CUSTOMER EXPERIENCE
THE PATH FROM FLUFF TO TOUGH

Bruce Temkin
"Customer experience is a reflection of your culture and processes. Great customer experience can’t be tacked on, it must be embedded within your organization’s operating fabric."

Most Companies Have Low CX Maturity

199 Companies with $500M or more in revenues completed
Temkin Group’s CX Competency & Maturity Assessment

Companies evolve through 6 stages of CX Maturity

John Kenneth Galbraith
"Faced with the choice between changing one's mind and proving that there is no need to do so, almost everyone gets busy on the proof."

Make the Jump From Fluff to Tough

Levels 1 to 3 of CX Maturity
Companies improve customer experience without the culture and processes to sustain it.

Levels 4 to 6 of CX Maturity
Companies change culture and processes to sustain great customer experience.

John F. Kennedy
"Change is the law of life and those who look only to the past or present are certain to miss the future."

Blueprint for Crossing the CX Chasm

To leap from fluff to tough, companies must master Four Customer Experience Core Competencies

Leaders operate consistently with a clear, well articulated set of values
Purposeful Leadership

Customer feedback and insight is integrated throughout the organization
Compelling Brand Values

Employees are fully committed to the goals of your organization
Employee Engagement

Lead Your Company Over the CX Chasm

Chart a course to from Fluff to Tough in your organization’s culture and operating processes

Great CX is Important
Beliefs
Our brand requires great CX

CX-specific dashboards
Metrics
Balanced operational scorecards including CX

Execs support & endorse CX
Purposeful Leadership
Execs embody & reinforce customer-centric values

Clear customer promises
Compelling Brand Values
Employees understand their link to delivering promises

Active employee engagement efforts
Employee Engagement
Employee engagement embedded in HR processes

Closed loop voice of the customer program
Customer Connectedness
Decisions based on insights about the customer’s journey

For more information, visit the Customer Experience Matters® blog at ExperienceMatters.wordpress.com

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