



— DELIVER GREAT —

CUSTOMER EXPERIENCE

Grow, Soar and Accelerate Your Entire Business with Simple CX



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SimpleCX

Steve Pappas

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Let's describe the SimpleCX philosophy very simply:

*We are all in sales, and we are all
in customer service.*

At any given point of a customer's journey, every employee of the company is either helping to acquire a new customer, expanding the customer's use of our product or servicing their needs to retain them as a loyal customer.

"Dedication Page"

I dedicate this book to all of the great mentors that
have guided me
all my life and wife and family for putting up with my
need to get my thoughts
down on paper to produce this book. I have learned
from everyone in my life. I thank
you

SIMPLECX: DELIVER GREAT CUSTOMER EXPERIENCES

BY STEVE PAPPAS

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INTRODUCTION

Different companies have emerged as the world keeps evolving and the population increases. These companies arise from the need to meet the expectations of different people by providing essential services to them. However, demands increase, and it has become pretty difficult to keep up with customers' demands leading to poor customer experience. Every business aims to thrive and satisfy its customers. Many businesses have taken this goal up to keep loyal customers and a positive image; however, some fail due to one or few shortcomings.

Businesses have come to realize that customers are in charge, because they have the final say regarding what should be produced as well as how it affects them. Therefore, the only way to retain customers is by providing them with a positive customer experience. Customer experience is the perception buyers have of a business's image and service. This perception stems from constant interaction with the brand and the relationship formed in the process. It is usually experienced via touch points which are people and products.

This book simplifies customer experience strategies, from the basic to the more complex ones so that everyone in an organization can be part of the Customer Experience Solution rather than be part of the problem. The importance of customer experience will also be emphasized in the book and its impact on members of the organization. I also express the collective need to achieve a positive customer experience across every department in the company in the book, but to start with one department after you look across the business. This cross-functional approach takes us to the next item in the book, which is the simple customer experience strategies. These strategies serve as a map to guide everyone in the business on the necessary steps to take to achieve a positive customer experience.

Touchpoints are also considered and how businesses can empower their staff to create a different customer experience. Since businesses, people, and needs vary, customers are to be approached in different ways whenever they use the service. I also make reference to different types of customers and the way you can approach them. Also, the book highlights the possible shortcomings of every business when delivering customer service. The type of customer service you render as a brand determines the kind of experience the customers feel and tell others.

After highlighting these shortcomings, insights are made into what needs adjustment to ensure a positive customer experience. There are forces of inertia at work constantly in every business. We will address both the internal and external gaps to result in a more perfect customer experience. Internal gaps are analyzed via knowledge, incentives and skills, etcetera. This analysis will assist in checking where the business might be falling short in their quest for ideal customer service and experience. Conversely, the external gaps deal with situations with Customers' expectations, market shifting, and competitive pressure are examples of issues to consider.

From the perspective of a top-down (management to staff as well as a bottom-up (staff up to management) approach and outside-in (from the customer then back into the business). The basic All chapters are interwoven as they point to phases of the SimpleCX process in ensuring an excellent customer experience. The last two chapters discussed how to build your plan and benefit from it. This means that you can satisfy your customers with well-planned structures and still benefit from it as a businessperson. I will also explain today's customer buying process in the book's last chapter. This process ranges from problem recognition, information search, alternatives evaluation, etcetera. All of this taken premise is all employees should be involved in building a better customer experience as well as their own employee experience. If done right - the fabric and culture of the organization can morph into a truly customer-first model. This book will guide you to give your customers the experience you want for them to enjoy.

Take a look at the process in this high-level infographic:



CHAPTER 1

LET'S DEFINE CX
4 WAYS

In this chapter we need to start with the basics. How do different players in the customer experience game think about customer experience. The answers you come up with may surprise you as they may not be what you originally thought. A customer vs. management may look at it in very different ways.

How Do You Define Customer Experience?

