

## Tools for MEDIUM Businesses

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

<b>Title</b>	<b>Customer Experience Strategy</b>
<b>Why</b>	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 Customer 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.
<b>What</b>	<p>Customer Experience Management(CXM/CEM)</p> <ul style="list-style-type: none"> <li>• Focuses On Positively Influencing Customer Experiences And Creating An Emotional Connection Between The Customer And Company.</li> </ul> <p>Customers/Prospective Customers Should Be The Focus Of All Company Activities</p> <ul style="list-style-type: none"> <li>• Customer Requirements Serve As The Benchmark For Any Strategic Decision.</li> <li>• Touchpoints (Points Of Contact Between Customer And Company) Are A Key Element Within The Customer Experience Management Process.</li> </ul>
<b>How</b>	<p>Seven Steps For Successful Customer Experience Management</p> <ol style="list-style-type: none"> <li>1. Perform A Target-actual Comparison From The Customer's Perspective <ul style="list-style-type: none"> <li>• Compile touchpoints</li> <li>• Develop an understanding of customer requirements</li> <li>• Document current customer service structures</li> </ul> </li> <li>2. Compile Customer Experiences <ul style="list-style-type: none"> <li>• Use surveys, feedback forms, and Emotion Curves to determine customer preferences</li> </ul> </li> <li>3. Cultivate An Emotional Connection With Customers <ul style="list-style-type: none"> <li>• Add elements of surprise</li> <li>• Create positive associations with the company</li> </ul> </li> <li>4. Optimize your budget <ul style="list-style-type: none"> <li>• Invest in the most effective touchpoints</li> <li>• Cut costs in other area</li> </ul> </li> <li>5. Develop A Strategy <ul style="list-style-type: none"> <li>• Create a plan of action based on the previous steps</li> <li>• Leverage your CEM potential</li> <li>• Take into account any customer requirements that haven't been met</li> </ul> </li> <li>6. Implement <ul style="list-style-type: none"> <li>• Put the proposed changes into action</li> <li>• Collect data on customer satisfaction after implementation</li> </ul> </li> </ol>

	<p>7. Evaluate Using KPIs</p> <ul style="list-style-type: none"><li>• Examples of KPIs: complaint rate, Net Promoter Score, Newsletter subscriptions</li></ul>
<b>Template</b>	See next page

## People - One Page Customer Strategy Template

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