Damned If You Do,
Damned If You Don't?!
How to Design and Execute the Most Profitable Customer Experience (CX) Strategies

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#MeasuringCX

Your Concerns

- Megatrends
  - Changing Demographics.
  - Increasing Complexity.
  - New Distribution/Channel Landscape.
  - The NEW, Ever-So-Demanding, Customer.

  - It'll Only Get Worse, So Why Bother...?

Turning Challenges Into Opportunities

- Focus On What You Can Control.

- Who Is Calling The Shots?

- Which Is The #1 Source Of Revenues/Sales, Hence Profitability?

- What Drives Their Behavior?

- Focus On CX!!!

- Anecdote – How Others Perceive You.

Setting The Stage…

- CX Facts Vs. Fiction.
- Our Master Is The Truth.
- CX Is CEO's #1 Strategic Priority.
- "The Next Competitive Battleground."
- The Emperor's New Clothes…?
- Over 1,500,000 CX Professionals @
- The 80/8 Gap.

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8 out of 10 CX programs Why? generate profits

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Three Reasons:

1. Measuring CX

2. CX Centricity

3. Touchpoints

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Fact versus Fiction

- **Touchpoint Management**
- **Outsourcing CX**
- **Cost-thinking destroys CX**
- **Outsourced CX increases probability of churn and negative Word-of-Mouth (WoM) by 5 TIMES!!!**

Fact versus Fiction

- CX Centricity
- Employees – Skills - Reward
- Leaving money on the table
- 3 CX Stages: Pre-Purchase, Purchase, Post-Purchase
- Biggest influencer of WoM and repurchase?

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Fact versus Fiction

- Post-Purchase - by far
- WoM (2x higher) – SoW (4x)
- Leaving money on the table
- Post-purchase is big business
- High profitablity – Generates 24% revenues, but 45% of profits
- Post-purchase market in the US alone worth US$1.3 Trillion p.a.

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Fact versus Fiction

- Measuring CX
- #1 reason for CX failure +
  CX success
- What, how, when?
- Why...?
- The what is useless without the why!!!

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Fact versus Fiction

Measurement	WoM Behaviour *Score 1 to 100, 100 being perfect score*	Share-of-Wallet
NPS	21	1
Customer Satisfaction	24	1
EXQ	88	92

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3% of CX programs outperform

Others by 600%

THE VANGUARDS

Why?

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The Trojan Horse Approach (8 out of 10 Vanguards)

- Measuring CX correctly, with, e.g., EXQ, leading to...
- True CX Centricity
- (Significantly) Higher Profits!!!

How to become a Vanguard...?

"Compete FOR your customers, not against your competitors."

Prof. Dr. Phil Klaus (2014)

How to become a Vanguard...?

"Phil knows what it takes to win. And that is exactly what Measuring Customer Experience provides to managers who want their companies to win through building strong relationships with customers."
-Timothy Keiningham, PhD, Global Chief Strategy Officer and Executive Vice President, Ipsos Loyalty
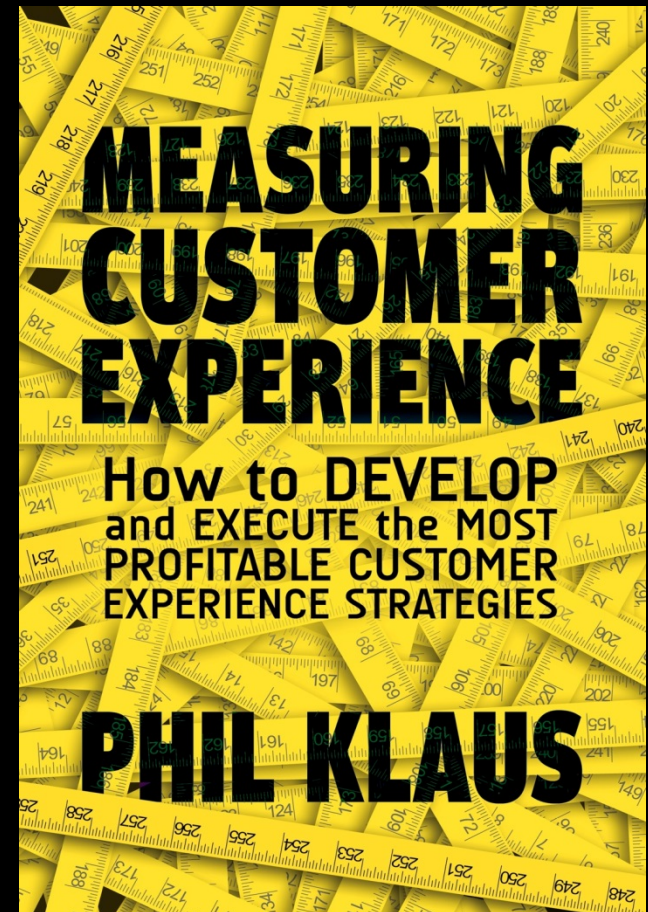
"...breaks new ground with the EXQ."
-Crispin Rogers, Director Targeted Marketing, Visa Europe

"...systematic 'next-practice' guide to enhancing your total customer experience and increasing profitability."
-Ian Di Tullio, Director Loyalty Marketing , Air Canada

#4 on Amazon Bestseller List

MEASURING CUSTOMER EXPERIENCE

How to DEVELOP and EXECUTE the MOST PROFITABLE CUSTOMER EXPERIENCE STRATEGIES

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http://tinyurl.com/ConvinceCEO

AVOID…	HIGHLIGHT…
Talking marketing jargon by using measures that does not deliver any true value to a CEO, e.g., NPS, customer satisfaction, brand value, Customer Effort Score, webpage hits etc., or using terms that a CEO cannot link to profitability, such as 'voice-of-the-customer.'	How CX relates to purchasing behavior by increasing share-of-wallet, and share-of-category. Speak the language of the board – dollars and sense, not 'voice of the customer.'
Talking about social media, software, and big data (sorry, but all alarm lights will go off. Don't forget what might be 'hot' for you, might not be hot for the CEO.)	How insights relate to purchasing behavior and profitability (by, e.g. using EXQ).
Talking about all the investment needed for the CX program.	That by using CX measurement directly linking to customer purchasing behavior and profitability, such as EXQ, cost-cutting opportunities will emerge.
Tell the CEO that CX is a good thing, because your customers will value it.	Demonstrate how CX delivers accountable, measurable results directly linking to the CEO's KPI's, such as sales, revenues, profitability.
Focusing on the customer.	Focus on the firm's aims – the customer is just the tool to get there.