



CEM on a Shoestring Budget

Customer Experience Management

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Author, University Instructor & Professional Speaker

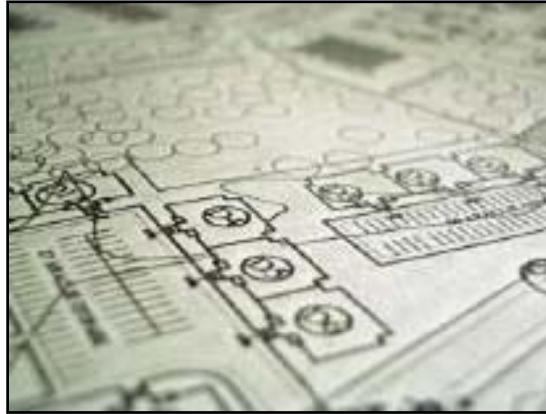
Customer Experience Improvement Strategist

www.ClearAction.biz



Embrace Slowdown as Opportunity

Economic
Downturn



Opportunity to Strengthen
Innovation & Business Processes



Sustainable
Market
Leadership



Innovation & Business Process Leapfrogging

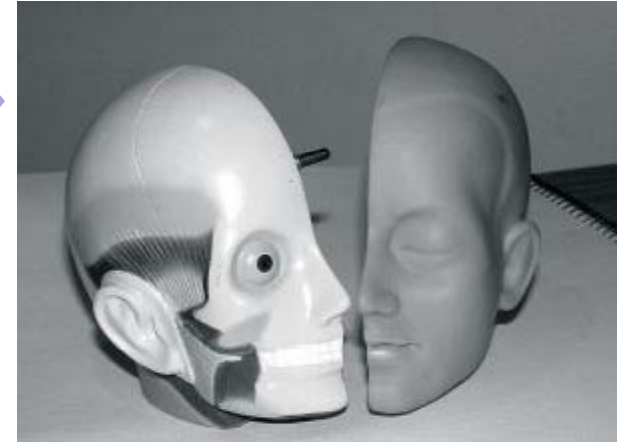
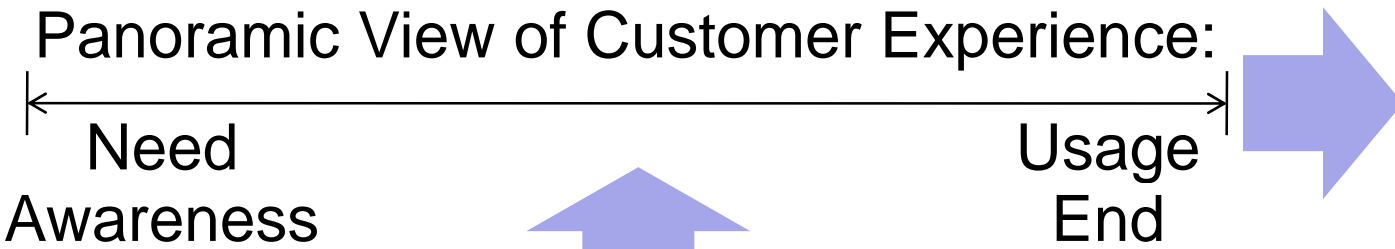


Draw on
Untapped
Resources

- 1) Define Customer Experience Personas
- 2) Prioritize by Customer Lifetime Value
- 3) Refine Customer Listening
- 4) Innovate the Customer Experience
- 5) Drive Internal Branding
- 6) Build Brand Affinity



Define Customer Experience Personas



Create or Enhance
Customer
Experience
Personas

Sales/Service
Reports



Complaint
Logs



Surveys/Win-Loss
Reports



CRM Database/
Blogosphere



Prioritize by Customer Lifetime Value



Calculate Cumulative Profit Stream Over Duration
of a Customer's Interest in a Brand Category



