

Customer Experience Masterclass Webinar



Welcome Customer Experience Masterclass



Anne Lange
Director of Events
Benelux Business Council



Customer Experience **Masterclass**



Agenda

- Introduction in Customer experience (CX) - Ian
- CX frameworks - Ian
- CX: where to start - Marleen
- Q&A/ networking - Marleen

Start 08.30

Q&A 09.15

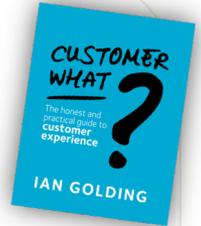
End 09.30

(UAE timezone)

Introductions



Marleen van Wijk
 CX Consultant/ Managing Director
 NeCXus with 17,5 years experience in
 CX, marketing and management roles



Ian Golding
 Independent Customer Experience
 Specialist & CX Professional



A nighttime cityscape featuring a busy multi-lane highway with light trails from cars and buses. In the background, several tall skyscrapers are illuminated, including a prominent cylindrical tower. A semi-transparent network of white lines and nodes is overlaid on the scene, connecting various points across the image. An orange rounded rectangle is positioned in the lower-middle section, containing the title text.

Introduction in Customer Experience



The Evolution of Customer Experience



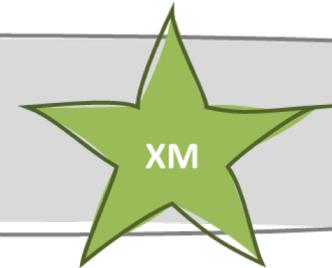
Customer Service
Customer Satisfaction
Database Management
Call Centres
TQM



Relationship Marketing
Sales Force Automation
Cross Selling
Journey Mapping
Lean
eCommerce
Aggregators
Data Protection/Privacy



Omnichannel
IoT
Artificial Intelligence
Social Media
Self Service
Outside-In
Simplicity
NPS



Customer Experience
Employee Experience
Digital Experience
Human Experience



What is Customer Experience?

It is important to distinguish between Customer Service, Customer Experience and Customer Centricity

Customer service

is the assistance and advice provided by a company to those people who buy or use its products or services

Customer Experience (CX)

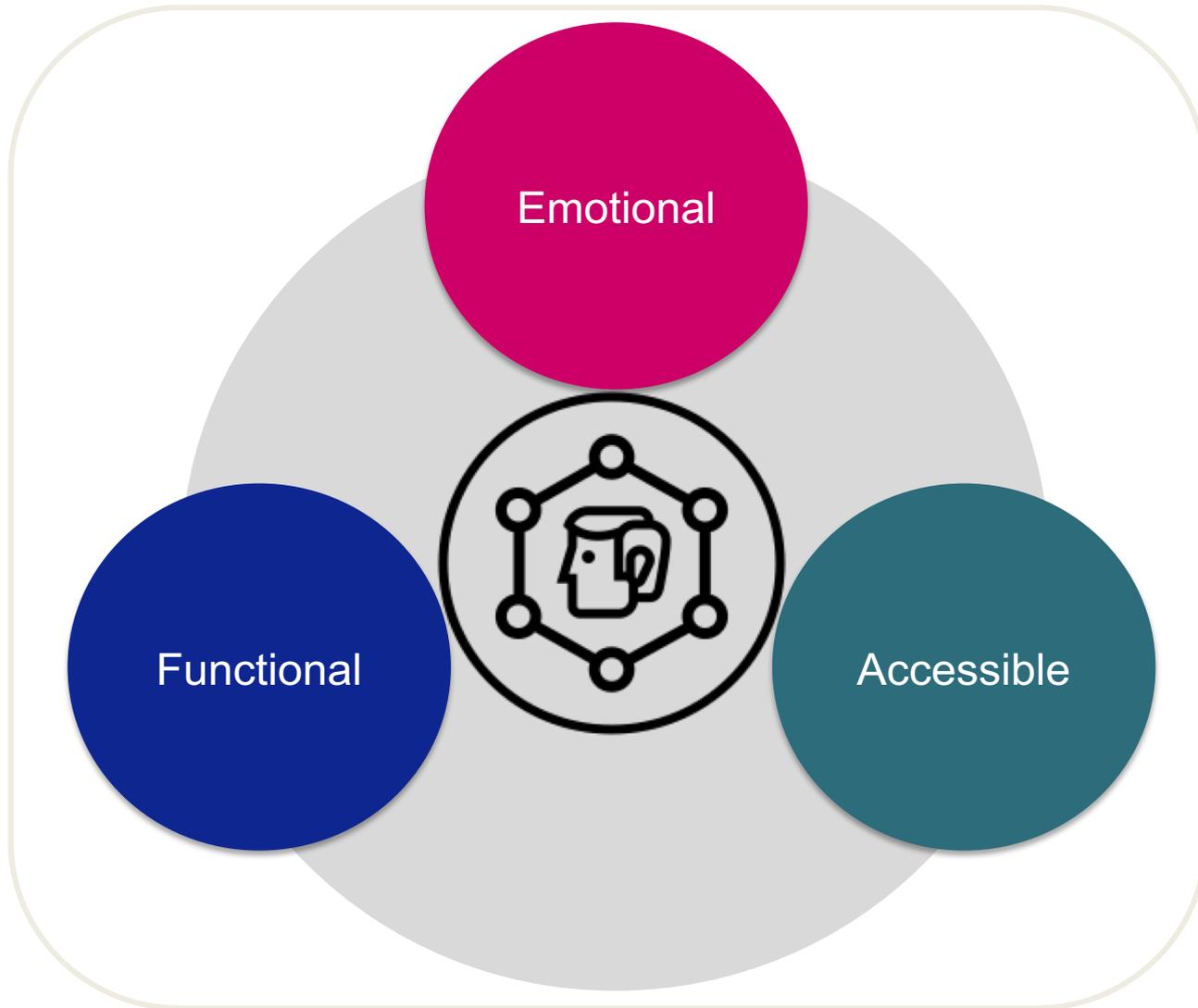
is the sum of all experiences a customer has with a supplier of goods and/or services, over the duration of their relationship with that supplier. This can include awareness, discovery, attraction, interaction, purchase, use, cultivation and advocacy

