



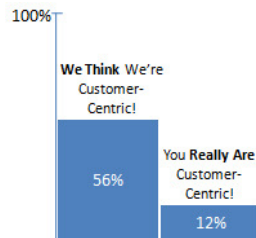
# Employee Engagement in Customer Experience Management

Customized consulting services

## Foster Company-wide Customer Centricity

While 56% of managers think they're customer-centric, only 12% of their customers agree.

81% of companies with strong capabilities and competencies for delivering customer experience excellence are outperforming their competition.



## Internal Branding

- Involve employees enterprise-wide in understanding their own impact on the customer experience.
- Embrace complaints and constructive feedback as valuable warning signals: deploy closed-loop process.
- Align internal customer satisfaction activities with external customer experience priorities.
- Ensure consistent delivery of the brand promise.  
*How: processes, best practices, tools, workshops.*

## Stakeholder Engagement

- Implement customer-centric initiatives with shared vision.
- Build cross-organizational cooperation and involvement.  
*How: change management roadmap, tools, guidance.*

## Engagement Motivator Discovery

- Identify intrinsic motivators unique to your organization.  
*How: 10-minute online survey, group-specific reports.*

## Individual Perception Discovery

- Grasp others' perspectives as a 360-degree view.
- Build trust and manage expectations among everyone who receives deliverables from an individual.  
*How: 30-minute online self-survey, individual coaching.*

## Interaction Bridges

- Navigate unexpected changes with clients or colleagues.
- Gain cooperation during moments of impasse.  
*How: workshop, tools, application.*

## Self-Reporting Team Recognition

- Spur energetic customer focus and stakeholder buy-in.
- Give teams tools to track progress and submit their own achievements per customer-centric categories and criteria.
- Expand constructive feedback and organizational learning.  
*How: Web interface, criteria, procedures, tools.*

## Customer-Focus Incentive Strategies

- Link compensation with desired customer outcomes.
- Prevent silo-focus, gaming, or coaching customers.  
*How: formula, sophistication roadmap, guidance.*

## Leading Indicator Dashboards

- Focus on actionable leading indicators.
- Cascade objectives and metrics for continuity.
- Focus on metrics levers for continual progress.
- Integrate real-time financial/operational/customer metrics.  
*How: evaluation, workshop, integrated online dashboard.*

## Holistic Decision-Making

- Improve customer-centricity in daily decisions.
- Clarify leverage points and the ripple effect of decisions.
- Manage inter-relationships: programs, groups, people.  
*How: workshop, diagrams, decision tables.*

## Customer Relationship Skills

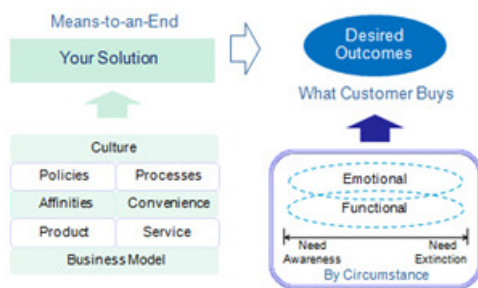
- Improve listening, questions, and balanced open dialogue.
- Build trust, partnering, and influence.  
*How: workshops, 5-minute podcasts, application.*



# Innovation in Customer Experience Management

Customized consulting services

## Customer Experience as High-Profit Differentiator



75% of best-in-class adopters of customer experience management have increased customer loyalty as a result of CEM initiatives, versus 53% of average adopters. Companies that have increased their customer experience investment in the past 3 years are 30% more likely to have 0-5% customer churn/attrition rate, and they report satisfaction scores that are 60% higher.

## Customer Experience Measures

- Measure value per customers' inherent measures.
  - Map customers' desired outcomes to internal enablers.
  - Calculate value quotients by solution and trends.
- How: processes, studies, analysis, tools, guidance.*

## Customer Experience Identities

- Segment customers by circumstance-based outcomes.
  - Describe the customer experience persona by segment.
  - Prioritize opportunities by customer lifetime value.
  - Use identities company-wide for decision-making.
- How: tools, guidance, analysis, workshops.*

## Touchpoint Value Chain

- Draw customer's journey: need awareness to extinction.
  - Create value for under-served journey points.
  - Improve value throughout the chain leading to each point.
- How: workshops, processes, motivation.*

## Customer Hassle Prevention

- Embrace constructive feedback company-wide.
  - Respond to customer complaints.
  - Anticipate and prevent customer concerns.
  - Grow process maturity, systems thinking, accountability.
  - Engage all employees in understanding and managing their impact on customer experience.
- How: data streams, processes, assessments, training.*

## Customer Experience Creativity

- Inspire innovations in customer experience: product, service, business model, affinity, policy, process, emotional connections and customer's broader context.
  - Maintain core essence and manage assumptions.
  - Expand risk tolerance and capabilities for borrowing.
  - Nurture essential roles for creativity realization.
  - Redefine competition and options per customers' view.
  - Embed creativity tools enterprise-wide.
- How: tools, analysis, guidance, workshops, processes.*

## Customer Experience Improvement Momentum

- Vitalize executive sponsorship through vivid stories.
  - Apply systems thinking to customer experience initiatives.
  - Re-charge programs with change management tools.
  - Stimulate organizational learning and calculated risks.
  - Make benchmarking and quality tools usage 2<sup>nd</sup> nature.
  - Improve customer-centricity and relationship skills.
- How: story database, training, tools, motivation alignment.*

## Customer Experience Mentoring

- Increase ROI from surveys and customer programs.
  - Access fast-track primer for executives new to CEM.
  - Navigate political dynamics in program management.
  - Get a non-invasive neutral assessment or sounding board.
- How: 1-on-1 discussion, evaluation, recommendations.*





# Customer Experience Management Skill-Building

Customized speaking, training and workshops

## Develop Customer Relationship Skills

Build customer advocacy skills as a brand differentiator. Hands-on exercises with realistic internal and external customer scenarios accelerate adoption of valuable capabilities. Proficiency is the vital link between strategy and execution. Develop strong customer relationship skills to bring your customer experience strategies to life.

