



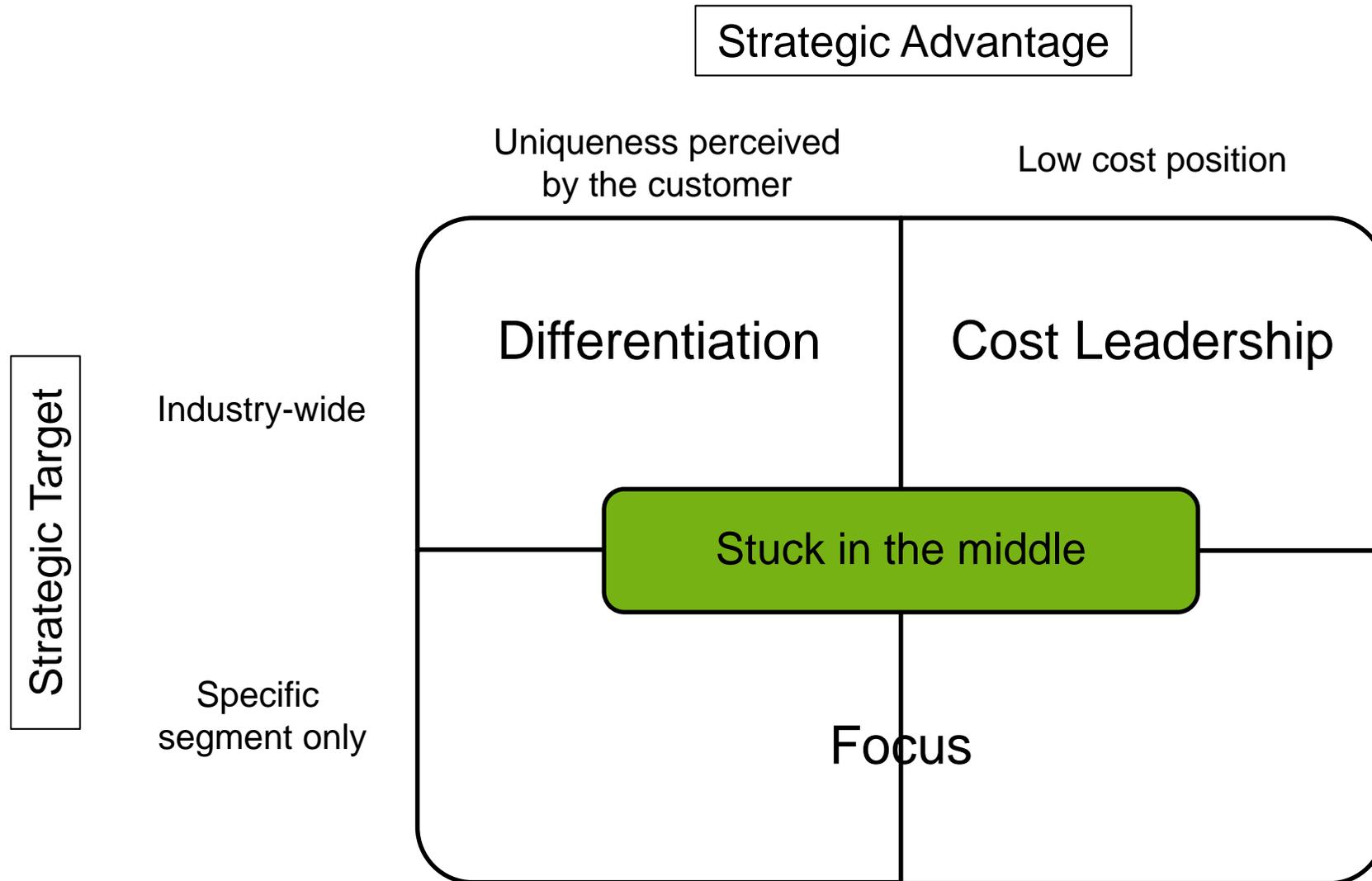


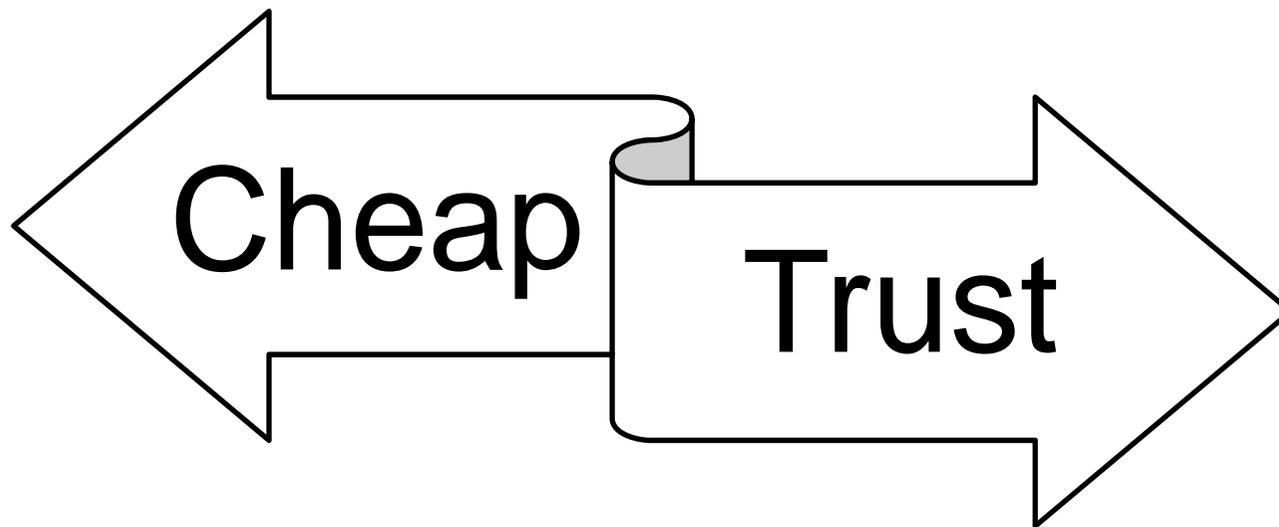


Introduction: The Strategic Role of CX

1. "Lens of the customer"
 2. "The Dependables"
 3. "C2B"
-

Strategic Role of CX



