CULTIVATE
CUSTOMER EXPERIENCE BY DESIGN

7 strategies

TO BOOST CX PERFORMANCE

WHY?

60 %	**70 %**	**90 %**
OF CUSTOMERS HAVE SWITCHED BRANDS DUE TO A NEGATIVE CONTACT CENTER EXPERIENCE.	OF BRANDS SEE A DIRECT CONNECTION BETWEEN CUSTOMER SERVICE AND PERFORMANCE	OF CX LEADERS SAY CUSTOMER EXPECTATIONS HAVE INCREASED TO AN ALL-TIME HIGH.
Calibro	Zendesk	Hubspot

THE 7

0 1	0 2	0 3	0 4
Vision	People	Tech	Insight

0 5	0 6	0 7
Invest	Outcomes	Change

01. VISION

Too often companies have:

- 👎 A FRAGMENTED, UNSTRUCTURED APPROACH
- 👎 SILOED WORKING

Companies should have:

- ✅ A STRONG VISION WHICH INFLUENCES THE CX STRATEGY
- ✅ AVISION WHICH IS FELT BY EMPLOYEES AND CUSTOMERS

About us

Since 1988, we've believed that food has the power to help change the world. We're on a mission to make shopping sustainably simple, putting people and our planet first every step of the way.
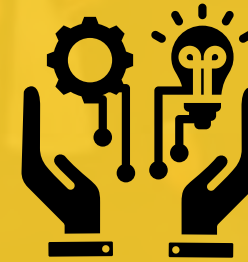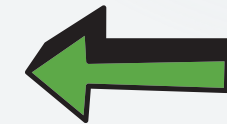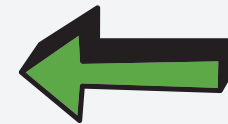
VALUES

Source

They source sustainable and organic produce

Package

They reduce unnecessary packaging, collect and recycle

Innovate

They are constantly developing new ways to do what they do, better. (Freddies Flowers)

Inform

They shout about the great work they do. They act with integrity and tell customers where they slip up.

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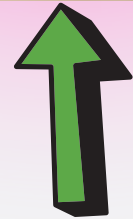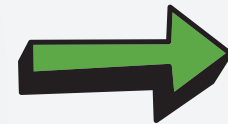
2 . PEOPLE

01 Employee experience WILL impact your customer experience

Happy employee → Great CX → Happy customer → Repeat. Repeat. Repeat → The EX CX Loop

2 . PEOPLE

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02 Employee feedback and insight is invaluable and needs to be used within service design

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01 Employee experience WILL impact your customer experience

