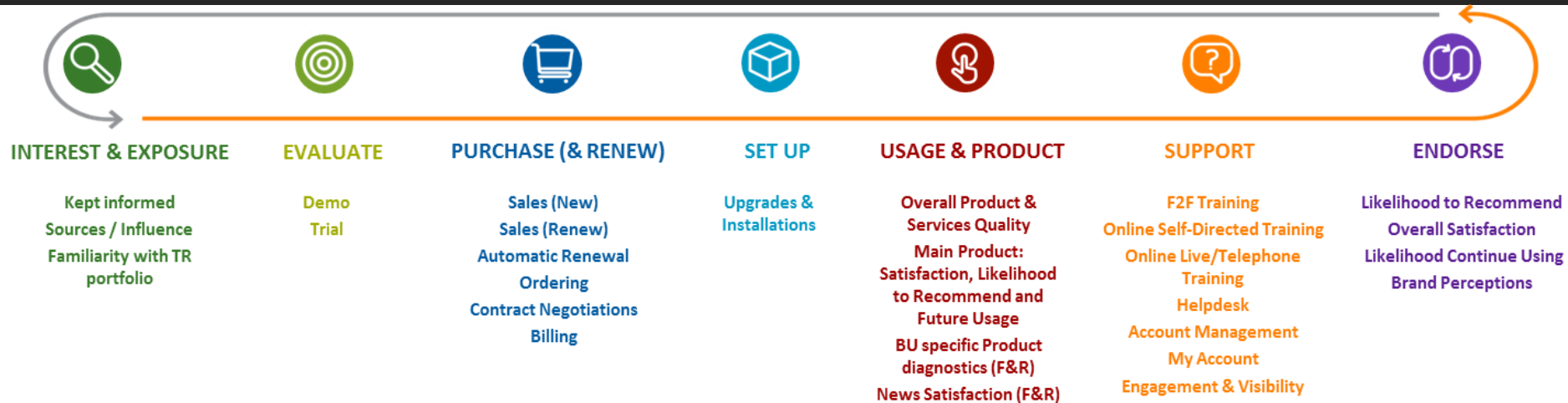


The X Factor: A Case Study

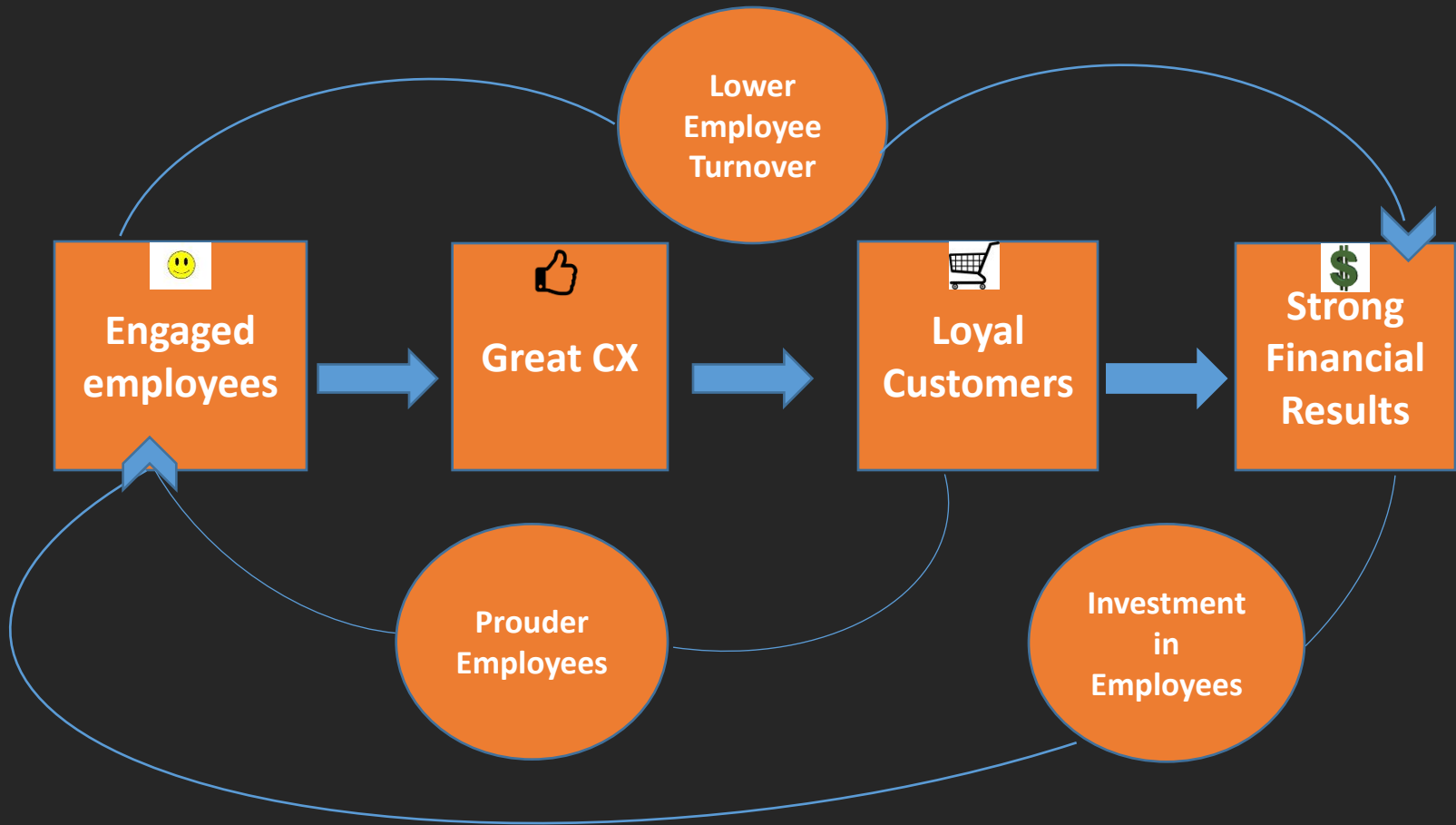
Dana Hyatt
Customer Experience Leader and Founding Member, CXPA