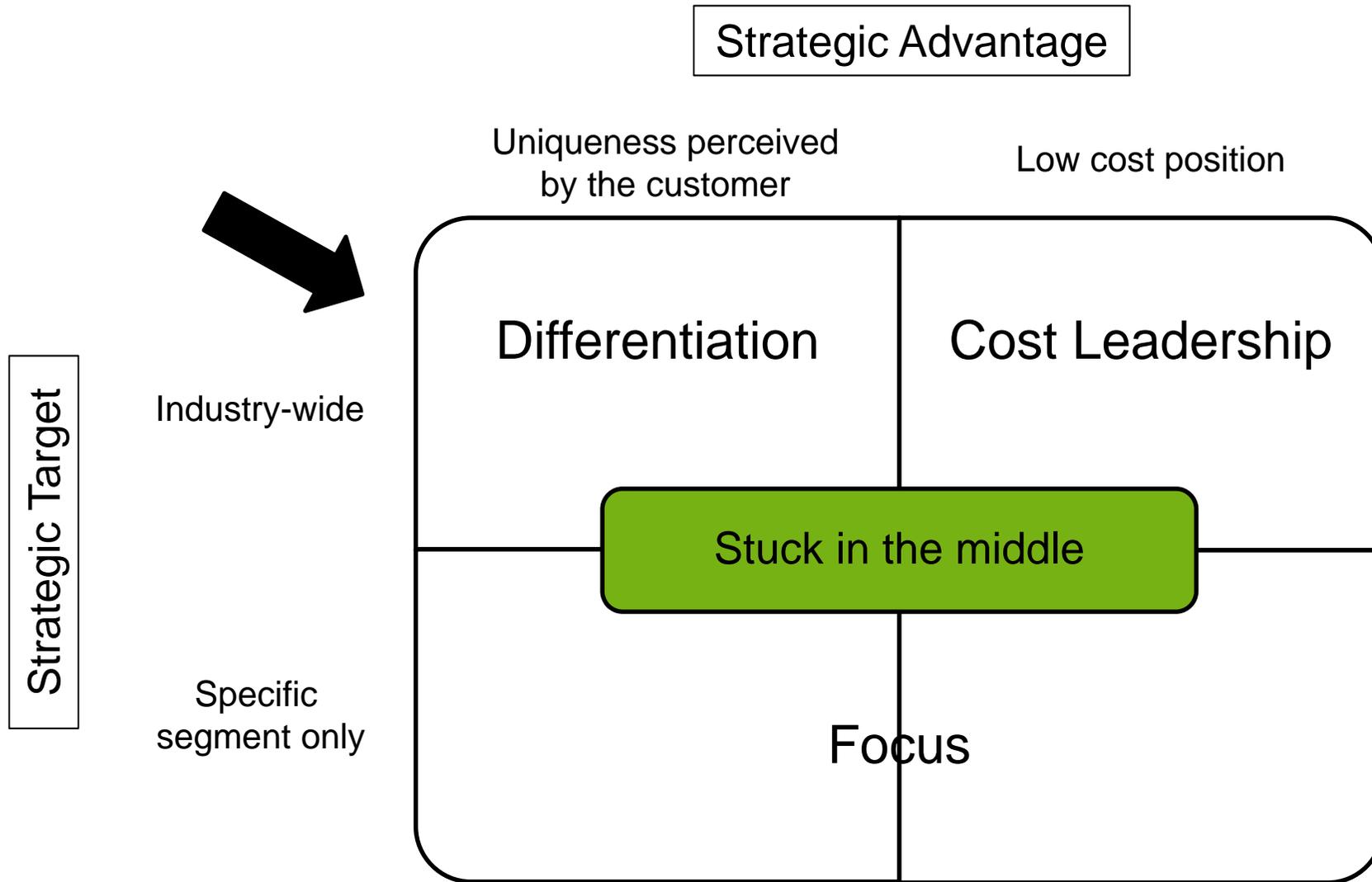




“Similar companies, hiring similar people, with similar backgrounds, similar ideas, similar things, selling similar products and services at similar prices.”

The “Commoditisation of Everything!”