Customer Centricity

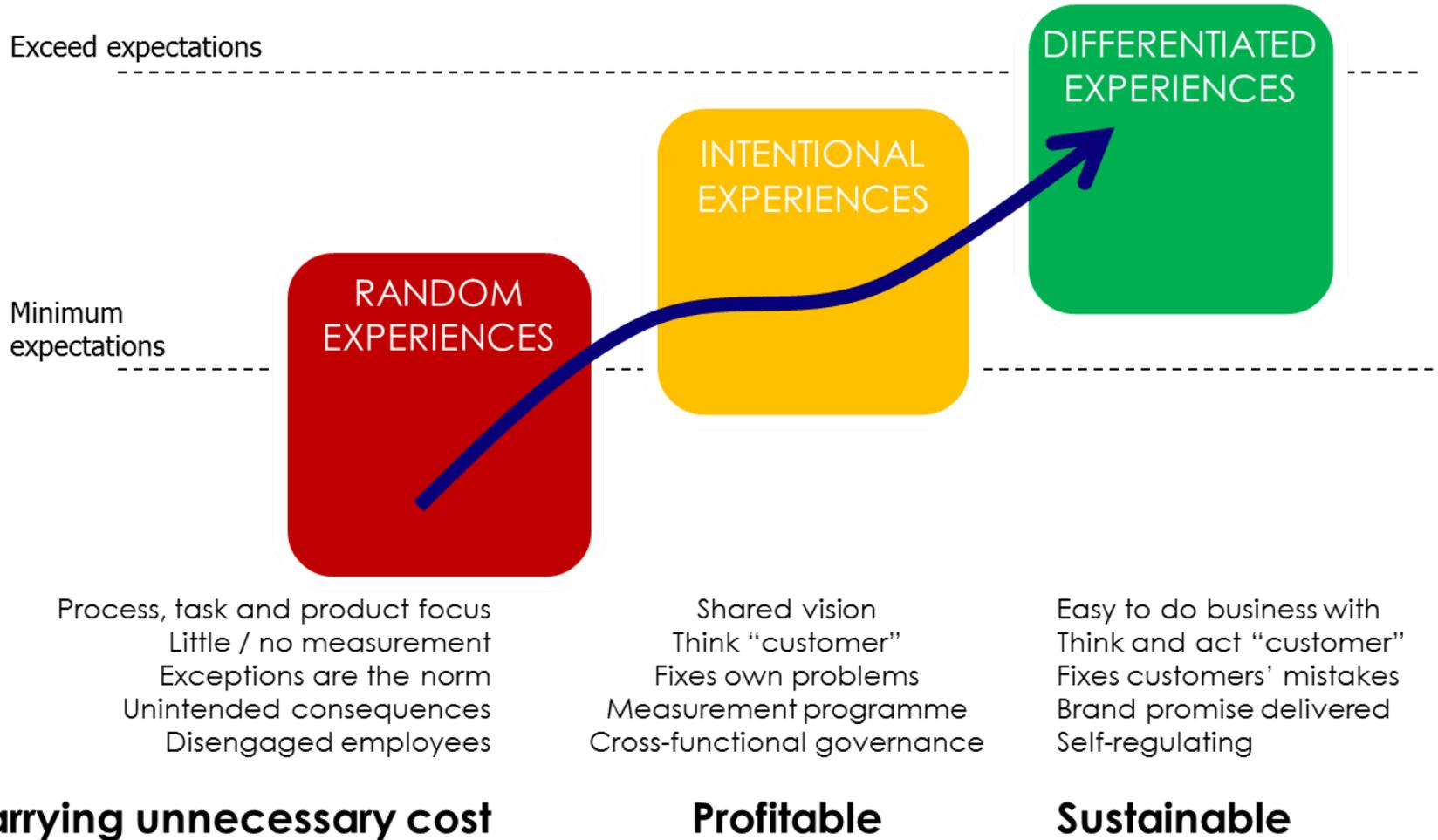
Putting customers at the heart of everything you do will lead to increased customer satisfaction and loyalty, which will ultimately lead to an increase in profitability