The sum of a customer's perceptions and feelings resulting from interactions with a brand's products and services is the customer experience (I may refer to it from time to time as CX). Customer experience encompasses the entire life cycle of a customer's relationship with a brand, beginning before a purchase, continuing through active use, support and progressing to renewal or repeat purchase.

Now fill in the form as to how you would define customer experience.

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CUSTOMER EXPERIENCE DEFINITIONS AND GAPS

Department: _____ Purpose: _____ Date: _____

How do you define "Customer Experience"

How do your customers define "Customer Experience"

How does your company define "Customer Experience"

Where do you see the immediate "gaps"

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How Do Customers Define Customer Experience?

Next up, consider the last time you had a truly exceptional customer experience and recall how you felt. Then, do the same thing for the last time you had a bad customer experience. A positive customer experience is critical to your business's success because a happy customer is more likely to become a loyal customer who can help you increase revenue.

A loyal customer to your company promotes your business through word-of-mouth marketing and advocates for your brand and product or service is the best marketing money can buy. How you think about customer experience has most likely impacted how you view your company. This is just one of the many reasons why creating and obsessing over a great customer experience is critical.

Now fill in the form as to how you think a customer would define customer experience.

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CUSTOMER EXPERIENCE DEFINITIONS AND GAPS

Department:

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How Would Your Company Define Customer Experience?

Whether companies realize it or not, any brand that has customers provides a customer experience. Customer experience, as the term implies, is based on the experiences and opinions of customers. Customers can act, respond, and react unpredictably, making it difficult for brands to control the customer experience. To maximize the likelihood of customer satisfaction, brands should assess and optimize each customer touchpoint. The customer experience (CX) refers to how a company interacts with its customers at each stage of the purchasing process, from marketing to pre-sales, then sales to customer service and everything in between. It is, in large part, the sum of all interactions a customer has with your brand. Customer experience is more than just a collection of actions. It also focuses on emotions. What do your current and prospective customers think and feel about your brand? At every customer touchpoint, you have the important opportunity to either improve—or destroy—your customers' perceptions of you. Examples of Excellent Customer Service Listening to customer feedback to understand and respond to customer needs is often at the heart of a positive customer experience. Personalization delivers content and other marketing materials to customers based on their individual preferences or past behaviors. Personalization can improve customer experience, increase sales, and strengthen brand loyalty by presenting customers with products and services that they are more likely to be interested in. Netflix's personalization strategies are a good example of good CX in this area. Netflix's personalization engine recommends media that its users will enjoy, and its accuracy improves as customers provide more ratings.

Another example is Microsoft's collection of customer feedback. Enterprises that can pay attention to their customers' opinions and feelings about a product or service can positively respond to that feedback. Companies can gather customer feedback by deploying post-interaction surveys, listening to recorded phone calls, utilizing analytics tools, and monitoring social media. In this regard, Microsoft embodies good CX by providing customer feedback forums where customers can make suggestions and vote on their favorite feature ideas.

Another example is Chewy's ability to elicit emotional responses. Customers are very likely to interact with brands with which they have an emotional connection. Therefore, organizations must identify their customers' emotional motivators, such as the desire to feel successful or unique or a sense of belonging to a tribe to spark this connection. Chewy, for example, is a pet supply e-commerce company that does this. When a customer's pet dies, the company is known for sending flowers and handwritten cards, which fosters trust and loyalty.

Now fill in the form as to how you think your company would define customer experience..

SimpleCX

CUSTOMER EXPERIENCE DEFINITIONS AND GAPS

Department: _____ Purpose: _____ Date: _____

How do you define "Customer Experience"

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Why CX Must Be Leveraged Everywhere

"Treat each customer better than your favorite relative."