Strategic Role of CX



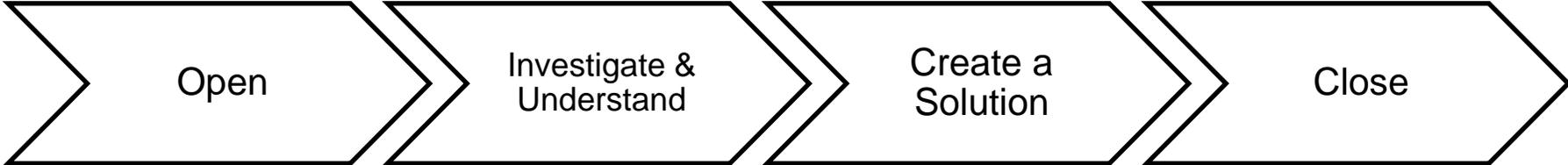
1. The Lens of the Customer



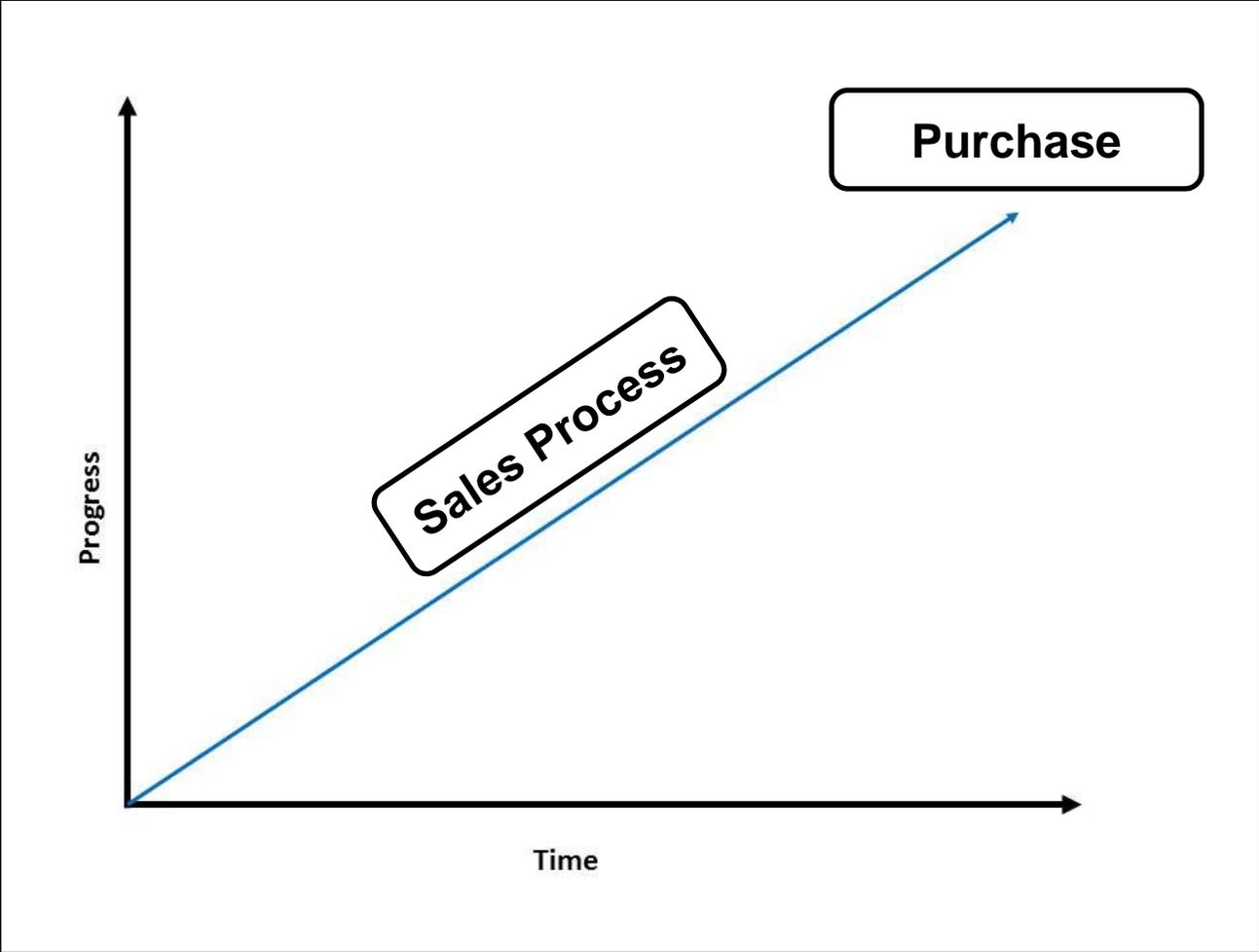


Empathy

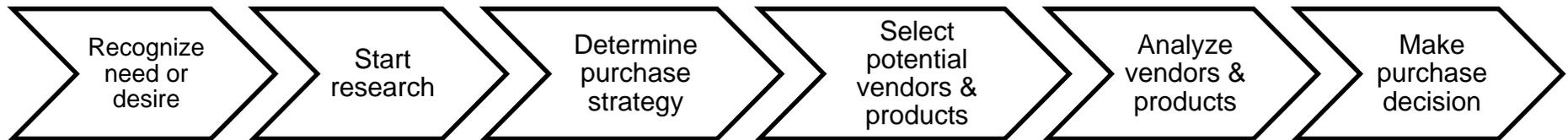
Lens of the Seller



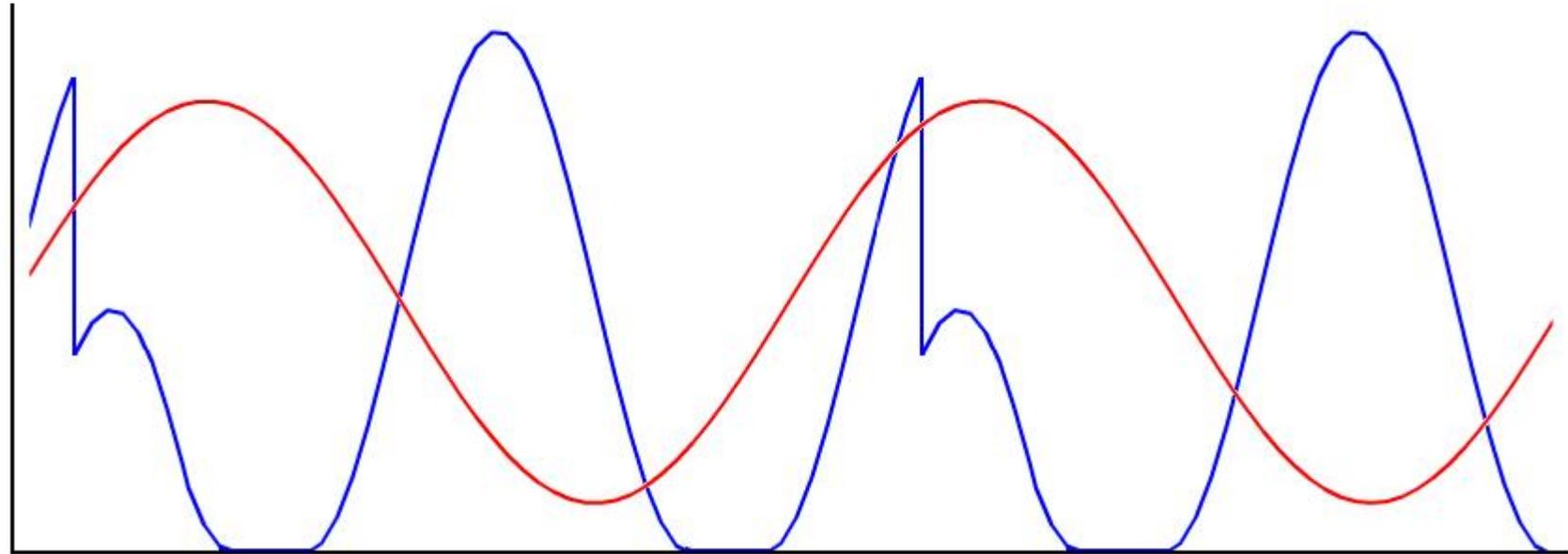
Lens of the Seller



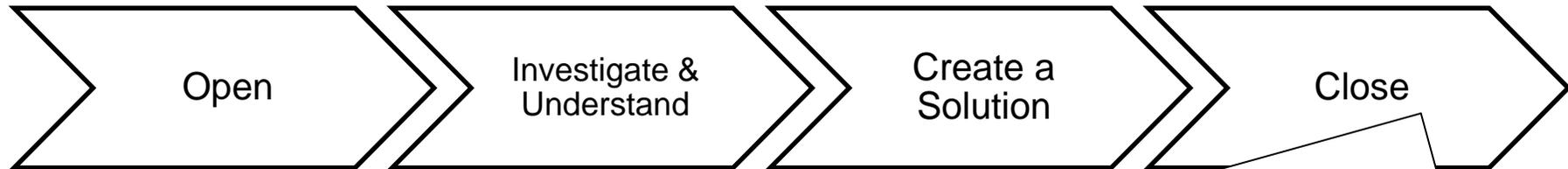
