Tools for MEDIUM Businesses

Level 2 Question 3: Do we get and receive customer feed back and include it in our Strategy process

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| **Title** |  Customer Experience Strategy |
| **Why** | As your business grow, so does the number of customers and processes that interacts with them. As a Founder/leader, you are also typically further and further away from the day-to-day interactions with customers. The overall Custoner Experinece strategy involves all of the five P’s and may need significant budget behind it. Hence, a formal Customer Experience strategy becomes a top leadership theme. |
| **What** | Customer Experience Management(CXM/CEM) * Focuses On Positively Influencing Customer Experiences And Creating An Emotional Connection Between The Customer And Company.

Customers/Prospective Customers Should Be The Focus Of All Company Activities* Customer Requirements Serve As The Benchmark For Any Strategic Decision.
* Touchpoints (Points Of Contact Between Customer And Company) Are A Key Element Within The Customer Experience Management Process.
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| **How** | Seven Steps For Successful Customer Experience Management1. Perform A Target-actual Comparison From The Customer's Perspective
* Compile touchpoints
* Develop an understanding of customer requirements
* Document current customer service structures
1. Compile Customer Experiences
* Use surveys, feedback forms, and Emotion Curves to determine customer preferences
1. Cultivate An Emotional Connection With Customers
* Add elements of surprise
* Create positive associations with the company
1. Optimize your budget
* Invest in the most effective touchpoints
* Cut costs in other area

5. Develop A Strategy * Create a plan of action based on the previous steps
* Leverage your CEM potential
* Take into account any customer requirements that haven't been met

6. Implement* Put the proposed changes into action
* Collect data on customer satisfaction after implementation

7. Evaluate Using KPIs* Examples of KPls: complaint rate, Net Promoter Score, Newsletter subscriptions
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| **Template** | See next page |

**People - One Page Customer Strategy Template**

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| **Input from Business Strategy** |
| **Mission** | . |
| **Vision** |  |
| **Key Objectives**Expected Growth?New Markets?New Customera? | 1 year | 3 years | 5 Years |
| **Customer Experience Strategy** |
| **Custonmer Ambition** | <How do we want to be perceived by our Customers?> |
| **Objectives**1. **Strategic Alignment**
2. **.**
3. **.**
4. **.**
5. **.**
 | 1 year | 3 years | 5 years |
| **Key Results** |  |  |  |
| **Communication Plan** |  |
| **Notes** |  |