From executive rallies to how-to workshops, ClearAction inspires customer focus, provokes new perspectives and calls to action, and shares innovative techniques as well as tried-and-true methods. Customize customer experience management topics, depth, breadth, hands-on exercises, and ready-to-implement take-aways for your group.

Topics can be derived from ClearAction blog entries and tailored to your group's interests. Sample topics include:

- Customer-Centricity Building Blocks
- Beyond CRM and Touch Points
- Measure Value the Customer's Way
- Interaction Bridges for Promise-Keeping
- Building Trust as a 360-Degree Lifestyle
- Motivating Team Breakthroughs
- Innovating Superior Customer Experience
- Systems Thinking for CEM Collaboration
- Internal Branding to Live the Brand Promise
- Organization-wide Involvement in CEM
- Balancing Leading Indicators & Incentives
- Customer Experience Value Chain

"Lynn's workshop was absolutely fantastic. Throughout every step of the planning process, she was conscientious of the detailed needs of our group. Her presentation style was very engaging but even more importantly, very real. Attendees remarked to me about how much insight they gained. I would heartily recommend Lynn to any organization that is hoping to gain expert knowledge from someone they can trust to deliver superior results."

Lynn Hunsaker, head of ClearAction, is a frequent contributor to customer experience publications and conferences. Well-known for her practical advice and action-oriented toolkits, Lynn has honed her interactive delivery style through a career of customer program management, marketing, organizational development, quality improvement, association management, university teaching, and consulting to companies such as Accountants Inc., Adecco, Anritsu, Applied Materials, Cadence, FormFactor, Hospira, Merck, Sonoco, SunPower, and others. Lynn's speaking engagements have also included:



- American Marketing Association
- American Society for Quality
- Burke Customer Satisfaction Associates
- Contact Center Performance Forum
- Council for Continuous Improvement
- Customer Reference Knowledge Network
- Institute of International Research
- Legal Marketing Association
- Market Research Association
- Organizational Development Network
- Project Management Institute
- U.S. Department of Defense

Lynn Hunsaker has written and published three handbooks:

- *Customer Experience Improvement Momentum*
- *Metrics You Can Manage For Success*
- *Innovating Superior Customer Experience*





The following 3-hour modules can be expanded and/or combined for depth and breadth, customized to your needs. A series of 5-minute podcasts is also available for on-the-job training and reinforcement.

## Communication Skills

Effective communicators are skilled navigators of circumstances and personalities in receiving as well as sending messages.

### The Power of Listening

Practice listening skills appropriate to the situation at hand, including nonverbal cues, the skills of empathy and silence, and advanced levels of listening that will propel your relationship growth.

### The Power of Questions

Involve your client through appropriate questions that reveal the often unspoken issues, criteria, rationale, perceived risks, motives and vision that are germane to your mutual success.

### The Power of Intended Outcome

Identify success factors for each client interaction, taking into account the expectations of each party, what to share or reserve, managing disengagement or resistance, and discovering underlying needs.

### Balancing Open Dialog

Integrate communication techniques for various phases of discussion, using the exploring, stating and teaming dialog components appropriately.

### Interaction Bridges™

Learn techniques to use on-the-fly in navigating unexpected changes with clients or colleagues, or gaining cooperation from persons outside your line of authority during moments of impasse.

### Personalities Under Stress

Recognize what stresses different thinking types and develop methods to transform yourself and others to a positive outlook during stressful situations.

## Relationship Skills

Trust is the defining factor for long-term relationships. Catalyze and manage bonds that transcend inevitable challenges.

### Building Trust

Explore the character and competence dimensions of the trust you convey and tools for building credibility, managing commitments, maintaining standards, and demonstrating your trust in others.

### Partnering Roles

Monitor your journey from expert-for-hire to trusted advisor by identifying your current level of partnership and growing the relationship through dimensions of expertise, process and people.

### Sources of Influence

Measure your formal and informal sources of influence: positional, political, knowledge, relationship, and personal power ... and leverage your client's sources for win-win arrangements.

### Building Client Relationships

Prioritize stretch goals for opportunities and relationships, thought leadership, team development, quality assurance, and commercial success; develop tools to monitor and celebrate success.

## Dynamics Skills

Anticipate connections and interactions within and between processes and groups, to maximize customer experience success.

### Stakeholder Management

Map the players integral to an initiative and determine strategies to create a common vision and build momentum and success in achieving desired results.

### Building Relationships With Each Buying Influence

Identify the players in your client organization in various roles of the buying decision, gain awareness of each role's careabouts, and nurture your relationship with each client role.

### Creating Value Through Systems Thinking

Optimize the value you bring to clients through big-picture techniques that accommodate critical system components through framing, analogies, patterns, perspectives, openness, and connectivity.

### Learning From Challenges & Successes

Imagine yourself in the future with both positive and negative scenarios and ask "how did that happen?" to discover strategies to thwart competitors and build relationships.

### Mastering Implementation

Bring action plans to life by integrating customer perspective, root cause analysis, metrics, execution specifics, and recognition on a single page as a living document that encourages follow-through.