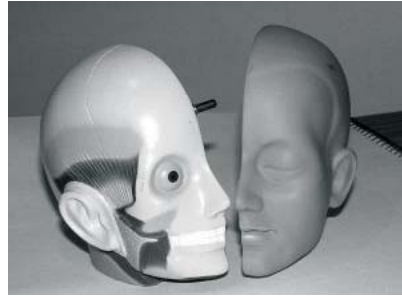
- Apply to customer experience persona segments
- Policies for execs' strategic decision-making
- Guidelines for front-line employees' tactical decision-making



Refine Customer Listening



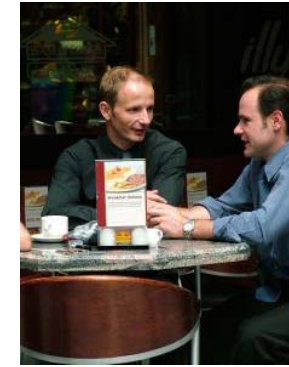
Panoramic
View?



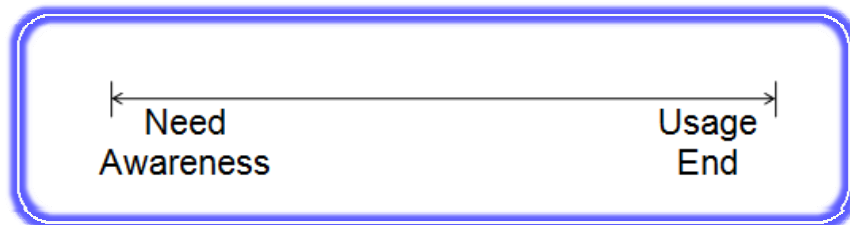
Personas
Monitored?



CLV
Weighted?



Employee
Involvement?



Influencers of Sentiment
Across Experience Spectrum?



Incorporate Typically
Latent Data?



Innovate the Customer Experience



Stream to Dev Teams:
Listening Data,
CLV & Personas



Remove / Prevent
Customer Frustrations



Make Things Easier,
More Consistent,
More Valuable



Drive Internal Branding

Stream Relevant
Listening Data Segments
to ALL Departments



Make it Easy
for Employees to Accept
Customers' Constructive Feedback

Good news is no news,
No news is bad news,
Bad news is good news!

Handle Complaints
Systematically Like 'RMA'



Make Action-Planning Easy &
Motivate Follow-Through

CUSTOMER FOCUS MEASURES WORKSHOP

Customer Focus Measures (Internal - Leading Indicators)

1. _____

2. _____

3. _____

Customer Feedback (Voice of the Customer)

1. _____

2. _____

3. _____

Customer Satisfaction Measures (External - Lagging Indicators)

1. _____

2. _____

3. _____

4. _____

Title of Action Plan

Problem Statement: _____

Goal: _____ %

Owner: _____

Action Plan:

1.) _____

2.) _____

3.) _____

RMA = Returned Materials Authorization Process

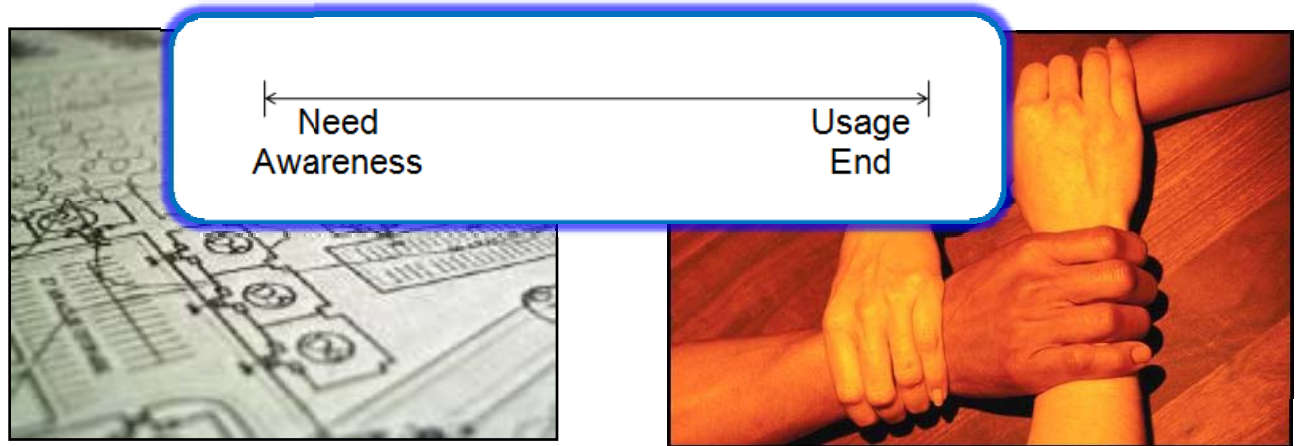
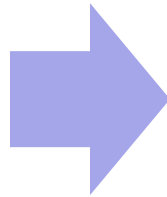
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Be Creative & Thorough