Lens of the Customer



Lens of the Customer



Lens of the Seller vs. Lens of the Customer







Anticipate Needs

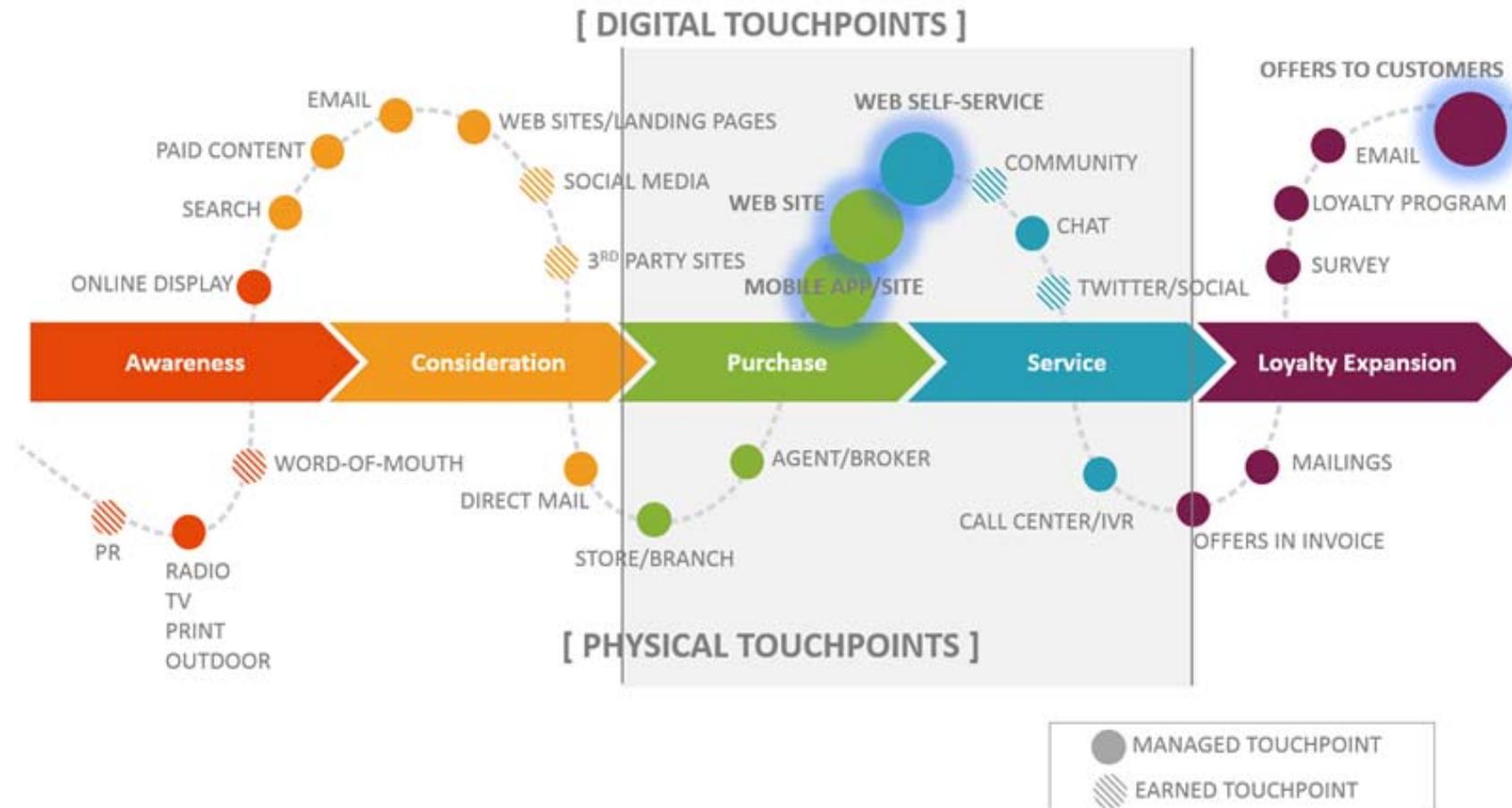
2. The Dependables



de·pend·a·ble

1. Worthy of trust; reliable
 2. steadfast; responsible; faithful
 3. capable of being counted on
-

Customer Experience (end-to-end)





