

ENGINE

TO CX MATURITY AND BEYOND

Harmonizing Customer Voices to Influence Action



with Nicole Garberg
VP OF CUSTOMER EXPERIENCE


A woman with short hair, wearing a light-colored collared shirt, is looking upwards with a thoughtful expression. The image is overlaid with a dark purple filter. The text "Human behavior" is in white, and "IS COMPLEX." is in bold orange.

Human behavior
IS COMPLEX.



FEEDBACK IS HAPPENING

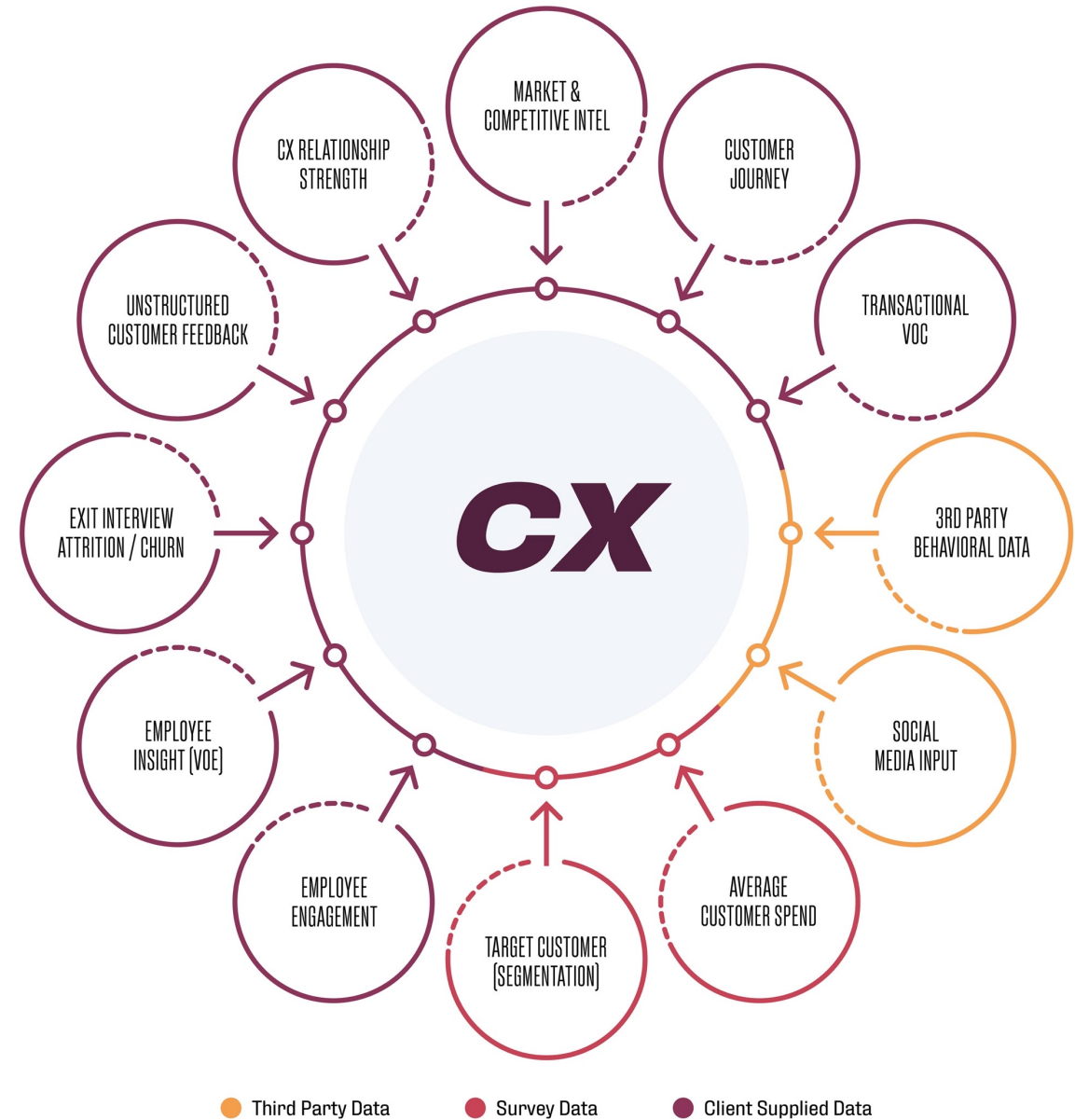
whether you're listening or not.

A woman with long dark hair in a ponytail is running outdoors. She is wearing a dark jacket and has white earbuds in her ears. She is looking down at her hands, which are clasped together. The background shows a city skyline with a prominent tower, all under a hazy, purple-tinged sky. The image has a dark, semi-transparent overlay.

