

NEXT LEVEL CUSTOMER EXPERIENCE (CX)

Differentiating Through the Branded Experience

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THE STATE OF CUSTOMER EXPERIENCE

89%

**EXPECT TO COMPETE
MOSTLY ON CUSTOMER
EXPERIENCE**

70%

**SAY UNDERSTANDING
CUSTOMER JOURNEYS
IS TOP PRIORITY**

22%

**NAME CX AS
THE MOST EXCITING
OPPORTUNITY**

Source: Econsultancy, Quarterly Digital Intelligence Briefing: Trends 2016



VS.



COMPANIES THINK:

80%

**OF COMPANIES THINK THEY
ARE ALREADY PROVIDING
A “SUPERIOR EXPERIENCE”**

CUSTOMERS THINK:

8%

**CUSTOMERS, HOWEVER, FELT
THAT ONLY 8% OF COMPANIES
DELIVER ON THAT LEVEL**

Source: Bain & Company

“ Customer Experience is the sum of all engagements a customer has with your brand, across all touchpoints, throughout the lifecycle. It's a blend of perceptions and interactions.

CUSTOMER EXPERIENCE ARCHITECTURE

01. BRAND PLATFORM (Brand Definition: Promise, Purpose, Values, etc.)

02. CX STRATEGY (The Experience Brand Promises to Deliver)

03. CUSTOMER SEGMENTS			
Customer Segment 1	CX	CX	CX
Customer Segment 1	CX	CX	CX
Etc.	CX	CX	CX
04. TOUCHPOINTS	Channel 1	Channel 2	Etc.

Source: Denise Lee Yohn



1. BRAND PLATFORM

“ When a company puts its brand at the center of the organization, it's able to creatively design and consistently deliver great customer experiences.

DENISE LEE YOHN

Author, *What Great Brands Do*

BRAND PLATFORM

- » Outlines what a brand stands for
- » Provides reasons to choose a brand
- » Articulates how a brand is different
- » Informs customer experience

Purpose ("Why")
Positioning
Value Proposition
Brand Promise
Brand Essence
Personality
Brand Values
Brand Story





2. CUSTOMER EXPERIENCE STRATEGY

DEFINE CX STRATEGY FOR YOUR FIRM

- 1** Define your intended customer experience (aligned with your brand and corporate priorities)
- 2** Develop employee engagement plan
- 3** Outline and prioritize implementation strategies and tactics (management, operations, marketing, culture, resources needed, etc.)





3. CUSTOMER

“ The best experiences anticipate people’s needs, tap into their emotions, and engage the senses.

GENSLER

“Design Forecast 2017”

UNDERSTAND YOUR CUSTOMER

- » Does your firm conduct regular customer surveys?
- » Do you ask about the experience of doing business with your firm?
- » Do you map this data to customer lifecycle?
- » Do you know why your customers choose/leave you?
- » Do you use this information and data?



DEEPEN RELATIONSHIPS AND BUILD TRUST

Do you know:

- » When to deliver relevant communications
- » What communication channels your customers prefer
- » How frequently to contact customers throughout their lifecycle
- » When customers want to hear from you



CREATING CUSTOMER-OBSSESSED CULTURE

Common characteristics of CX leaders:

1. Committed leadership
2. Compelling brand values consistently delivered
3. Employee engagement
4. Emphasis on customer feedback