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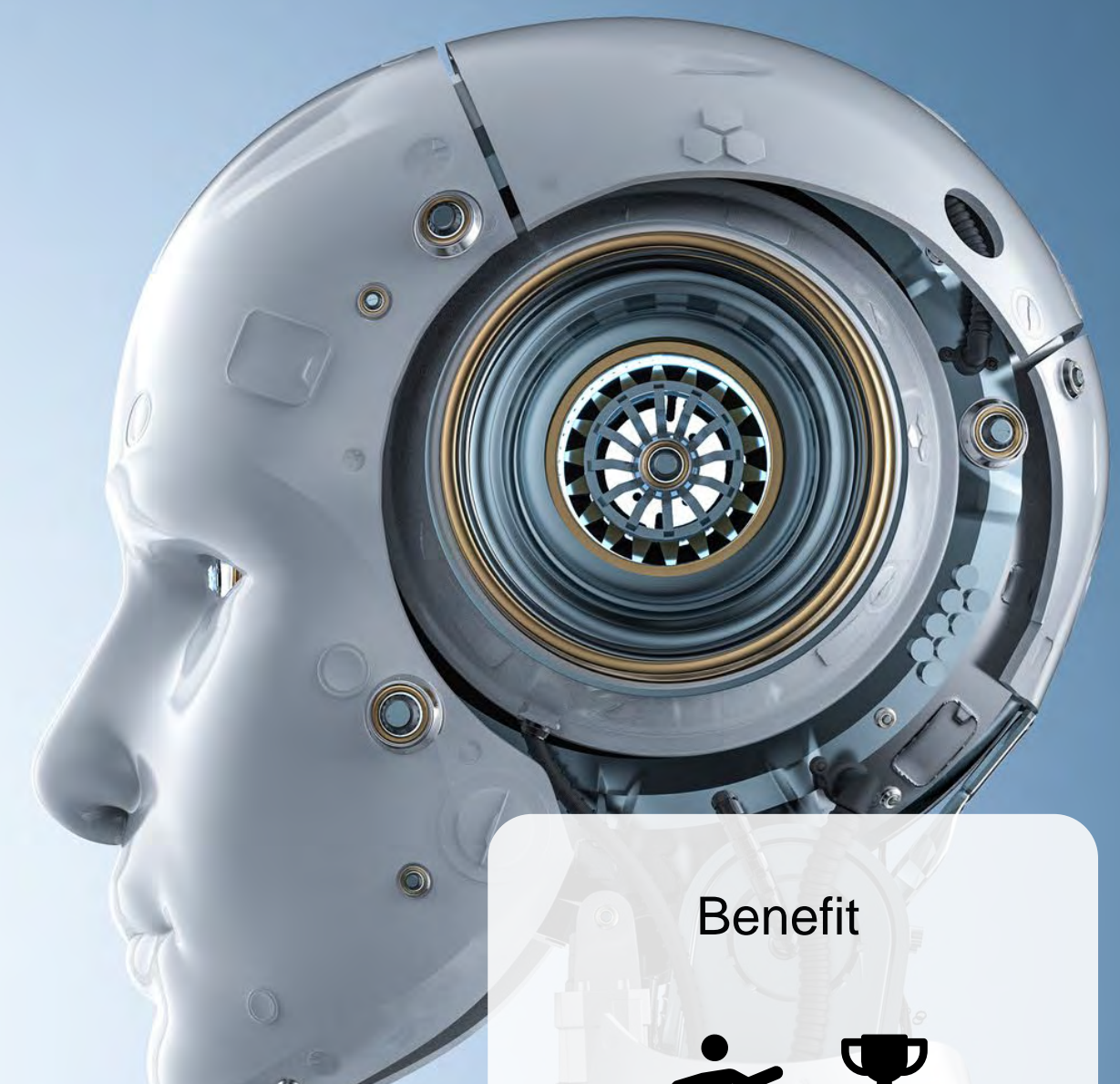
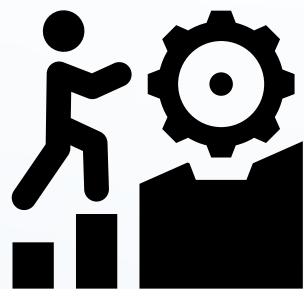20% Higher Sales