It's important to take a holistic approach to

CX PERFORMANCE ASSESSMENT

Building best
in class CX
programs
begins with
**a diverse
foundation
of customer
feedback.**



SUCCESS comes when...



The organization is **aligned on the top priorities, issues and goals**



The most impactful areas of the **customer experience journey** are understood



Underperforming aspects of experience are known and agreed upon



The **root cause of customer dissatisfaction** is known



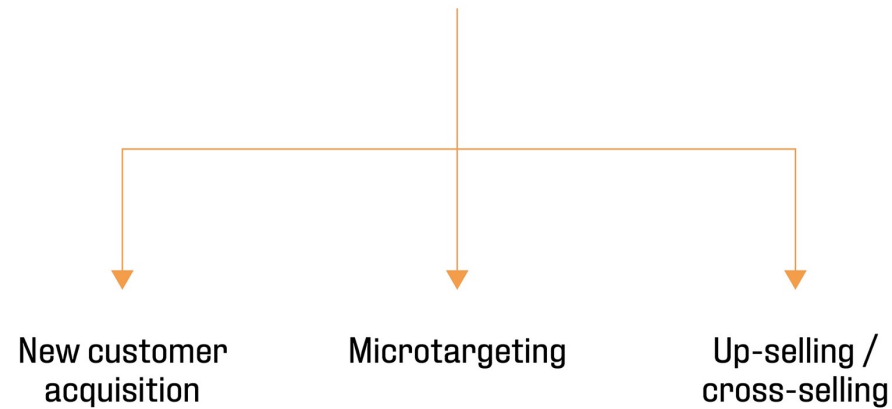
Action plans to remedy sufficiently resolve the issues without creating unintended negative consequences



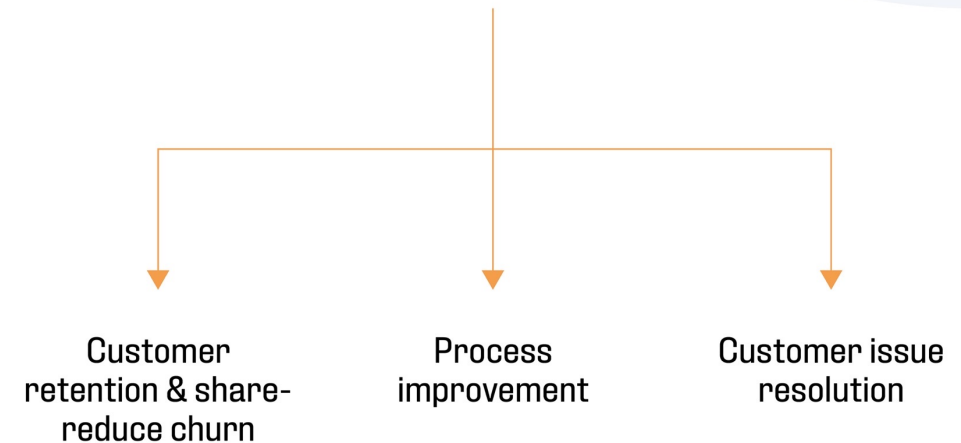
Performance of improvement initiatives are measured