The Three Core Elements Of An Experience



Evolutionary Phases of Customer Experience





CX Frameworks



What is a Framework and why do we need it?

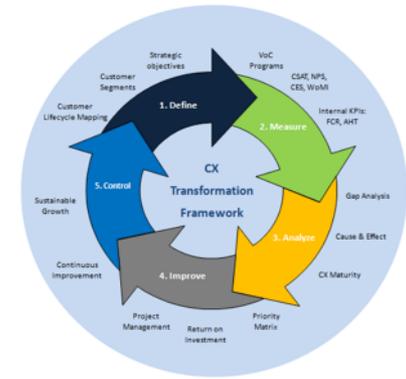


Many Frameworks Exist...

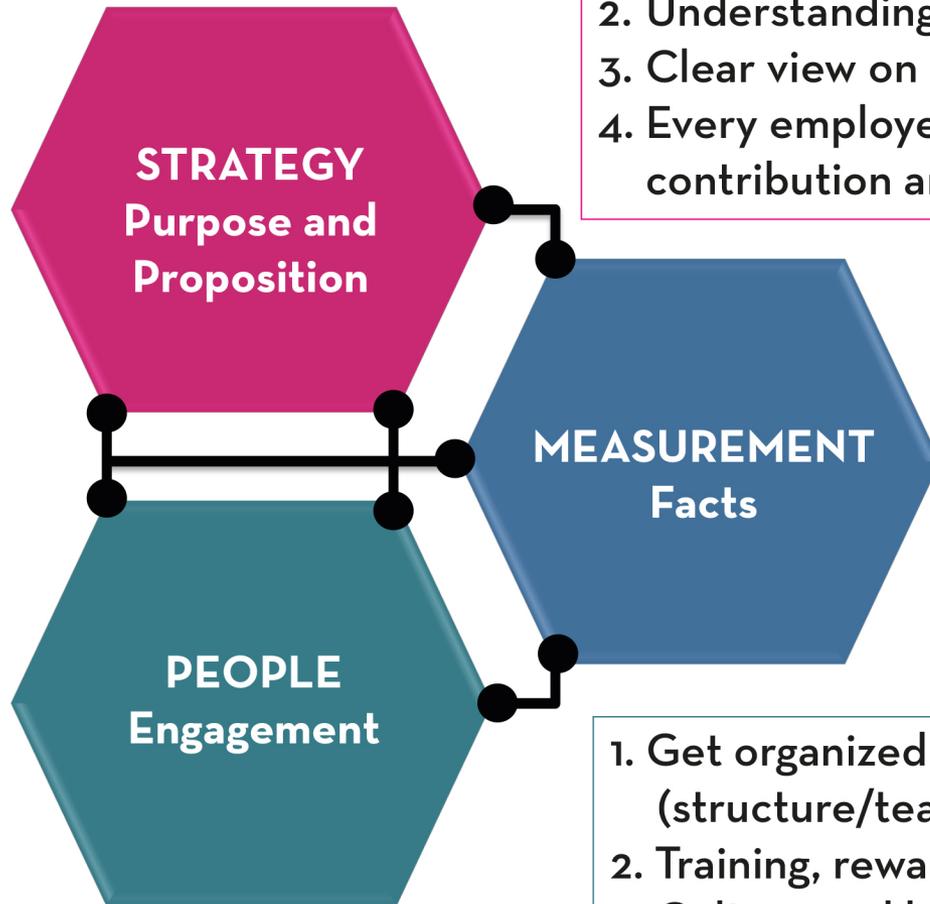


Customer Experience Framework

Follow Anish Parameasures at www.linkedin.com/in/anishp/ or on Twitter @CX_Analytics



Customer Experience	Operational Process	Business Model
Customer understanding <ul style="list-style-type: none"> Analytics-based segmentation Socially-informed knowledge 	Process digitisation <ul style="list-style-type: none"> Performance improvement New features 	Digitally-modified businesses <ul style="list-style-type: none"> Product/service augmentation Transitioning physical to digital Digital wrappers
Top line growth <ul style="list-style-type: none"> Digitally-enhanced selling Predictive marketing Streamlined customer processes 	Worker enablement <ul style="list-style-type: none"> Working anywhere anytime Broader and faster communication Community knowledge sharing 	New Digital Businesses <ul style="list-style-type: none"> Digital products Reshaping organisational boundaries
Customer touch points <ul style="list-style-type: none"> Customer service Cross-channel coherence Self service 	Performance management <ul style="list-style-type: none"> Operational transparency Data-driven decision-making 	Digital Globalisation <ul style="list-style-type: none"> Enterprise integration Redistribution decision authority Shared digital services
Digital Capabilities <ul style="list-style-type: none"> Unified Data & Processes Analytics Capability Business & IT Integration Solution Delivery 		



1. Clarity of the purpose and customer strategy to everyone in the organization
2. Understanding of who the customer is
3. Clear view on the desired customer experience
4. Every employee should understand their contribution and why their role is important