What is “Customer Experience (CX)”



Perception customers have of THEIR interactions with YOUR organization

How does EX tie to CX?



X FACTOR



Customer Experience
Professionals Association™

- Global
- Founded in 2011
- Supports professional development of members
- 4000+ members in 70 countries

X FACTOR



Culture



eXperience



Perspective



Accountability

CX JOURNEY CASE STUDY





2012
Launch

2013
Activate

2014
Accelerate

2015
Transform

2016
Differentiate



CX Program
Definition &
Introduction

Program
Refinement from
Learning

Outcomes &
Employee/
Customer
Engagement

Business
Results &
Cultural Shift

Business Growth
&
CX in our DNA

CULTURE

CX Moves

Redesign internal communication platform to (re)brand
Customer Experience

Familiarity and accessibility

Ongoing, one-to-many story-telling; common language

Improved and aggregated content

Quarterly video

X 22% increase in average views

EXPERIENCE

Customer Satisfaction Surveys

Run like campaign and incorporate best practices to engage:

Personalization and Graphics

Focus on them

Set expectations

Provide direct contact

Thank you

Follow up summary of results

X 53% increase in response rate

X 40% increase in completes

X OSAT, LTR and LTCU all up; LTCU 5% in top 2 boxes

EXPERIENCE

Year One Experience (Y1X)

Targeted segmentation

Average delta

Market differentiator

New users vs. net new

Journey Map workshops

Leverage CSAT

X 62% increase in Y1X respondents

X 3-point improvement in Overall Satisfaction

PERSPECTIVE

Research

Relevant Voice of Customer to supplement CSAT

Survey Ride-Along

TR Global Brand Monitor

Loyalty Drivers

Key segment research (Y1X)

Emotion (2 phases)

Appended CSAT to Usage and Financial Data

X Clearer prioritization and ability to operationalize

X Enhanced value of CX Team

ACCOUNTABILITY



Type of Team	Resources (<i>as needed</i>)	Responsibilities
Core	<ul style="list-style-type: none">• Central CX Lead(s)• Marketing Lead• Sales Lead• Product Mgmt/Dev Lead• Customer Support Lead• Professional Services Lead• Training Lead• Finance/HR Lead (<i>as needed</i>)• Exec Sponsor/Champion (<i>as needed</i>)	<ul style="list-style-type: none">• Meet on a scheduled basis to review, initiate and manage CX related projects• Maintains customer view across CX projects and organization• Responsible for CX alignment (VoC, Brand, BU) on all CX projects• Removes organizational barriers as needed• Updates to Exec./Sr. Mgmt.
Project	Core + project lead resources working on specific projects.	<ul style="list-style-type: none">• Completes all tasks according to project plan• Meets as needed for project specific reviews• Project updates to Core team• Raise issues/concerns that impact the project

THANK YOU

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