and in the end **YOU WIN...**

INCREASE SALES



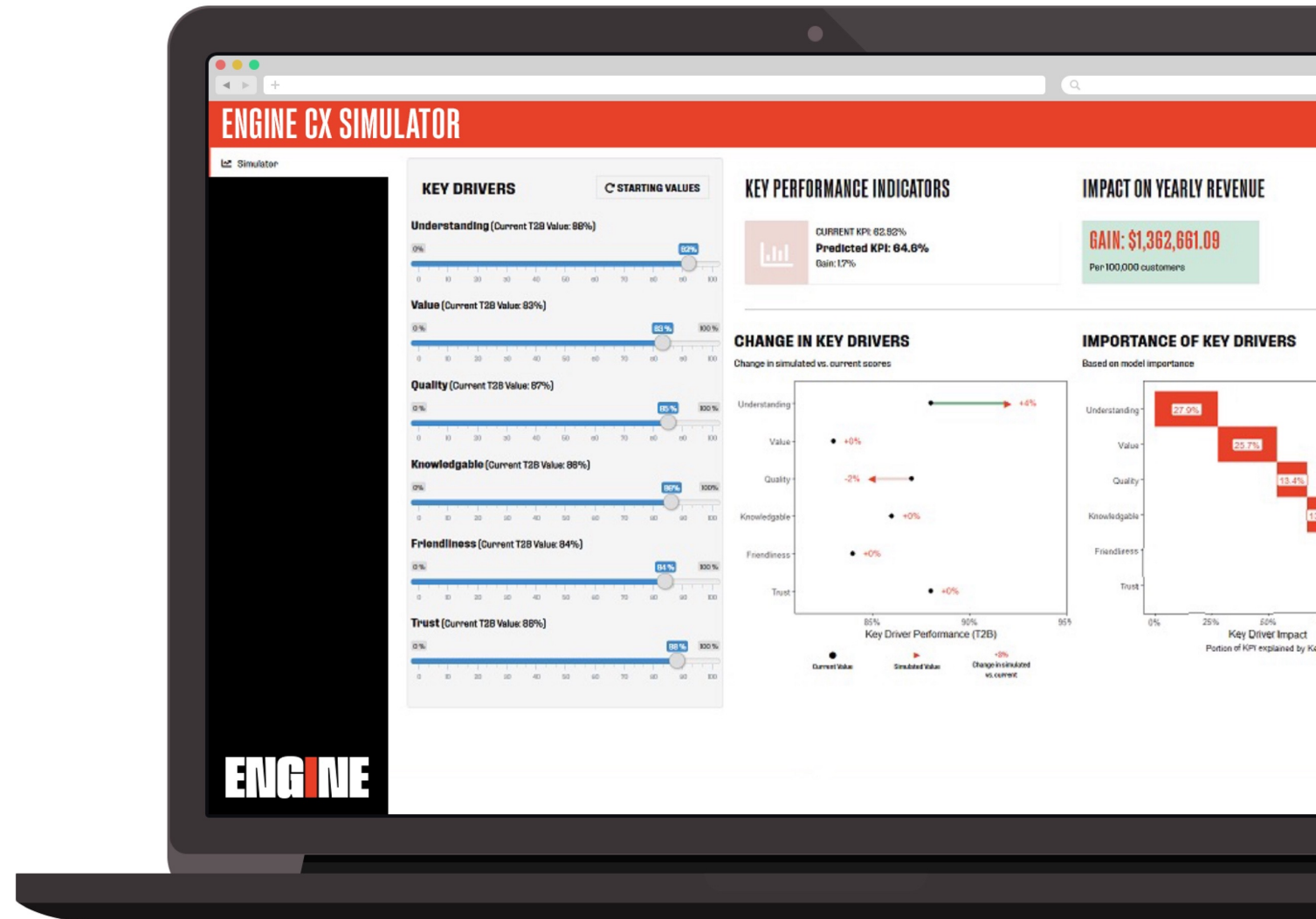
REDUCE COSTS



PRIORITIZE, PRIORITIZE, PRIORITIZE

Limited resources, stretching dollars, time
and human resources to their limit

Prioritize based on business impact,
organization culture & a commitment to
continual refinement



Practice **IN ACTION**

LUXURY RETAILER

Reverse declining CX
performance and sales

Integrating employee and customer experience to **drive business performance**



SITUATION

- 3 month period
- Declining CX KPI
- Declining Sales



APPROACH

- Review customer comments
- Review employee comments
- Conversations with store managers



INSIGHT

- Customer traffic volume
- Associate staffing



BUSINESS OUTCOMES

- Revised staffing algorithm
- 1 month later
- Increasing CX KPI
- Increasing Sales

HEALTHCARE MANUFACTURER

Reduced annual support
costs \$5M with 30%
reduction in repeat calls

Improving CX & reducing costs

integrating call center & survey responses in a
root cause analysis



CHALLENGE

- Reduce cost of providing support services to medical device purchasers
- Reduce number of repeat calls generated from failure to resolve customer's issue
- Improve customer satisfaction with order fulfillment process



ACTION

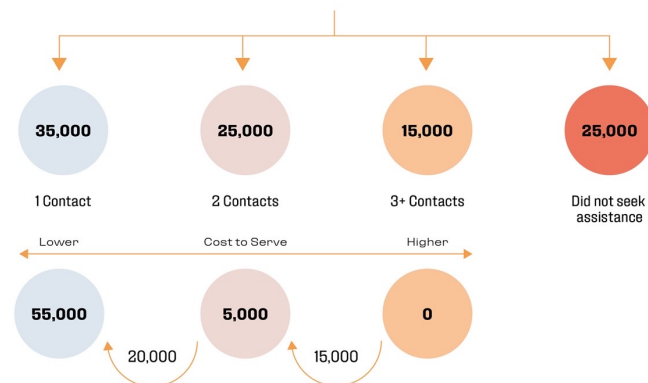
- A one-stop portal for order management was developed
- Customer service systems were upgraded
- Order distribution sites were reconfigured for greater efficiency
- Third party relationships and performance guarantees were reassessed