A positive customer experience can propel a company to new heights. Every successful business places emphasis on providing an exceptional customer experience. Customers who feel valued and enjoy the overall experience of doing business with your brand are more likely to return for more. If you get it wrong, they will not only flock to your competitors but also most likely not give you a second chance. A brand's reputation is just as important, if not more important, than the products or services you provide. So, creating a great customer experience isn't just common sense; it's the key to driving long-term business growth. Focusing on customer experience (CX) effectively will result in significant top and bottom-line performance improvements for your company. According to a recent Forrester Consulting study, experience-led businesses have 1.7x higher brand awareness, 2.0x higher order values, 1.5x higher customer satisfaction rates, 1.9x higher customer retention rates, 1.7x higher return on spend, and 1.6 higher employee satisfaction. Shortly, customer experience may supplant product and price as the primary brand differentiator. Customers now have more power thanks to the internet. Customers have more options at their disposal as the business world moves online and becomes a much smaller marketplace.

Now analyze the form answers and see where the differences are as to how each persona define customer experience.

What The Businesses Should Strive For

Trust:

" Be honest with your customers."

Trust is the most important business and brand asset you manage, particularly with customers and employees. Customers believe that you have their best interests and experience in mind when your brand is credible. Trust is saved and nurtured in the same way that money is saved and nurtured in a bank account. Every day, your brand deposits funds into your customers' accounts; they exchange that trust with you when they buy, browse, and share their personal information with you. A trustworthy culture demonstrates that your organization values accountability and transparency. A trustworthy culture demonstrates that your organization values accountability and transparency.

Emotions:

"Make empathy infectious."

Emotions can be important in performance. If we're exerting a lot of energy dealing with a toxic environment – emotional survival – we'll have far less energy left for our work. As a result, leaders must foster an environment where employees can thrive. Making people feel psychologically safe and part of something

bigger is one way to accomplish this. Psychological safety can assist individuals in challenging the status quo or making constructive mistakes, allowing them to take the steps necessary to progress, such as learning new skills or attempting a radically different approach. However, we should not completely remove the pressure; too little pressure can lead to boredom and a sense of being under-challenged. Managing your emotions is another way to foster a positive emotional environment. Another way to create a positive emotional environment is to manage your emotional culture – the shared affective values, norms, and assumptions govern which emotions people have and express at work and which they should suppress.

Adaptability

"Keeping up with Customer Expectations."

It is impossible to overstate the importance of keeping up with your customers' ever-changing expectations. Businesses that are resilient and can withstand the rigors of time, including pandemics, are the most adaptable. With today's fast-paced technology and constant shifts in trends, it's critical to be able to mold your business accordingly.

A customer-focused approach

Many businesses become engrossed in their objectives and lose sight of their customers' importance.

A strong customer focus is something that all successful businesses have in

common. They cultivate a culture centered on their customers, and they tailor their external customer-facing and internal employee processes, products, and services to meet their needs. Providing consistent, high-quality products/services also contributes to a company's success because people's regard for them remains high and positive.

Innovative

While a brand can succeed for some time without being innovative, in today's highly competitive environment, brands must think about client needs and amaze and delight their clients with a continuous flow of relevant innovation. If it does not seem relevant to your customer or that it was done with them in mind, it will fall flat and lose its intended momentum.

Takeaway

- Customer experience is your customers' holistic perception of their experience with your business or brand.
- Trust and innovativeness are one of the key things that make up a successful company
- Delivering incredible customer experience is important for any business. The better experience your clients have, the more repeat customers and positive reviews you'll receive, while also reducing the friction of customer complaints.

YOU JUST READ CHAPTER 1 THERE ARE 10 MORE



Chapter 1 laid the groundwork: how customers, companies, and your own team each define customer experience differently, and why that gap matters. The other ten chapters show you what to do about it, step by step.

Get Simple CX: Deliver Great Customer Experiences and read the rest of the playbook.

- 2. Enterprise Approach Analysis
- 3. Why Don't We Prioritize CX
- 4. Departmental or Functional
- 5. What Needs Adjustments?
- 6. Communication Channels
- 7. Personas and Us
- 8. Customer Touchpoints
- 9. Gaps Internalized
- 10. Build Your Plan
- 11. Consumer Buying Process

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