Customer Experience Strategy

Bad News is Good News

Do the Whole Job

ClearAction
Act on clear insights!

www.ClearActionCX.com

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Good news is no news

No news is bad news

Bad news is good news!

-Jim Morgan, Chairman, Applied Materials

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Higher ROI by Acting on Constructive Feedback

0.41% Revenue Growth

1%
Reduction
of Negative
Word-of-Mouth

0.14% Revenue Growth
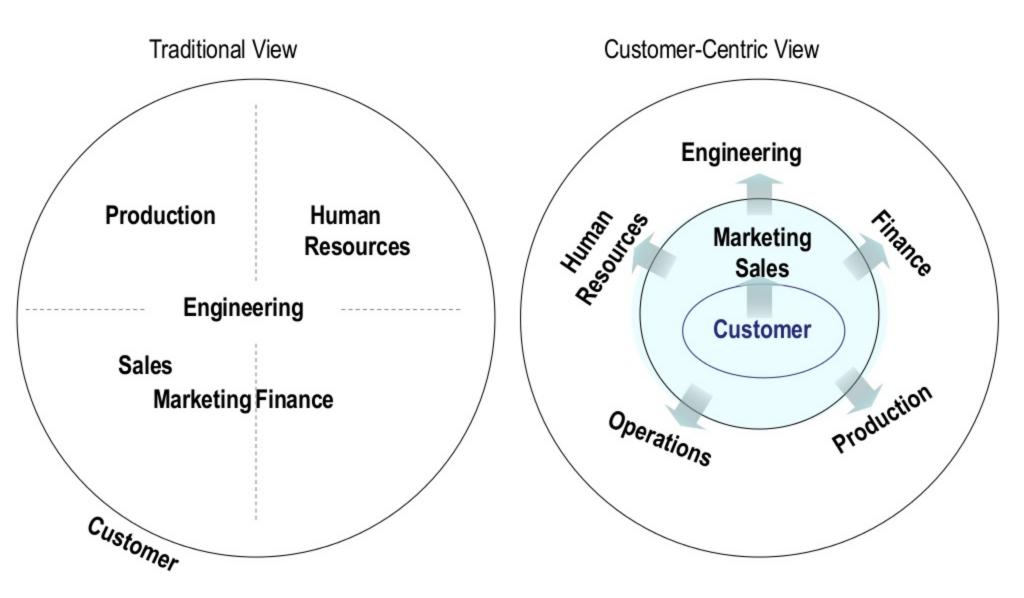
1%
Increase
of Positive
Word-of-Mouth

300% ROI on reducing negative buzz
compared to increasing positive buzz

*-London School of Economics
Advocacy Drives Growth study*

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Key #1: Plan Full Use of Customer Feedback

Traditional View

- Production
- Human Resources
- Engineering
- Sales
- Marketing Finance
- Customer

Customer-Centric View

- Engineering
- Human Resources
- Finance
- Marketing Sales
- Customer
- Operations
- Production

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Key #2: Listen to Right Customers in Right Way

	Customer A	Customer B	Customer C	
Product A	+	+	+	High Profit Product
Product B	+			Profitable Product
Product C		-	-	Losing Product
Product D	+		-	Mixed-Bag Product
	High-Profit Customer	Mixed-Bag Customer	Losing Customer	

SOURCE: Thomas N. Petro – "Profitability: The Fifth 'P' of Marketing", Bank Marketing

Customers	High Margin	Medium Margin	Low Margin
Many	Accountable	Reactive	Basic or Reactive
Medium #	Proactive	Accountable	Reactive
Few	Partnership	Proactive	Accountable

SOURCE: Kotler & Keller – Marketing Management, 12th Edition

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Key #3: Integrate Intelligence Sources & Actions

Choose the Value			Provide the Value					Communicate Value		
Customer Segment -ation	Market Selection / Focus	Value Position -ing	Product Develop -ment	Service Develop -ment	Pricing	Sourc -ing Making	Distribut -ing Servicing	Sales Force	Sales Prom -otion	Adver -tising

Total Customer Analysis

Customer Value Guidance

Surveys
Advisory
Boards
User Groups
Lost Sales
Complaints
Lifetime Value
etc.

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Total Customer Analysis

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Total Experience Innovation

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Advisory
Boards
User Groups
Lost Sales
Complaints
Lifetime Value
etc.

Usability
Ethnography
Lifecycle Analysis
Purchase Process
Post-Purchase
Complements
etc.

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Total Customer Analysis

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Total Experience Innovation

Loyalty Behavior Programs

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Advisory
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Lost Sales
Complaints
Lifetime Value
etc.

Usability
Ethnography
Lifecycle Analysis
Purchase Process
Post-Purchase
Complements
etc.

Databases
Automation
Custom Messages
Custom Services
References
Games, Rewards
Communities,
Web 2.0
etc.

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Total Experience Innovation

Touchpoint Alignment

Loyalty Behavior Programs

Surveys
Advisory
Boards
User Groups
Lost Sales
Complaints
Lifetime Value
etc.

Usability
Ethnography
Lifecycle Analysis
Purchase Process
Post-Purchase
Complements
etc.

Sales
Service
Billing
Switchboard
Website, Ads
Collateral,
Events
etc.

Databases
Automation
Custom Messages
Custom Services
References
Games, Rewards
Communities,
Web 2.0
etc.