Gallup

Engaged worker

3 . TECH

Embrace it in a measured way

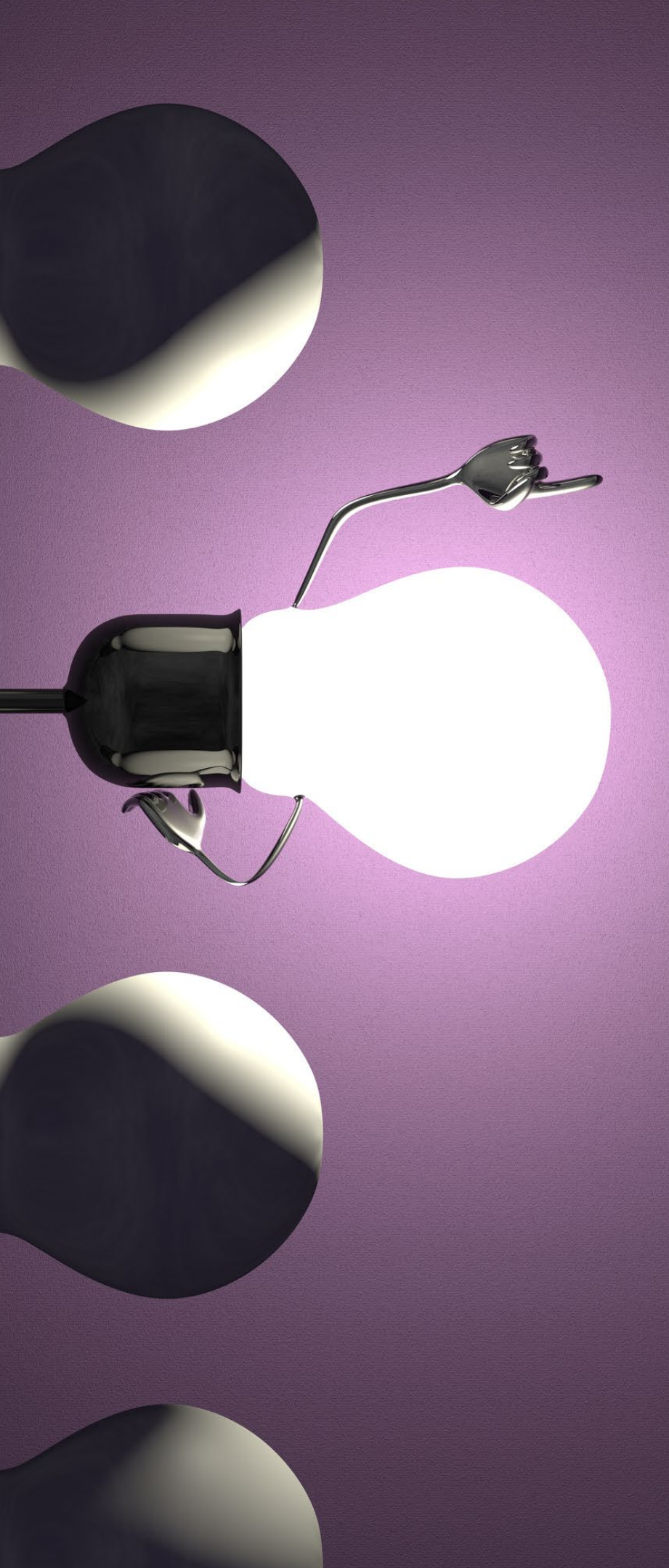Benefit

Solution

Challenge

4. INSIGHT

Insight should lead service design but McKinsey found that leaders who use customer insight are significantly outweighed by those who don't.

77 %

77% DONT use CI

23 %

23% use CI

5. INVEST

Time

People

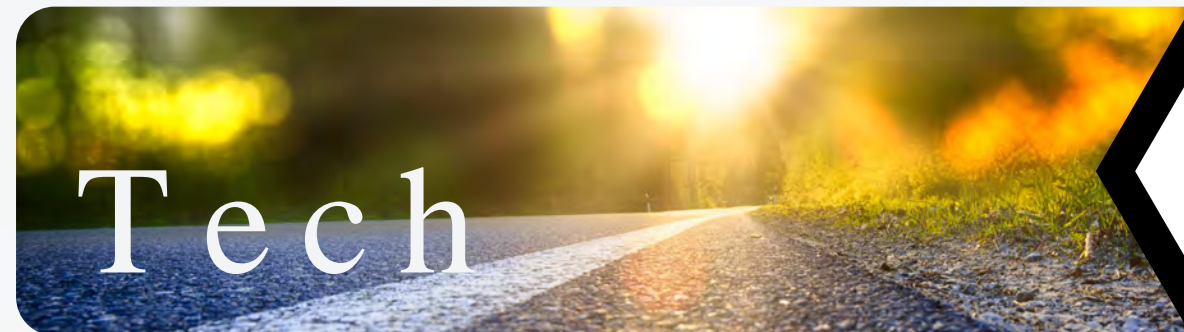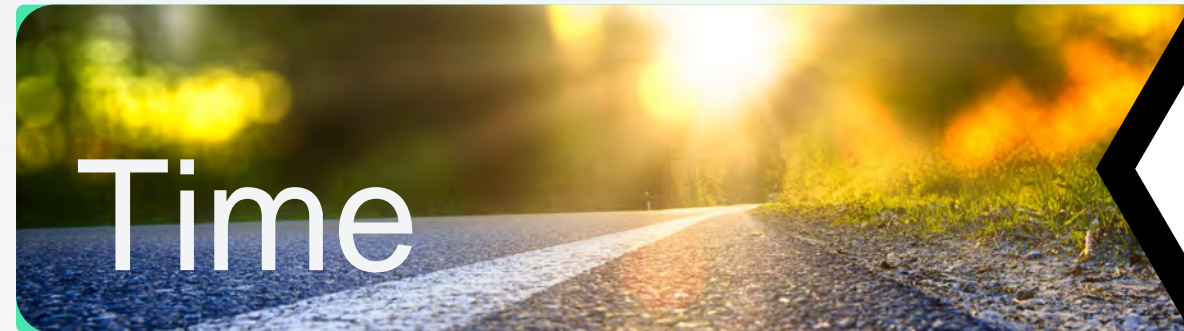Tech

