



CX Mindset and Influencers Workshop

BRAD CLEVELAND

Non-Customer-Facing Roles and CX—Idea Starter

CHEP

A Brambles Company

Non-Customer-Facing Roles and CX

Although there are numerous roles in companies that do not have direct interaction with customers, their work can have profound effects on the customer experience. Here are some major roles and their indirect impacts on customer experience:

1. Product Development/Design

IMPACT:

- **Functionality:** Designing products that are intuitive and user-friendly.
- **Aesthetics:** Ensuring products are visually appealing and match market trends.
- **Feedback Integration:** Iterating designs based on customer feedback for improved satisfaction.
- **Longevity:** Developing products that are durable and reliable, reducing customer complaints and returns.

2. Research and Development (R&D)

IMPACT:

- **Innovation:** Creating new product lines that cater to evolving customer needs.
- **Quality Assurance:** Ensuring that products are of high quality and safe to use.
- **Sustainability:** Focusing on eco-friendly products, catering to environmentally conscious customers.
- **Technical Support:** Providing backend support for products, improving user experience.

3. IT (Information Technology) and Systems

IMPACT:

- **Website Uptime:** Ensuring continuous website operation, preventing customer inconvenience.
- **Security:** Implementing robust cybersecurity measures to protect customer information.
- **Integration:** Seamless integration of various tech platforms for a cohesive customer journey.
- **Mobile Experience:** Ensuring company apps and websites are mobile-responsive.

4. Human Resources (HR)

IMPACT:

- **Training Programs:** Developing programs that emphasize customer satisfaction and service.
- **Employee Well-being:** Ensuring a healthy work environment, which indirectly affects customer service quality.
- **Recruitment:** Attracting and retaining talent that aligns with company values and customer focus.
- **Conflict Resolution:** Handling internal issues efficiently, ensuring they don't spill over to affect customers.

5. Supply Chain and Logistics

IMPACT:

- **Vendor Relationships:** Building strong relations for timely raw material delivery and product creation.
- **Inventory Management:** Utilizing systems to predict stock-outs or overstock scenarios.
- **Sustainability:** Implementing eco-friendly supply chain practices, appealing to environmentally conscious customers.
- **Distribution Efficiency:** Ensuring quick and accurate product deliveries.

6. Finance and Accounting

IMPACT:

- **Pricing Strategy:** Competitive pricing that provides value to customers.
- **Financial Stability:** Proper budget management to avoid disruptions in service or product availability.
- **Investment:** Allocating funds to customer-focused innovations and solutions.
- **Transparency:** Providing clear financial statements, building trust with stakeholders and customers.

7. Operations

IMPACT:

- **Quality Control:** Ensuring every product/service meets the company's standard.
- **Process Optimization:** Streamlining for faster service or product delivery.
- **Safety Protocols:** Ensuring safe operational procedures.
- **Resource Allocation:** Prioritizing resources to areas with maximum customer impact.

8. Legal and Compliance

IMPACT:

- **Regulatory Adherence:** Ensuring all products/services are compliant, building trust.
- **Customer Rights:** Upholding and communicating customer rights in areas like data privacy.
- **Ethical Standards:** Operating ethically, which positively affects brand reputation.
- **Contract Fairness:** Crafting fair terms in agreements, ensuring customer interests are protected.

9. Marketing

IMPACT:

- **Brand Consistency:** Upholding a consistent brand image across all channels.
- **Targeted Campaigns:** Crafting campaigns that resonate with customer needs and preferences.
- **Feedback Loop:** Using analytics and feedback to refine marketing strategies.
- **Educational Content:** Providing customers with useful information about products/services.

10. Facilities Management

IMPACT:

- **Physical Environment:** Creating spaces that are accessible, safe, and customer-friendly.
- **Maintenance:** Regular upkeep to ensure a pleasant experience for in-person customers.
- **Emergency Protocols:** Ensuring swift response in emergencies for safety.
- **Environmentally-Friendly Practices:** Implementing initiatives that resonate with eco-conscious customers.

The overarching structure of a company, the attention to detail in each department, and the collaboration between them all determine the overall customer experience.