Source: Temkin Group





4. EXPERIENCE

DESIGNING EXCEPTIONAL EXPERIENCES

1



DELIVER

2



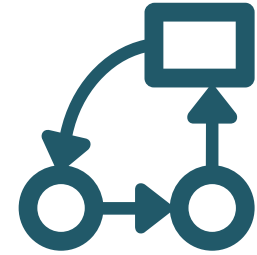
PERSONALIZE

3



ENGAGE

4



OPTIMIZE

5

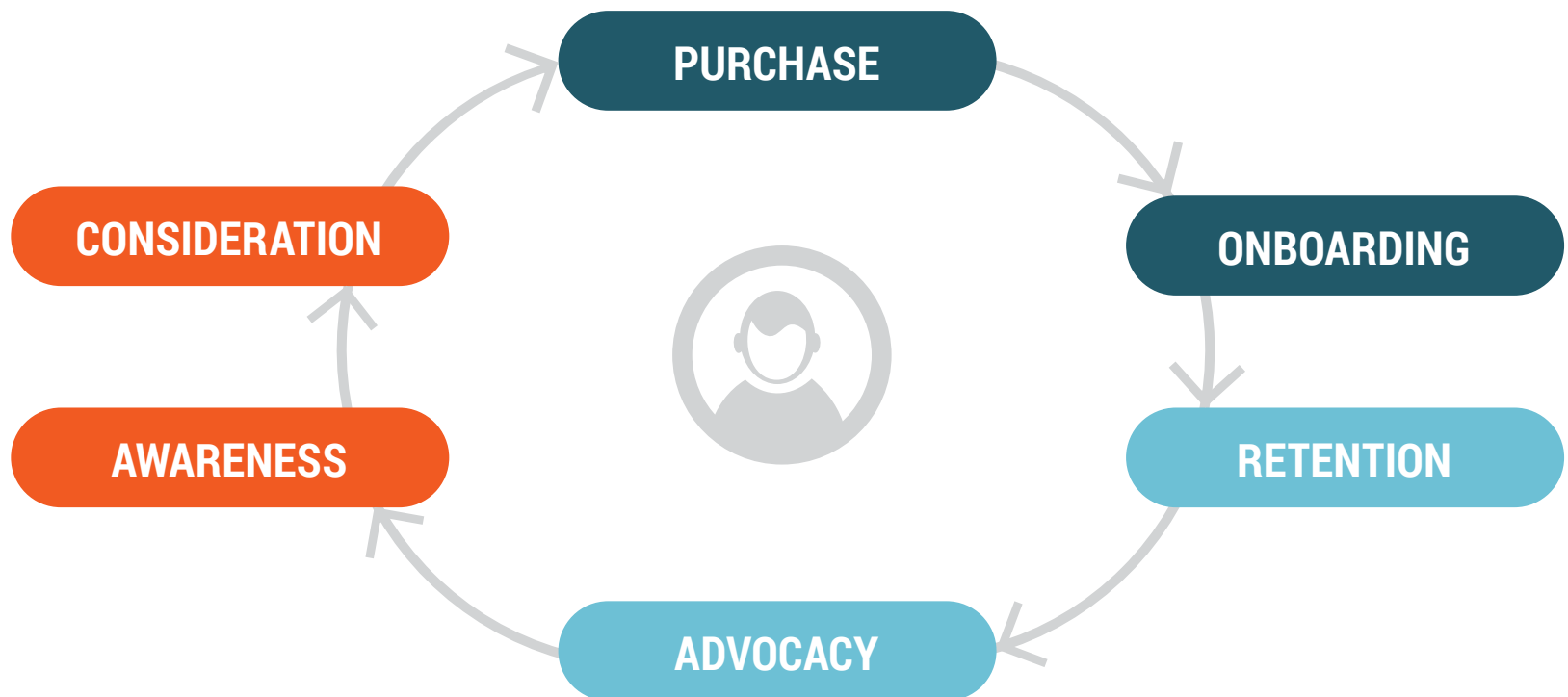


JOURNEY MAPPING

- » Map out the entire customer journey (full lifecycle)
- » Define all touchpoints
- » Capture customer's needs, wants, expectations and actions for each touchpoint
- » Repeat for each customer segment
- » Inform your map with data, not opinion



CX JOURNEY



CX JOURNEY (PER CUSTOMER SEGMENT)

CX Journey Phases	Awareness	Consideration	Etc.
Touchpoints			
Key Stakeholders			
Customer Needs			
Valuable Content			
Perception/CX Type			
Etc.			



CX JOURNEY MAPPING EXERCISE

CX Journey Stages	Stage 1	Stage 2	Etc.
Touchpoints			
Key Roles/Job Titles			
Needs/Wants			
Content/Interactions			
Perception/CX Type			



PREPARING FOR THE FUTURE

MEET THE B2B CUSTOMER OF 2020

- » Customers will expect companies to anticipate their current and future needs
- » Customers will demand personalization
- » Customers will dictate the experience

People want to experience extraordinary experiences.

BRIAN SOLIS

Altimeter Group

People want to experience extraordinary experiences.

Experiences become brands and great brands become experiences.

BRIAN SOLIS

Altimeter Group

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