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Total Customer Analysis

Customer Value Guidance

Customer-Focused Value Chain

Total Experience Innovation

Touchpoint Alignment

Loyalty Behavior Programs

Surveys Advisory Boards User Groups Lost Sales Complaints Lifetime Value etc.	Usability Ethnography Lifecycle Analysis Purchase Process Post-Purchase Complements etc.	Sales Service Billing Switchboard Website, Ads Collateral, Events etc.	Data Ownership Root Causes Action Plans Leading Indicators Prediction etc.	Databases Automation Custom Messages Custom Services References Games, Rewards Communities, Web 2.0 etc.

Customer Experience Management (CEM)

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CEM: Take Advocacy To The Next Step

Traditional Advocacy	Advantage	Go To The Next Level
Expedite issues for big customers	Retain large accounts	Prevent issues systematically & Align effort with lifetime value
Rewards, Communities, Experiential marketing, CRM	Increase revenue	Ensure seamless touch-points & Prevent hassles
Advisory boards, Reference programs, Surveys	Become customer-centric	Embrace negative feedback via value-chain involvement
Product user groups, Usability testing	Improve product performance	Expand inputs to include the customer's full experience with brand
Customer service	Maintain use of product	Add customer-focus to value chain behind service functions

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What Is The Difference?

Customer Engagement

Customer Satisfaction

Customer Relationship Management

Experiential Marketing

Customer Loyalty

Customer Experience Management

User Experience

Customer Advocacy

Customer Retention

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CEM: Do The Whole Job

Customer Experience Management (CEM)

- Automation: Sales Force, Customer Service, Marketing
- Events
- Games, Rewards
- Customized Messages & Services
- Online Communities, Blogs
- References, Advisory Boards, User Groups Surveys

Typical Customer Programs – Not Connected!

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CEM: Do The Whole Job

Customer Experience Management (CEM)

Customer Engagement

Automation: Sales Force, Customer Service, Marketing

Experiential Marketing

Events

Games, Rewards

Customized Messages & Services

Online Communities, Blogs

References, Advisory Boards, User Groups Surveys

Subset: Experiential Marketing

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CEM: Do The Whole Job

Customer Experience Management (CEM)

Loyalty Behavior Programs

Customer Engagement

Experiential Marketing

Automation: Sales Force, Customer Service, Marketing

Events

Games, Rewards

Customized Messages & Services

Online Communities, Blogs

References, Advisory Boards, User Groups Surveys

Subset: Loyalty Behavior Programs

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CEM: Do The Whole Job

Customer Experience Management (CEM)

Loyalty Behavior Programs

CRM

Customer Engagement

Automation: Sales Force, Customer Service, Marketing

Experiential Marketing

Customized Messages & Services

Events

Games, Rewards

Online Communities, Blogs

References, Advisory Boards, User Groups Surveys

Subset: CRM

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CEM: Do The Whole Job

Customer Experience Management (CEM)

Loyalty Behavior Programs

Total Customer Analysis

Customer Value

CRM

Customer Engagement

Automation: Sales Force, Customer Service, Marketing

Experiential Marketing

Customized Messages & Services

Events

Games, Rewards

Online Communities, Blogs

References, Advisory Boards, User Groups Surveys

Subset: Customer Profiles

CLV, Customer Analysis

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CEM: Do The Whole Job

Customer Experience Management (CEM)

Loyalty Behavior Programs

Total Customer Analysis

CRM

Customer Engagement

Customer Value

Automation: Sales Force, Customer Service, Marketing

Experiential Marketing

Events

Games, Rewards

Customized Messages & Services

Online Communities, Blogs

References, Advisory Boards, User Groups Surveys

Touchpoint Alignment

Subset: Customer Touchpoints

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CEM: Do The Whole Job

Customer Experience Management (CEM)

Loyalty Behavior Programs

Total Customer Analysis

Customer Value

CRM

Automation: Sales Force, Customer Service, Marketing

Customer Engagement

Experiential Marketing

Events

Games, Rewards

Customized Messages & Services

Online Communities, Blogs

References, Advisory Boards, User Groups Surveys

Touchpoint Alignment

Total Experience Innovation

Subset: Experience Innovation

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CEM: Do The Whole Job

Customer Experience Management (CEM)

Loyalty Behavior Programs

CRM

Customer Engagement

Total Customer Analysis

Automation: Sales Force, Customer Service, Marketing

Experiential Marketing

Customer Value

Events

Games, Rewards

Customized Messages & Services

Online Communities, Blogs

Internal Branding

References, Advisory Boards, User Groups Surveys

Touchpoint Alignment

Customer-Focused Value Chain

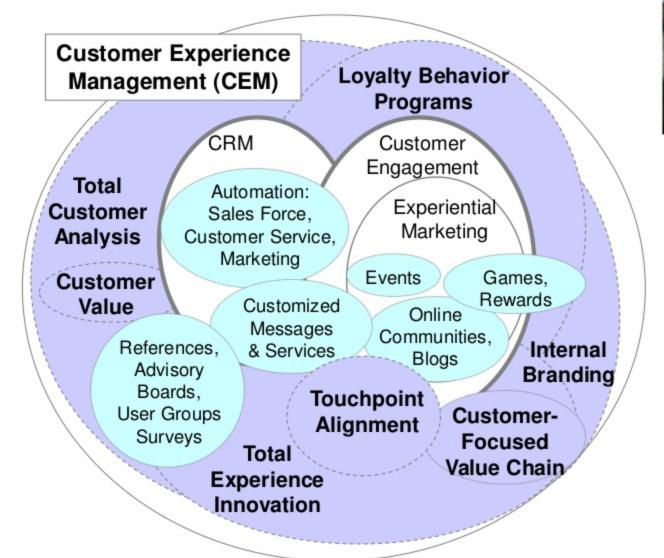**Total Experience Innovation**

Subset: Internal Branding & Customer-Centricity

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