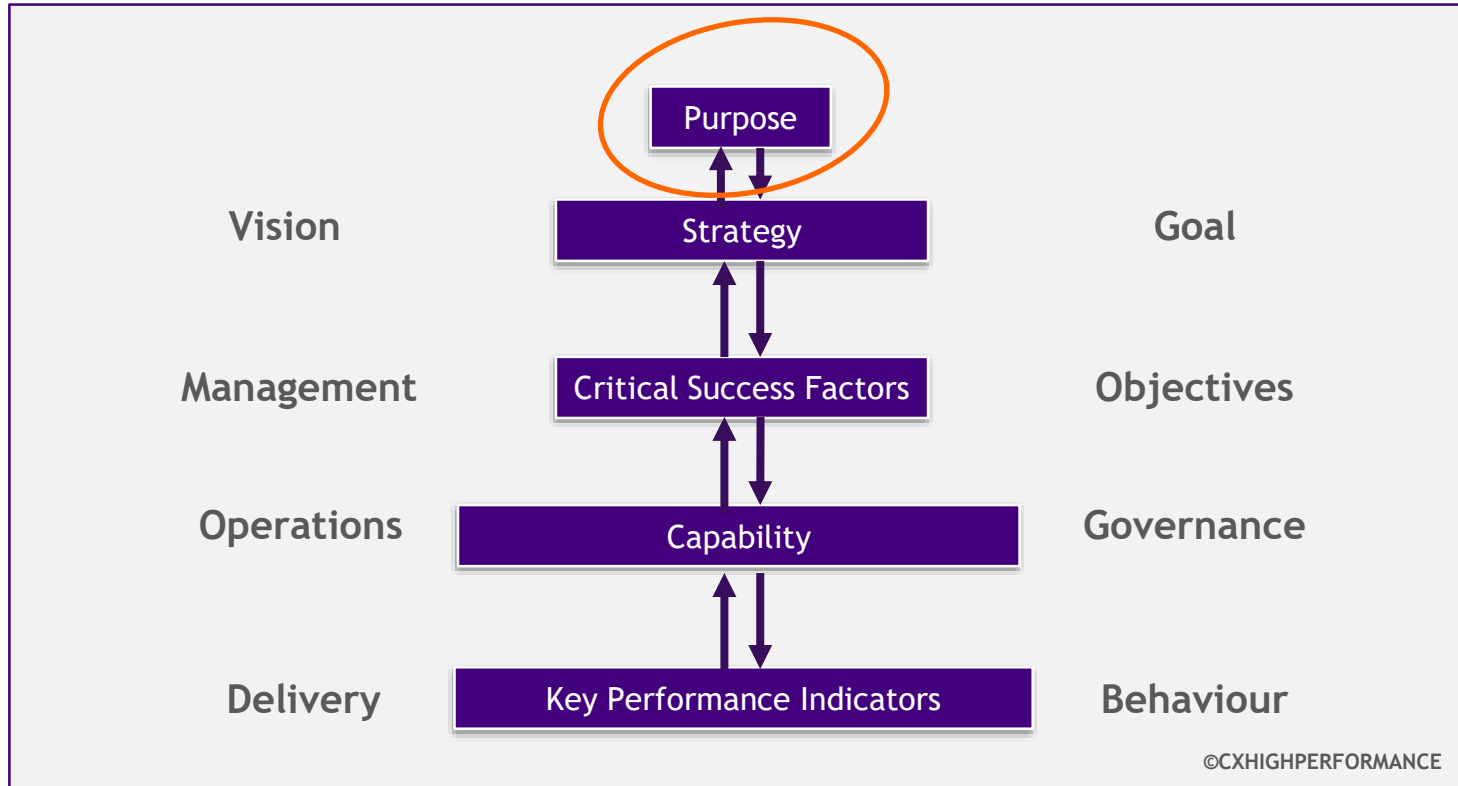


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Be clear on your CX+EX Purpose



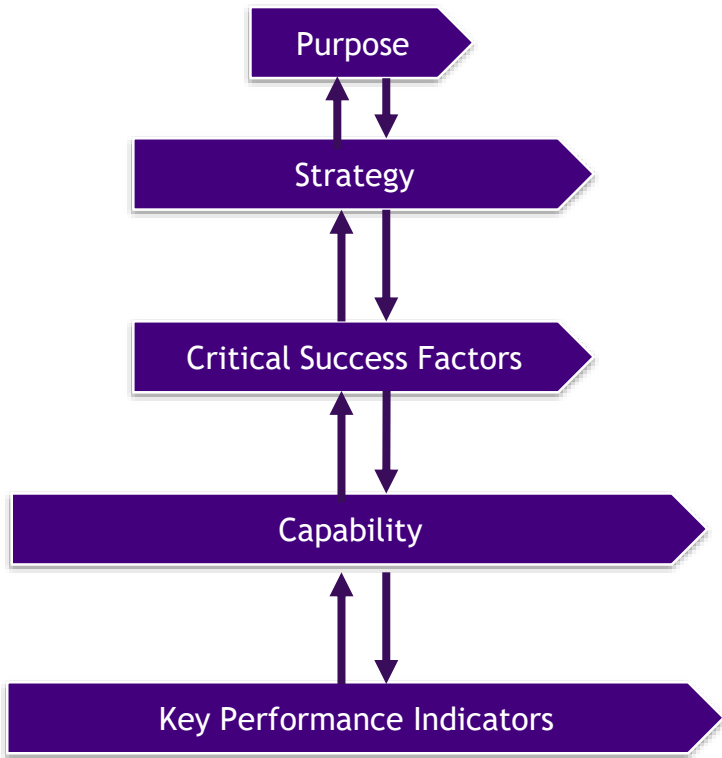
CXHP KPI Pyramid™



Example: CXHP KPI Pyramid™ in action



Bringing it all together CXHP KPI Pyramid™



To Build The Best Community of Widget Lovers in the World			
No1 in the market			
Business Growth	World Class Service	Employee Experience	Customer Experience
Leadership Capability	T.O.M & Tech	Performance Improvement	Customer Engagement
Business targets & Budgets	Customer: Employee ratio Service Standards	High Performance ratio Emp. engagement	Customer Loyalty Recommendations

Time for Action?

CX Employee Engagement Model™

Employee Engagement with purpose, Customer purpose



Time for Action?

1. Establish your CX+EX ValueZone™
2. Know your *Purpose*
3. Align your *Purpose* with your metric
4. Communicate, again, again and again
5. Lead.

Thank you!

Any questions?

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