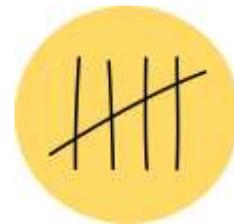


how to transform your customer experience

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CX
score

Pick-a-mix of practical ideas

Sharing **6 different ideas** on how you can transform your customer experience

1. 1% challenge
2. Employee engagement
3. Focusing on key drivers
4. Developing your customer voice
5. Creating your customer experience code
6. The power of stories

1% challenge

- **Marginal gains:** concept of consistent, regular small improvements that compound overtime
- The 1% challenge can help **create energy** and **ignite action** across the organisation
- Encourage **ownership** and **accountability** – customer experience is something everyone can contribute to
- Within one week **30+ '1% ideas'** at PA Housing



employee engagement

- It's one of the **biggest drivers** of customer experience
- Critical to understand how the workforce is feeling – what gets in their way when delivering for customers? Understand the barriers and **focus on enabling**
- **Creating the environment** for employees to deliver for customers – coaching, on-boarding, technology, processes and empowerment to deliver
- New customer experience section within our colleague survey at PA Housing to gain insight and measure

Customer experience section in colleague survey

1. I have all the tools and information that I need to effectively deliver for our customers.
2. I regularly see and utilise customer insight to improve how I perform my role
3. I have a clear understanding of the key drivers that impact customer satisfaction.
4. I understand how my role can have an impact on customer experience.
5. I'd describe PA Housing as one that cares for its customers.



What's the biggest barrier for your workforce?

Key drivers of CX

- Identify key drivers that have the **greatest impact** on customer experience
- Easy to lose focus, easy to be busy but not so easy to **deliver things that matter**
- Image to the right are the key drivers of customer satisfaction at **PA Housing**



What matters most to your customers?

Developing your customer voice

Turning data into insight, and insight into **action**

- **Bringing together** customer data from across the organisation – satisfaction surveys, contact centre – call types / quality assurance, complaints and employee voice
- Having a **model** – system, capabilities and culture that enables this to happen
- Customer experience team being more than just the ears of the organisation, need to be the **hands** too
- **'customer experience chain'** – need all parts to work otherwise the chain breaks down

Customer Experience Chain



Customer data

Customer insight

CX priorities

Co-ordinated redesign;
process, policy, people & tech

Repeat

Create your customer experience **code**

- The code is a **set of principles** that are understood & embedded across the organisation when designing new services, products and customer journeys
- Based on customer insight and **ensures consistency and centrality**
- **You can't be in every meeting**, so how do you get your customer experience ethos across the organisation when CX team isn't present, easy and simple principles that can be applied (CX code)

Example CX code

1. Provide certainty
2. Don't rely on individuals
3. Embed communication
4. End-to-end process built through customer insight
5. Colleague and customer voice
6. Make it effortless
7. Think about the 'perfect' journey and work backwards
8. Empower colleagues to deliver

The power of stories

building customer experience case studies

- Sometimes you don't need to do weeks and months of customer journey mapping insights
- Deep-dive on one customer experience – **two pager** with their customer journey, what happened behind the scenes and lessons learnt
- Powerful way to tell stories, gain buy-in, demonstrate the need for change & **ignite action**

Example sections for the case study

- Context (including their customer journey)
- Customer & business pain points
- Lessons learnt – how do we prevent this situation in the future?
- The 'perfect' customer journey
- Section with more detailed info, if needed



you don't rise to the level of
your goals; **you fall** to the
level of your systems

James Clear quote (*his new book is well worth the read!*)