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. |
| **How** | Seven Steps For Successful Customer Experience Management   1. 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 |
| **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** |  | | |