1. Customer journeys mapped and implemented
2. Documented processes of the journey
3. Design CX Measurement
4. Implement an improvement loop

1. Get organized to deliver the customer journey (structure/team)
2. Training, reward plans to support the experience
3. Culture and behaviours change programme
4. Define Way of Working

A photograph of two hikers in a mountainous landscape. The hiker in the foreground is wearing a red beanie and a purple long-sleeved shirt, holding a large, detailed topographic map. The hiker behind them is wearing a blue jacket. The background shows snow-capped mountains under a blue sky with light clouds.

CX: Where to start?



Kick off with understanding your CX maturity baseline



Why a maturity scan? You need to have a starting point to define a clear and realistic ambition



1. **Orientation:** desk and field research
2. **Conclude findings:** in the structure of the CX framework
3. **Assessment of maturity**
4. **Recommendations:** to increase maturity and for a realistic ambition



Example of the assessment based on the CX Framework



Make sure you and your stakeholders speak the same language



1. **Educate your teams:** CX Masterclasses (online and face to face)
2. **Educate your leadership:** CX Leadership Masterclass (online and face to face)
3. **Individual learning:** become a CCXP, coaching online



5 TopTips about CX that are key to know before you start



- 1. There is no end to CX, it is an infinite way of running your organization**
- 2. You cannot create outstanding customer experiences just by yourself**
- 3. Executive buy-in is vital to succeed**
- 4. Do not assume, act upon facts**
- 5. You cannot rush transformation**





Comfort
Zone

Challenge

Q&A





**Please add us to
Linkedin, also for
our contact
details:**

**Marleen van Wijk
Ian Golding**



NEO CXUS



customer focus