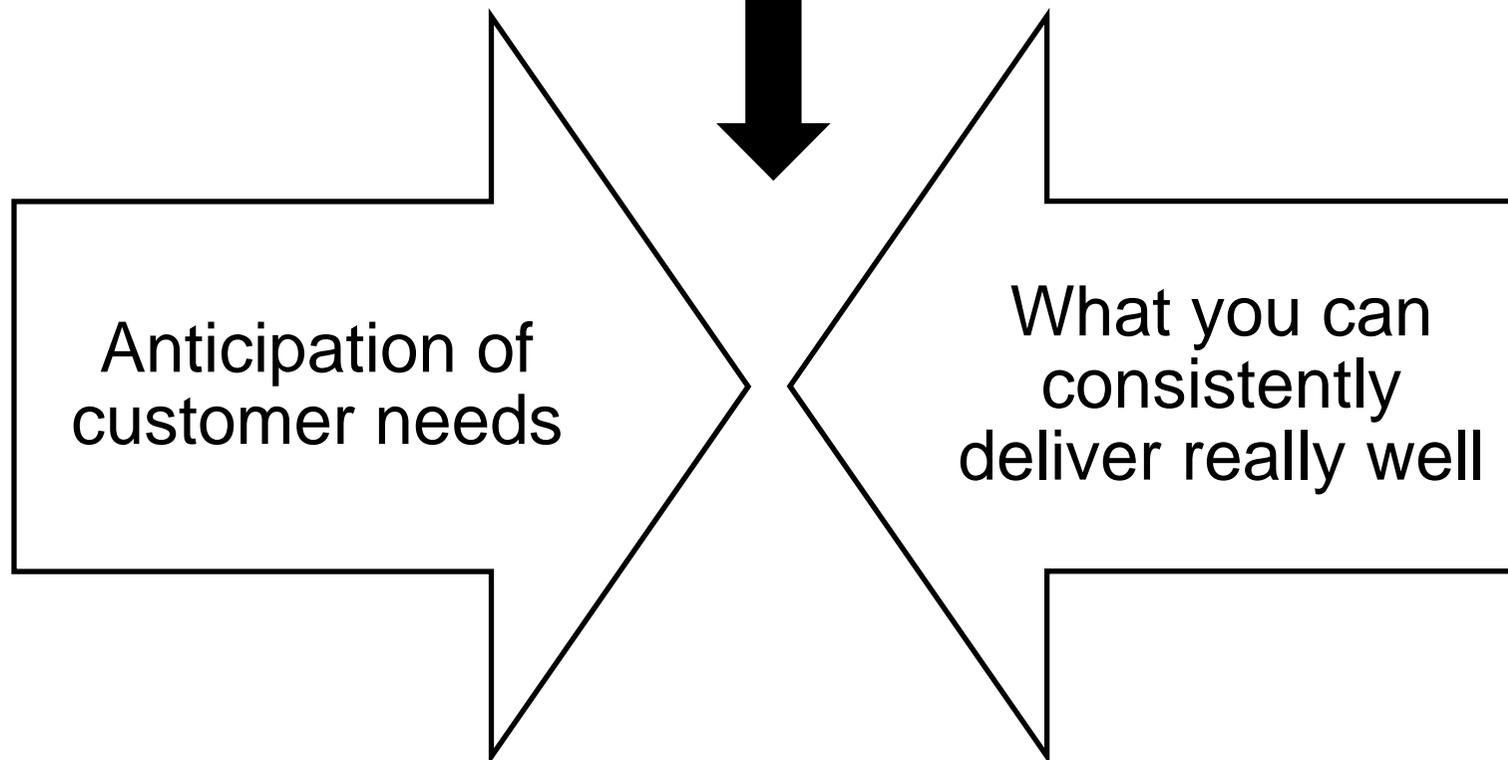


Basics.....Excellently.....All of the time

CX - the "What"



CX Focus



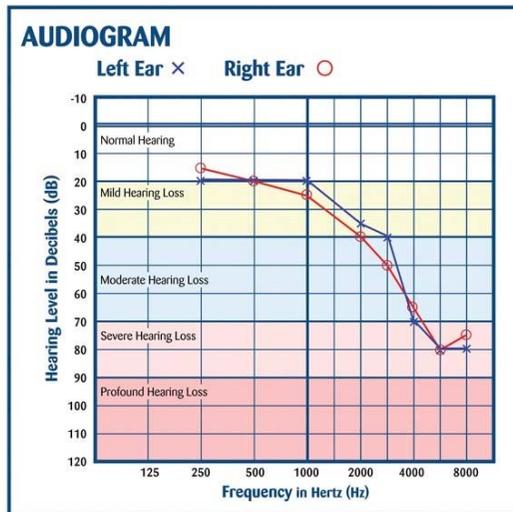
Hearing Healthcare Salesperson: B2B Product Specialist



Our B2B Environment



Hearing Healthcare Salesperson: B2C Audiologist



* An example presbycusis (sloping high-frequency hearing loss) synonymous with the ageing process.



Our B2C Environment



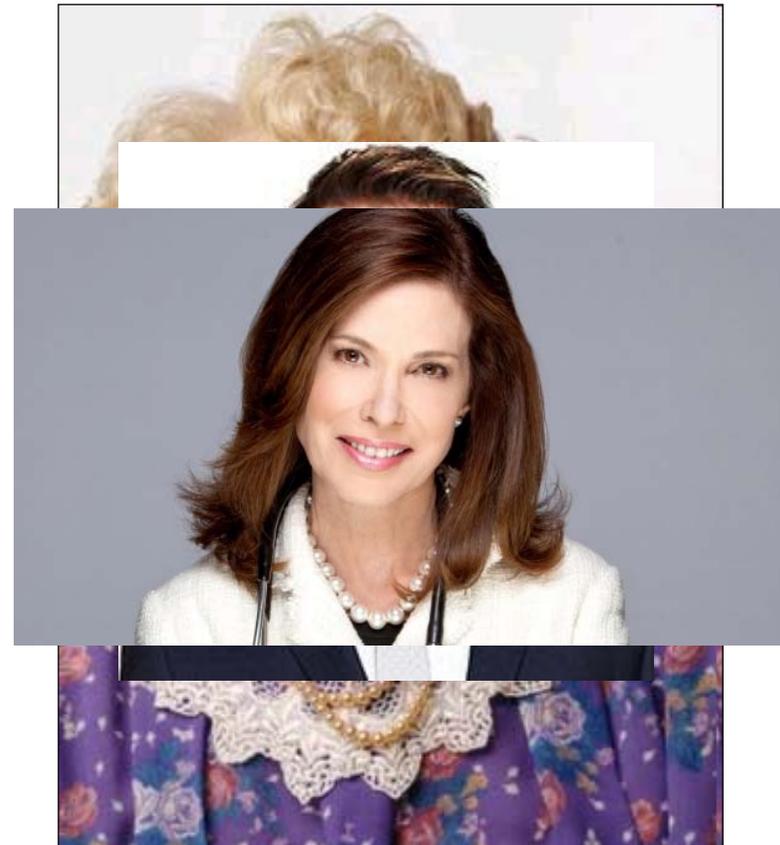
© The Local Data Company



Hearing Healthcare Customer



CUSTOMER

The word 'CUSTOMER' is written in a bold, blue, 3D-style font. A magnifying glass with a black handle and a silver rim is positioned over the word, with its lens centered on the 'O' and 'M'.