6. OUTCOMES

Specifically - OUTCOMES over outputs

Design

Identify what outcomes are important to your customers

Measure

Connect the right measurement to your desired outcome (KEI - Key Experience Indicator)

Act, Iterate and share

Don't just measure - evolve.
Act to continuously improve.
Socialise the measures and improvements (internally and externally)

7. CHANGE
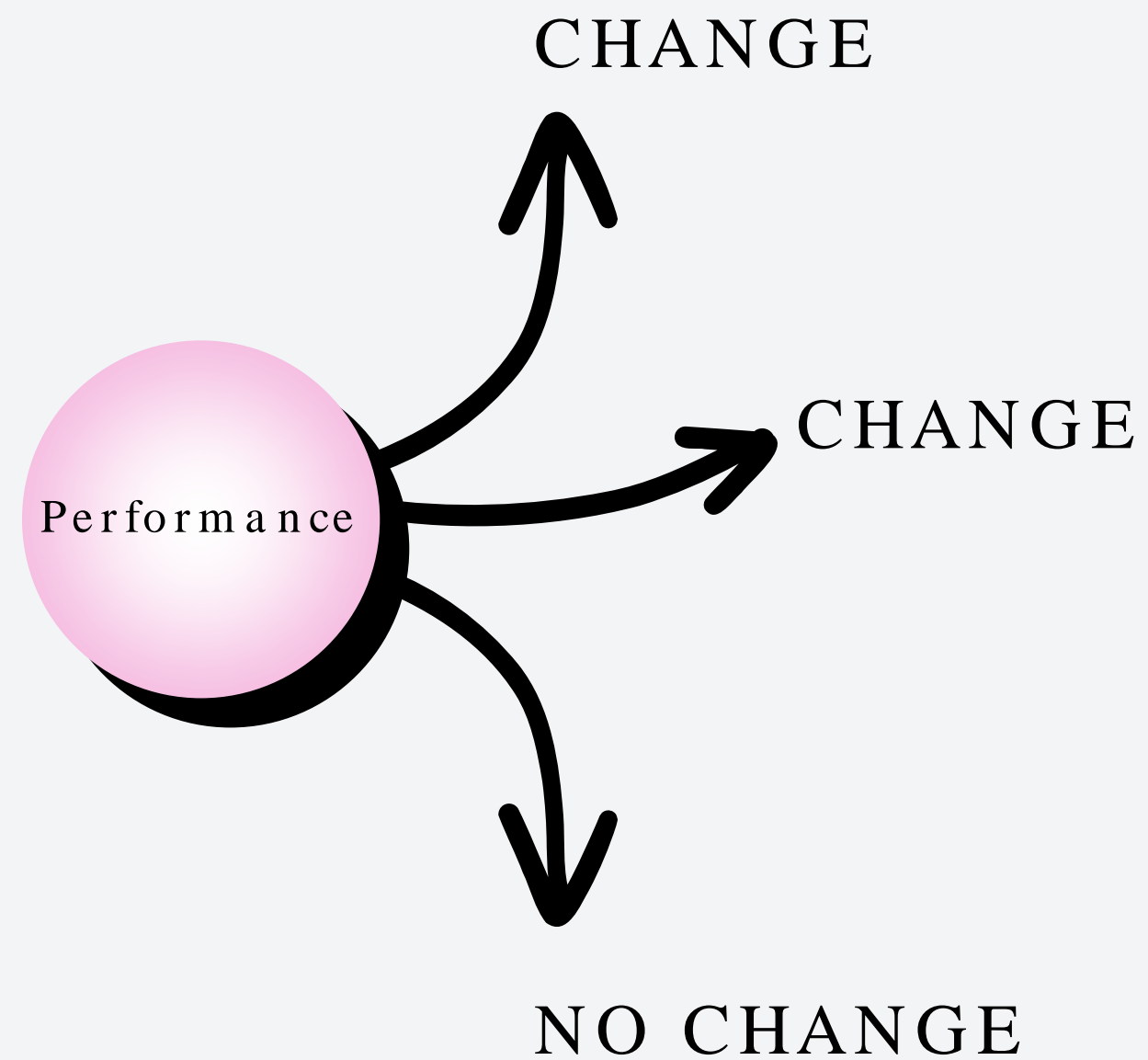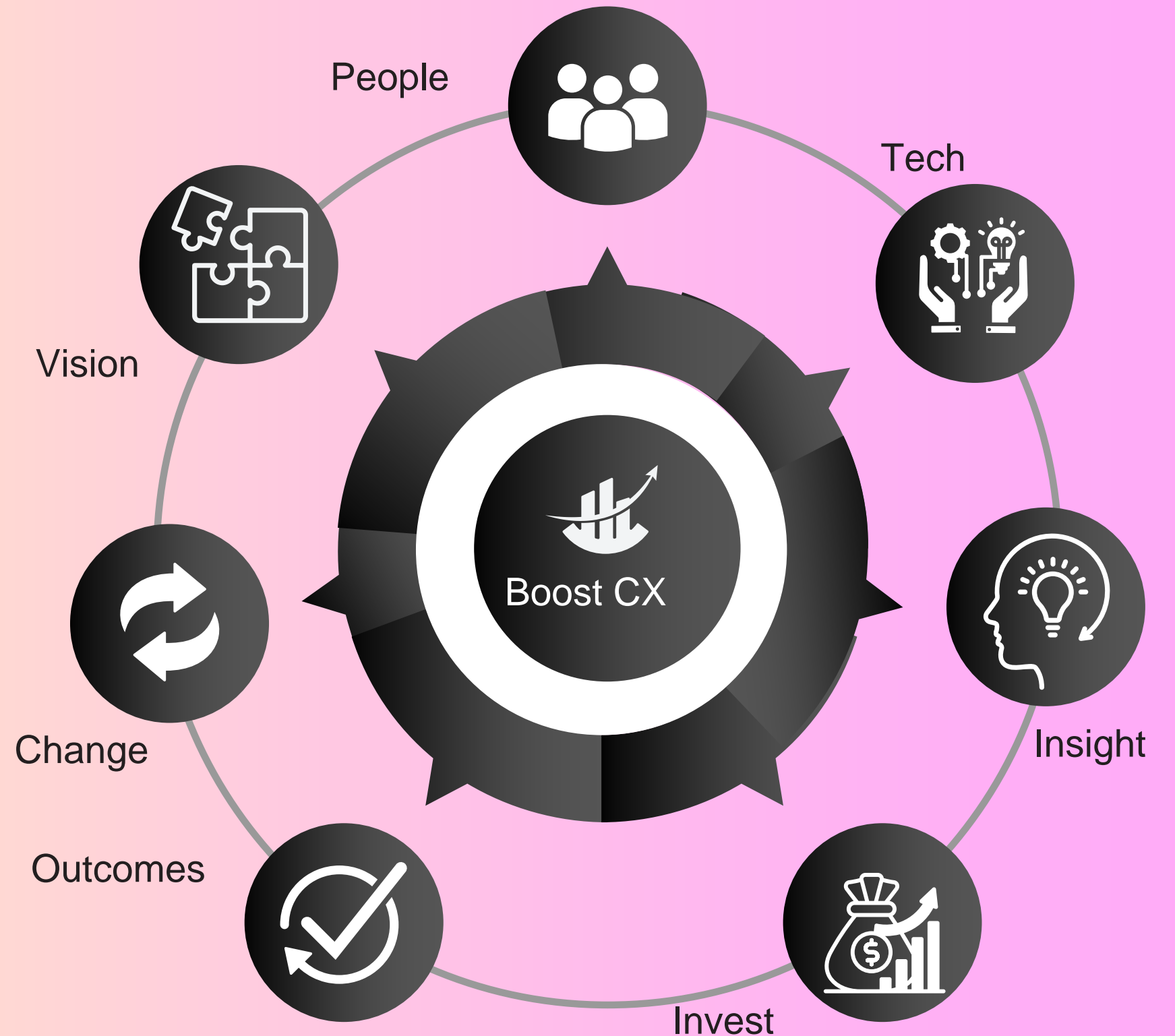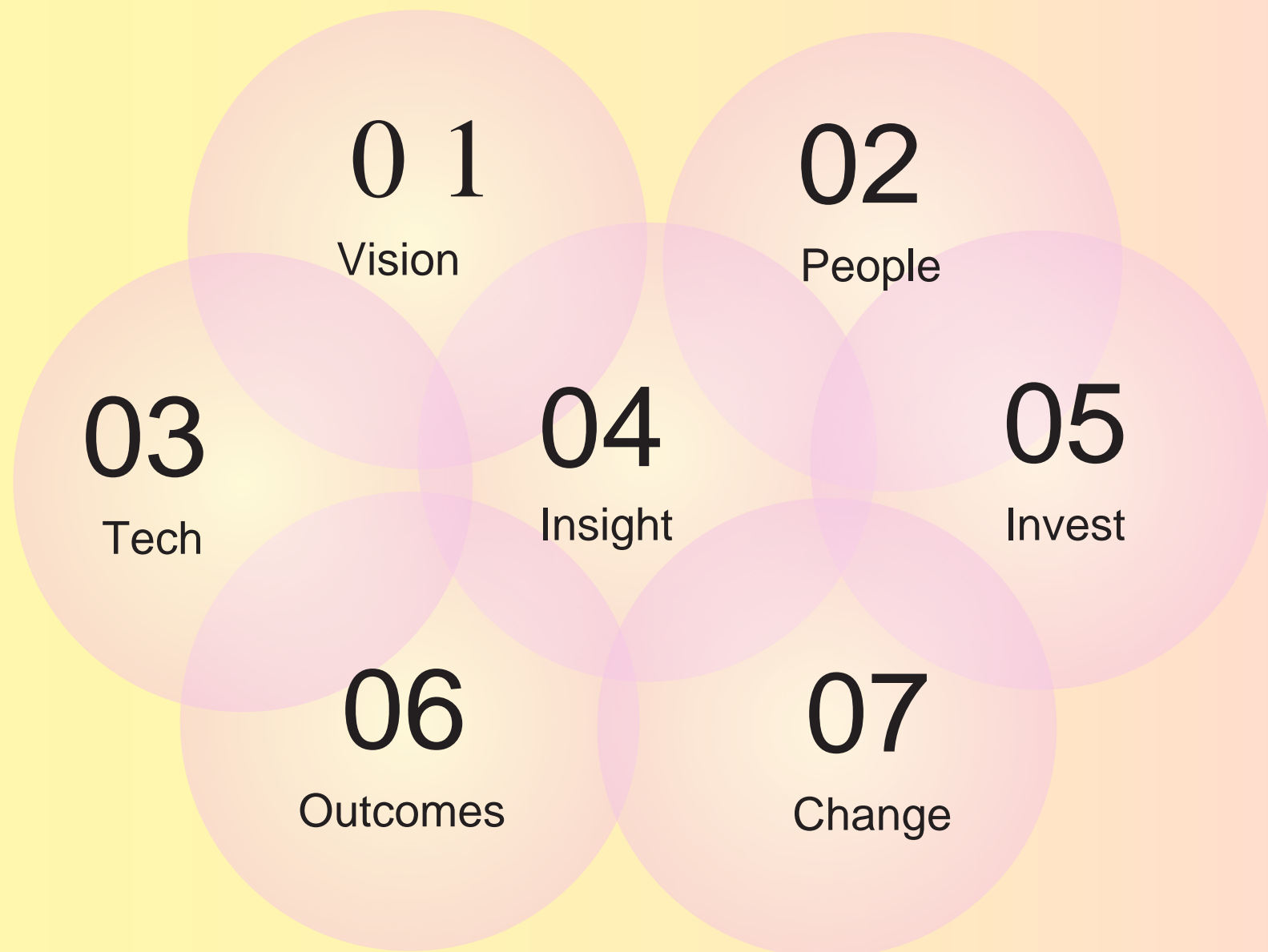
"Change is the only constant"

Heraclitus

STRATEGIES

TO BOOST CX PERFORMANCE

0 1
Vision

02
People

03
Tech

04
Insight

05
Invest

06
Outcomes

07
Change

People

Tech

Vision

Boost CX

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THANK YOU

Katie Stabler

CULTIVATE Customer experience by design

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