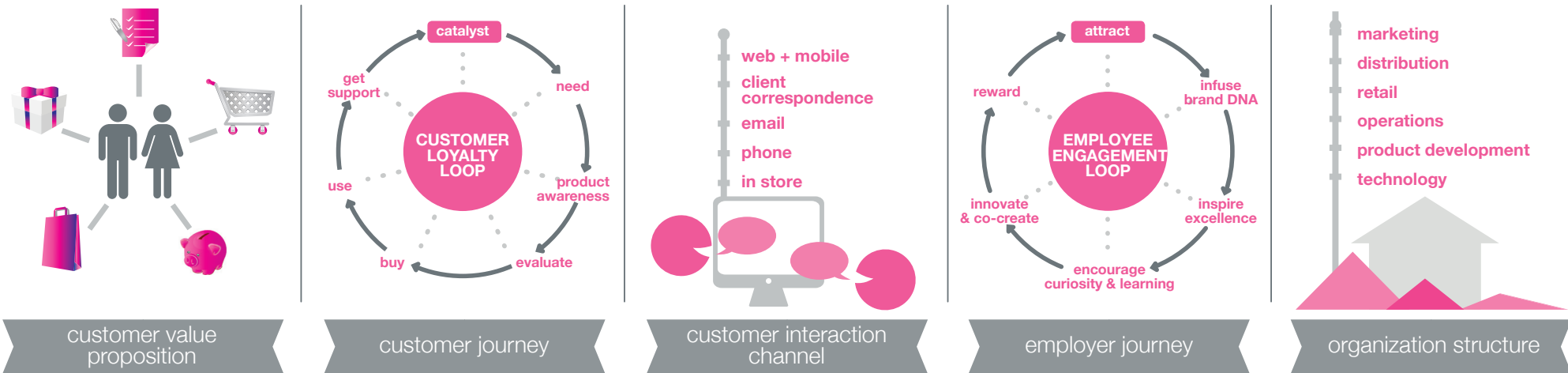
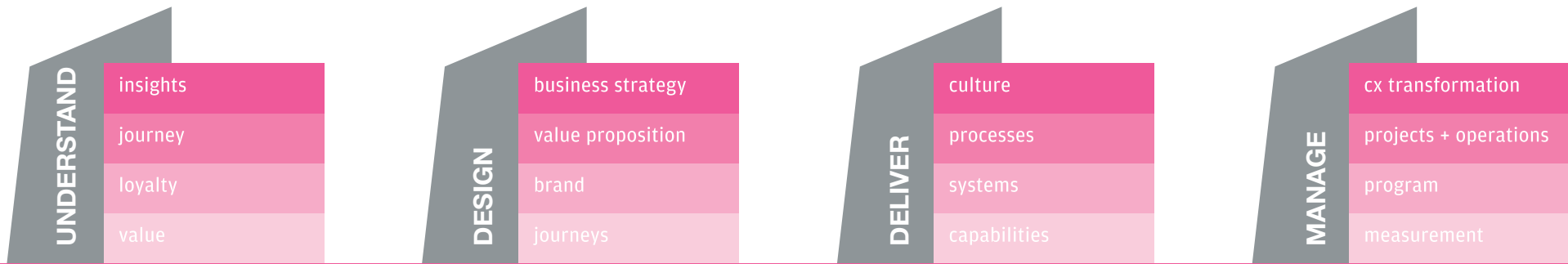


THE CUSTOMER EXPERIENCE ECO-SYSTEM



CUSTOMER CENTRIC LEADERSHIP



CUSTOMER EXPERIENCE COMPETENCIES

THE CUSTOMER EXPERIENCE ECO-SYSTEM

CUSTOMER EXPERIENCE COMPETENCIES

LEADERSHIP QUESTIONS TO PONDER ON...



UNDERSTAND

- What insights are being collected in your organization today?
- How are you using those insights?
- What else would you like to know about your customers?
- Do you understand what your customers are experiencing today?
- What is their journey really like?
- How do you know when your customers are loyal?
- What are the things that matter to them that would keep them "loyal"?
- What are your objectives with improving your customer experience?



DESIGN

- Does your business include a focus on customer centered growth?
- Does your value proposition clearly articulate what problems you are trying to solve for customers?
- Is your brand experience clearly defined?
- Have you designed your internal brand in such a way that your brand warriors have a clear understanding of what experience they should deliver real-time, based on your external brand promise?
- Have you mapped your journeys and moments of truth for delight and disappointment?
- Are you using design thinking as a tool to differentiate your customer experience?



DELIVER

- Does your customer insights inform people training and culture as well as coaching activities?
- Does your journey mapping inform process and systems improvements?
- Are your journeys being used in training and onboarding of new brand warriors?
- Do you have dedicated resources with the right skills to facilitate the implementation and ongoing design of differentiated experiences?



MANAGE

- Do you have project management structures and governance that supports your customer experience transformation activities?
- Do you have stakeholders across the business that are part of the transformation core team and are continuously kept informed?
- Do you have ongoing measurement in place to track the business benefits of the initiatives as they are implemented?
- Do you share the results and process on a regular basis across the organization?
- Do you have a robust story telling or communications plan in place?
- How many people want to volunteer to be involved in CX transformation?