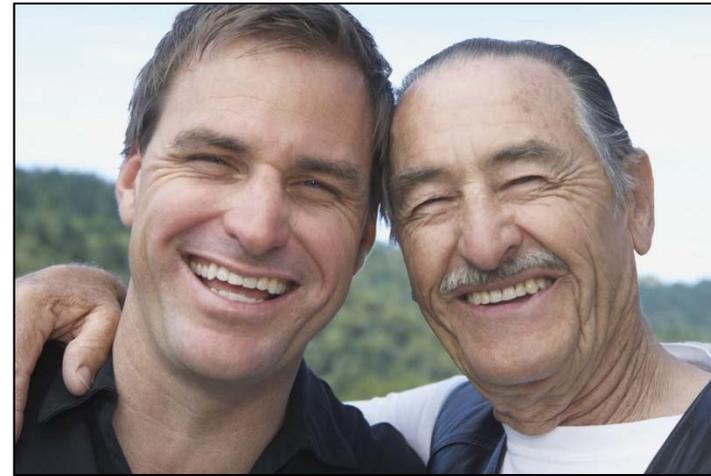
Hearing Healthcare Customer



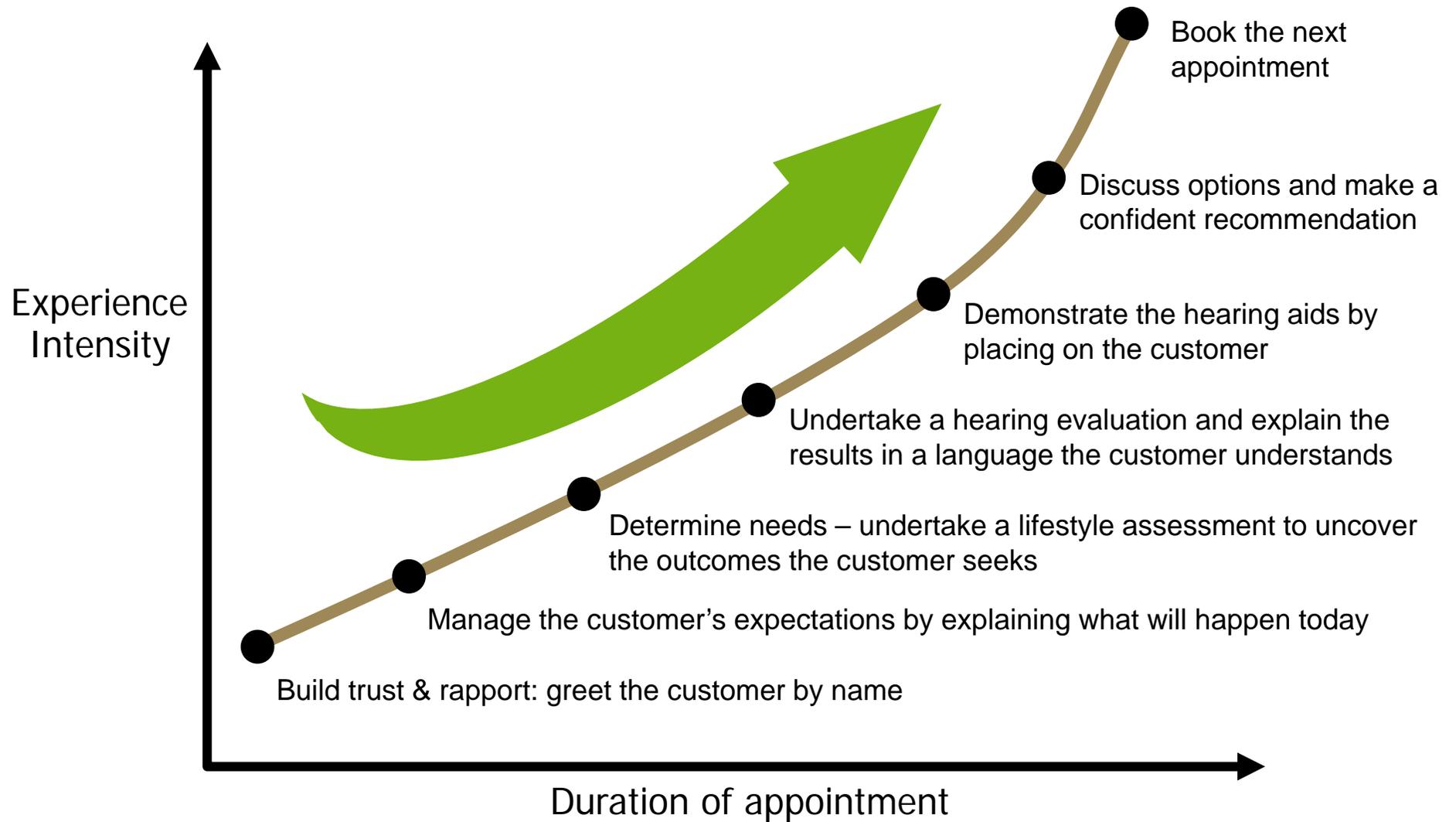
5 stages of grief:



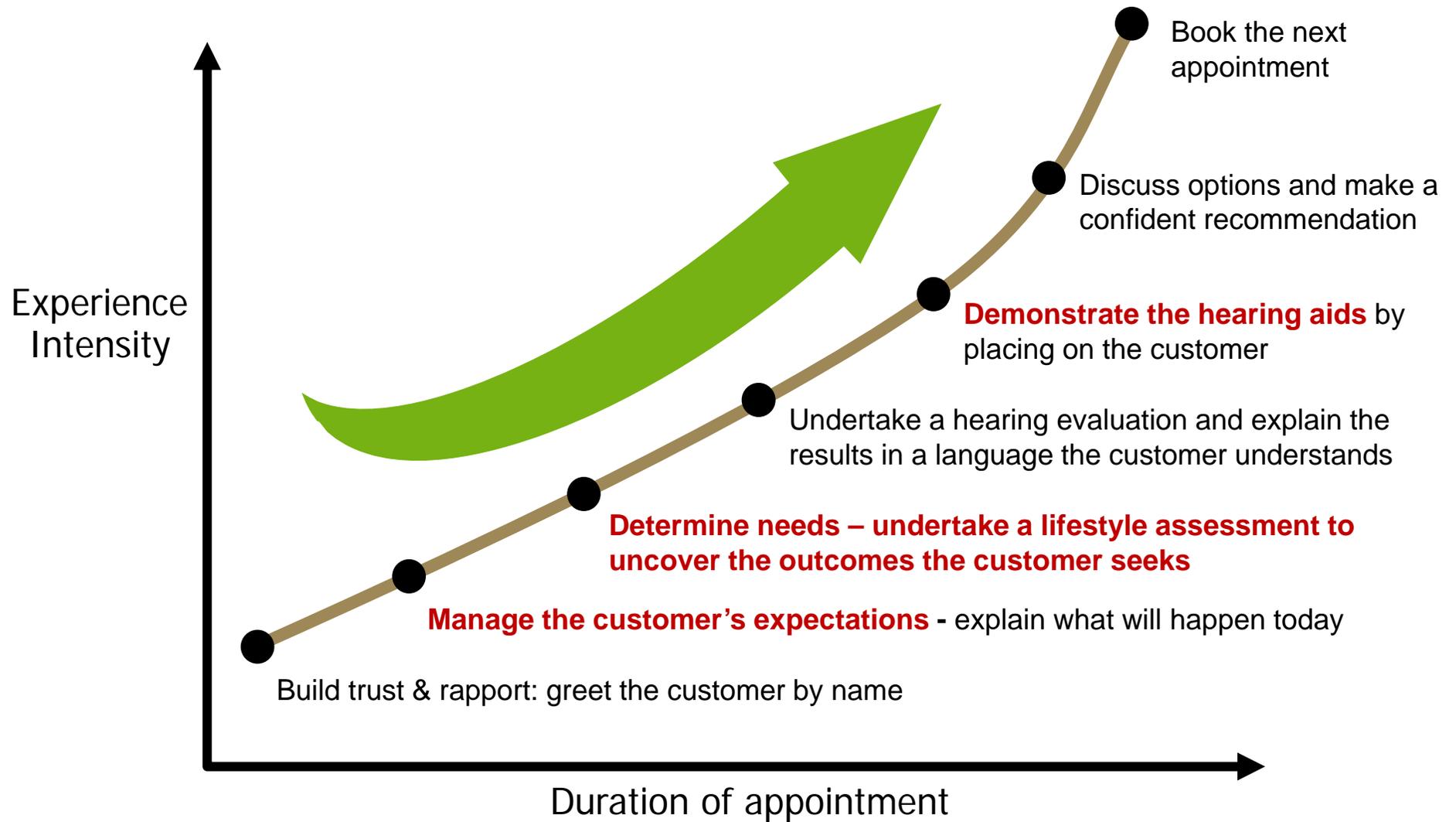
Hearing Healthcare Customer ("significant others")



