CUSTOMER EXPERIENCE STRATEGY MAP

This is Where you launch a Voice of the Customer

GAIN LEADERSHIP **BUY-IN**

Why?

How?

Use feedback from

employees to identify

gaps in perceptions

leadership and

READINESS

DEFINE THE **CURRENT CX**

Why?

How?

Leverage existing

customer insights

Conduct in-depth

Woes customer

of a great Cx

interviews with customers

Conduct a Wows and

relationship study to

quantify the the aspects

Use employee insight on Cx

DEFINE THE DESIRED Cx MAP THE CUSTOMER JOURNEY

Building your Voice of

DIFFERENTIATE YOUR Cx

Why?

How?

Ensure long-term commitment to transforming the customer experience

Demonstrate the ROI

customer experience

business case creation

Build the burning

platform through

of an improved

Identify what will prevent and support a customer-centric focus

ASSESS CULTURAL

Create understanding Clarify where you want around the existing to end up experience

Why?

How?

Why?

How?

Develop a roadmap outlining priorities, responsible parties, and how VoC program will track progress

Identify Moments of

break the experience

touchpoints most in

Use manager and

employee insight to

uncover operational

barriers preventing

success

need of improvement

Truth that make or

Prioritize the

the Customer (VoC) program on the foundation of your Cx strategy will ensure you are:

- · Asking the right questions
- Measuring the critical touchpoints
- · Taking action on customer feedback
- · Rewarding the right behaviors
- Tracking progress toward Cx vision

Address how you will close

the loop on customer feedback

Why?

Transformed customer experience leads to customer retention, share-of-wallet, and business results

How?

- Create the Wow

moments in your Cx

Establish a Customer Advisory Board

Dig into VoC data to learn what matters most to your customers

Use VoC data to identify your internal Brand Ambassadors

Ouantitative assessment of organizational readiness to transform the customer experience

三国

Pre-meeting document to guide in developing the Cx vision

Gather senior leaders

to define the Cx vision

Define your guiding

principles - the lens

through which all

decisions are made

Cx vision defining the brand promise and definition of success

Action plan outlining: priorities, responsible parties, and measurement strategy

VoC implementation plan

Action plans addressing new focus areas and initiatives

Updates to VoC survey

Business Case

PeopleMetrics_®

A resource from the Growth Banking Email Course. Click here to sign up for more.