INTEGRATED DATA & CREATED A UNIQUE IDENTIFIER

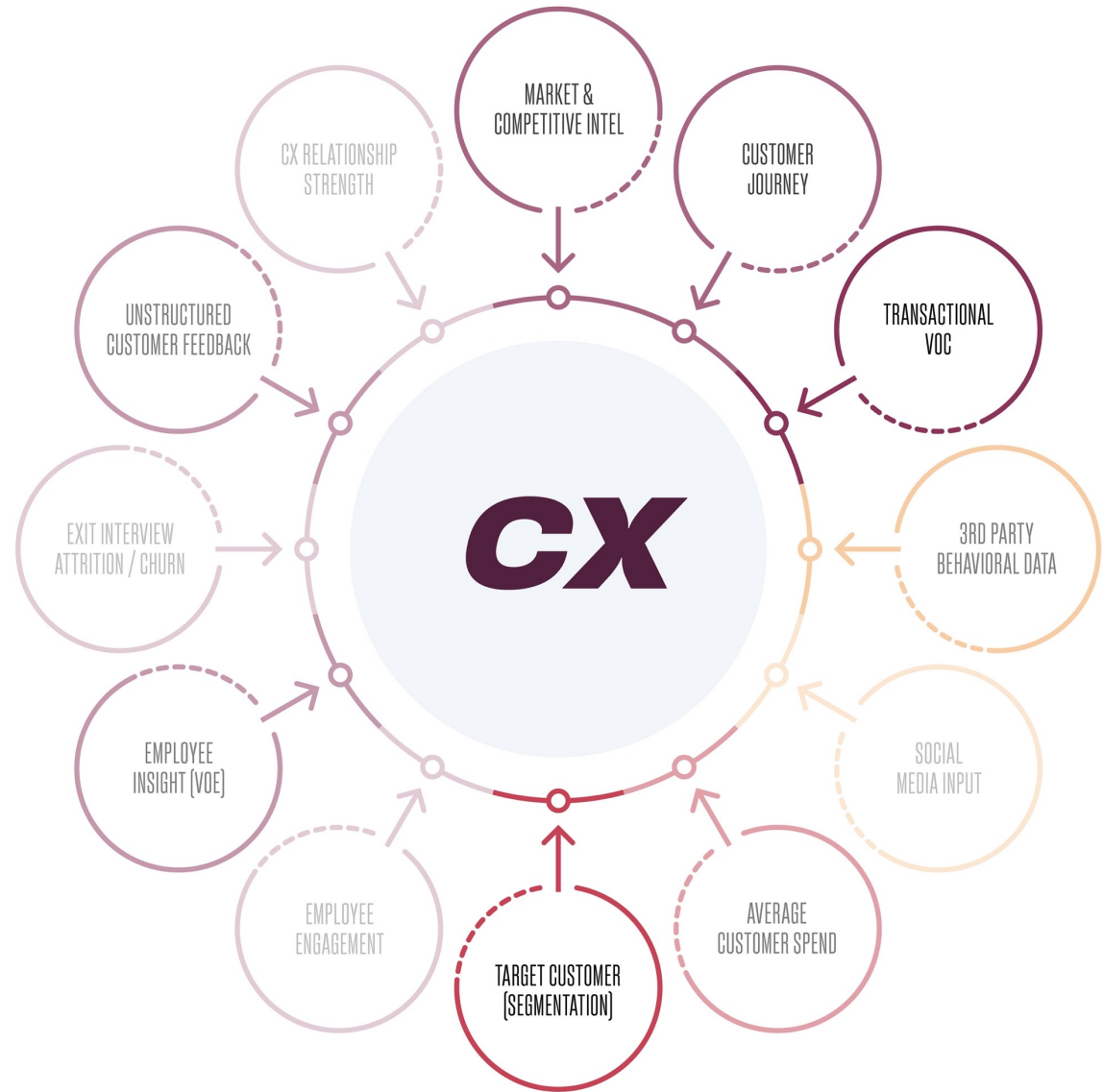
- Analyzed data from over 100,000 customer call center interactions & 30,000 customer responses
- Identified issues with fulfillment delivery schedules failing to match expectation and promise

100,000 quarterly problems/issues



What's
NEXT?

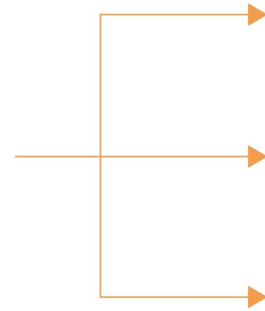
Know what you
don't know.



Be strategic about

IMPROVEMENT INITIATIVES.

**Employ predictive analytics
to your customer journey
and connect CX performance
to business performance**



Resource limitation

Let the data guide your path

Be on the same page

Make sure you are in harmony with
YOUR CUSTOMER'S VOICE.



Set expectations



Gain early buy in



Don't bite off more
than you can chew



Nothing's set in stone

QUESTIONS?

ENGINE