Customer Experience (at the POS)



Customer Experience (at the POS)





Define Mediocre, Good and Great



*Do your basics.....excellently.....
all of the time*

3. C2B

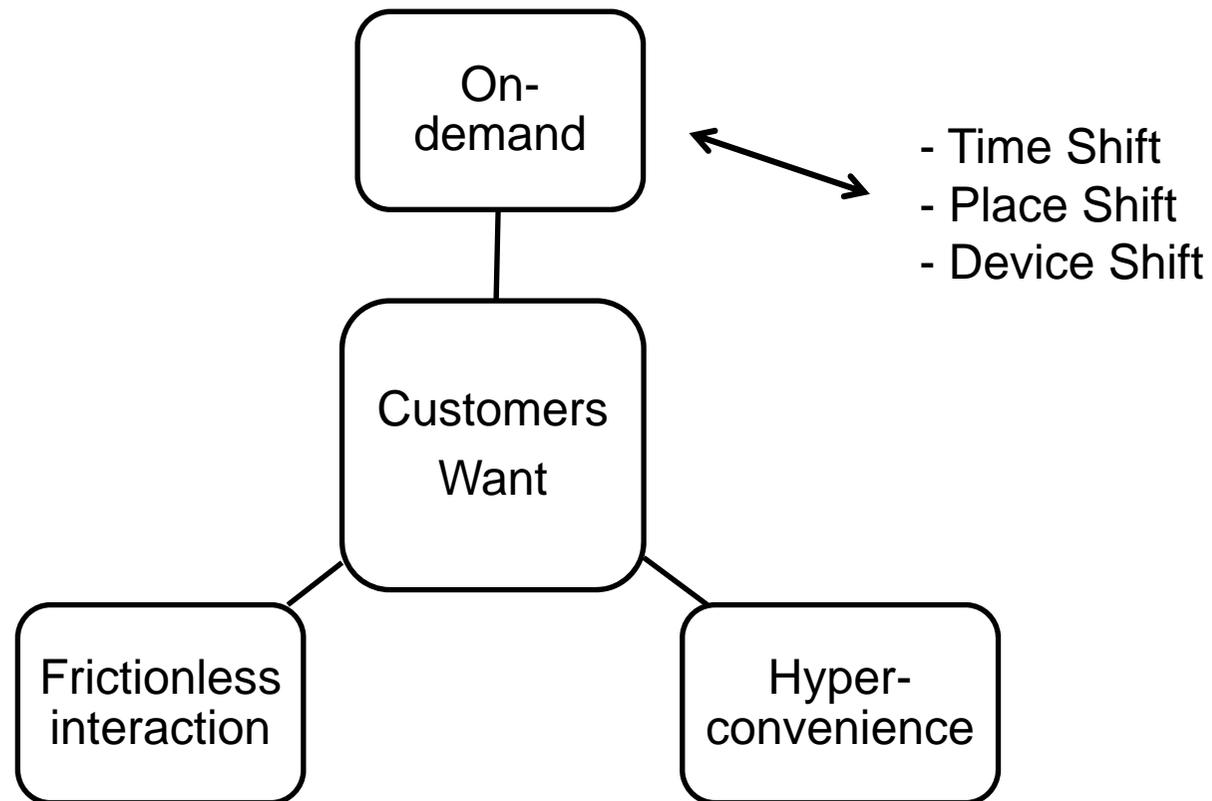




The Customer Experience (CX) Pyramid



Enabling the customer





***Don't tell me "no" –
You cannot recover
from that.***

Enabling the Customer



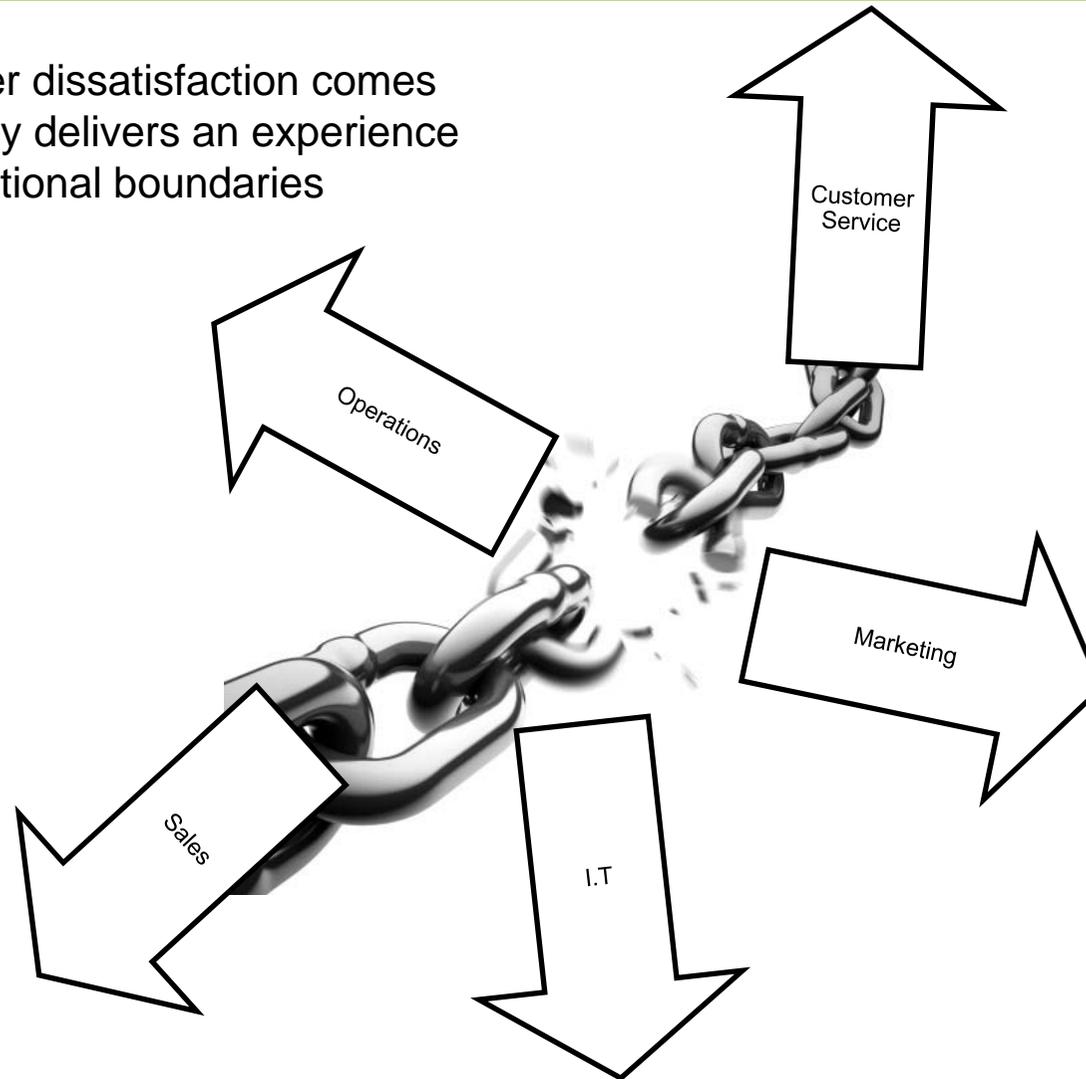
Customers DO NOT like:

- Repeating themselves
 - Being bounced around
 - Having to do all the work to solve the problem (perceived effort)
-

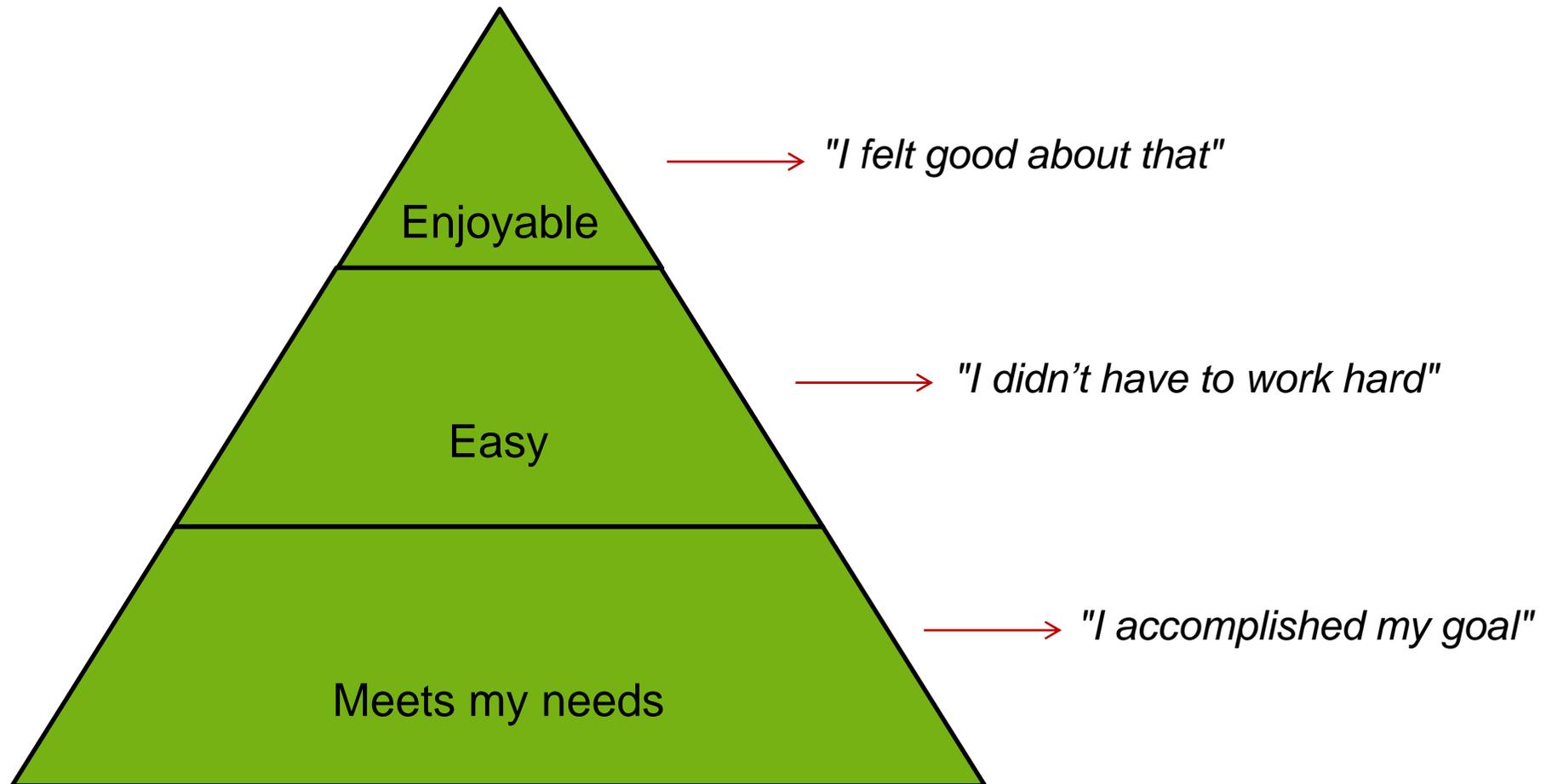
Enabling the Customer



90% of customer dissatisfaction comes when a company delivers an experience across organizational boundaries



CX Hierarchy



Summary



It's an emotional reaction = the sum of all engagements



1. ALWAYS look through the lens of the customer
 2. DO **YOUR** BASICS EXCELLENTLY, ALL OF THE TIME
(what can you consistently deliver?)
 3. ENABLE THE CUSTOMER (C2B)
(but be very careful when sending customers across organisational boundaries)
-

An additional thought.....for discussion



*"**Amazon** did not kill the retail industry. They did it to themselves with bad customer service.....**Netflix** did not kill Blockbuster. They did it to themselves with ridiculous late fees.....**Uber** did not kill the taxi business. They did it to themselves with limited the number of taxis and fare control.....**Apple** did not kill the music industry. They did it to themselves by forcing people to buy full-length albums.....**Airbnb** did not kill the hotel industry. They did it to themselves with limited availability and pricing options....."*

Technology by itself is not the real disruptor. **Being non-customer centric is the biggest threat to any business.**