Draw on
Untapped
Resources



Opportunity to Strengthen
Innovation & Business Processes



Free Report Written by 18 Thought Leaders

www.customerfutures.com

The Importance of the Customer Experience in a Down Economy

International Thought Leader Report

First Edition, December 2008



Peter Lavers, Publisher
Customer Futures

John I. Todor, Ph.D. and William D. Todor, Ph.D., Editors
The Whetstone Edge, LLC

OgilvyOne
worldwide

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Includes:

CEM on a Shoestring
by Lynn Hunsaker



Free 1-Hour Consultation



Act on clear insights!

Home

Program Setup

Skill-Building

Consulting

About

Improve Customer Experience on a Shoestring Budget

Creative use of existing data and processes can propel customer experience improvement *without a big budget*.

An economic slowdown is a *window of opportunity* for re-aligning culture, processes and innovations for sustainable differentiation that reaps big rewards for the company and customers alike.

Customer Experience Opportunities in a Down Economy

See free [Hunsaker OgilvyOne](#) article or contact ClearAction to get started:

- Leverage latent information
- Set priorities to guide strategic & tactical decision-making
- Use latent data & strategic priorities to adjust customer listening efforts
- Broaden innovation teams' horizons by using latent data
- Internalize customer experience improvement organization-wide
- Build customers' affinity for your brand per strategic priorities

[ClearAction Article: Customer Experience in a Down Economy](#)

[ClearAction Article: What's Your ROI on Customer Data?](#)

Free 1-Hour Consultation

First Name *

Last Name *

How I'd like to improve customer experience on a shoestring budget: *

www.ClearAction.biz/customer-experience-Econ.html



Customer Experience Strategist – Lynn Hunsaker



ClearAction

ClearAction Executive Mentoring:

***Clearly see what's needed
to take immediate action***

Take your customer advocacy to the next level:

- Prevent issues systemically
- Align effort with lifetime value
- Embrace negative feedback
- Innovate customers' full experience

ClearAction Change Management:

***Clear the way
for organization-wide action***

Auxiliary customer experience enablers:

- Team recognition strategies
- Leading indicator dashboards
- Marketing skills & operational efficiencies
- Interaction bridges

Significant gains in revenue & profit simultaneously



Testimonials

- “Lynn has taught us things that would not readily cross our minds
- She has increased our efficiency & accuracy in many areas
- I highly recommend her as a business consultant”

Anritsu

- “Lynn’s assistance was helpful
- I look forward to working together in future”

Deltek 

- “Lynn is a superb strategist, diagnostician, facilitator & team player
- She is the most knowledgeable professional I know in intertwining voice of the customer and marketing operations”

MarketingOperations
PARTNERS



Tools & Guidance

On-Demand Training Podcasts
Building Customer Relationships – hear sample:
www.clearaction.biz/podcast.html

Upcoming eBook: “Experience Innovation”
Feb’09 – more information at:
www.clearaction.biz/experience-innovation.html



eBook – Templates, Worksheet, Tips!
20% Discount Code: slideshare
www.clearaction.biz/metricsbook.html

Customer Experience Optimization –
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Free 1-Hour Consultation:
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