



Do's & dont's in Customer Experience

What Should and Shouldn't be on Your Mind

CX is about making your client want to spend more of his valuable time (and money) with you. The experience you design should therefore be more than just "simple and easy", as CX is about creating time well spent and not only time well saved for your client.

Rien Brus | Vice President Customer Experience, Aegon

Invest in process efficiency to make sure you're able to honor customer promises.

Rutger van der Leeuw | Directeur Klant en Markt, Enxiss

We shouldn't just focus on clients negative feedback. We should listen to their positive comments as well. Do they appreciate personal contact? Then don't get rid of the call center.

Esther Lubberink | Manager, Klantbelang Delta Lloyd

CX should go 'back to basic'. It should be completely natural in all dealings with the customer. Just act normal, that's already crazy enough.

Jan Zwang | Senior Manager Market Insights, Vodafone

We invest in service improvements and making our product more fun. Why? It is simple: we need our customers to recommend our product.

Marten Blanckesteijn | Founder, Blendle

We can accelerate the CX ROI by research driven design, the right technology choice and stakeholder engagement across the enterprise.

Alexandre Guerin | President US Loyalty, Ipsos



Do

Start with a thank you
Without customers there would be no business. Customer experiences affect customer behaviour and customer behaviour determines business success.

Move CX to a strategic level
There is a proven link between successful CX programs and C-level involvement. If not done yet: involve your board.

Get your CX priorities clear
Define a renewed starting point as a baseline for 2016. Continue to improve what goes well and have focus.

Activate your insights
Research needs to be insightful and add value. Make insights impactful and gain buy in with activation workshops.

The omni-channel approach
Let the client choose the channel and provide a single, unified experience across all channels. Consistency is key.

Use 'digital' to put people first
Choose what to digitalize in CX but also choose consciously what not to digitalize. Human touch is vital to your branding.

Rank Matters
A competitive evaluation has a far stronger relationship with actual behaviour than 'brand-only' scores such as Satisfaction and NPS.

Make better use of social media
Social Media Intelligence helps us to identify emerging trends - the "unknown unknowns" that can give us an early warning of what is to come.



Don't

Forget to connect the customer data dots
Make sure client data is widely available within your organisation with new available techniques. Integrate and analyse internal and external sources to pro-actively act on what you know is about to happen to a customer.

Shower with gifts and flowers
A client's expectation is most often exceeded by a companies basic service level: informing the customer and honor what you have promised.

Just 'Talk' about journeys
Instead: "Eat your own dogfood". Start living your customer journey. Spend some actual time with them.

Forget about customer NPS
There is a direct link between the employee and the customer NPS scores. Linking both NPS scores can be interesting and predictive.

Send clients from pillar to post...
...without providing them with some sort of route map. Feedback unfortunately shows this is still done too often and an absolute no-go for 2016.

Forget about your employees
Starting from the inside is winning on the outside. Without happy employees there are no happy customers. Allow your people to make their own decisions: empower them to improve your CX.

Forget to close the loop
Okay, you are sending out surveys and you really act on the customer feedback. But did you already tell this to your customer? Do they know you take them seriously and act on feedback?



What Customers Say?

Please STOP...

- Pampering new customers while ignoring loyal ones.
- Old fashioned delivery terms like between 9 and 5 and everything >3 days.
- Lack of human touch e.g. automatic phone menu's, standard responses.
- Making customers fill out satisfaction surveys and then remain silent.

Of the customers who completed a satisfaction survey in the last 6 months...



Source: Ipsos Poll December 2015 among 1000 Dutch citizens (18+)

Examples of CX Game Changers (according to our council)



Netflix's simplicity inspires. Ask around: Did anyone read the manual before using it? Any product that needs a manual to make it work is broken.



They made money out of client needs and customer experience in a way nobody thought possible.

