

EXPECTATIONS OF AN INFLUENCER

What is a CX Influencer?

A CX Influencer is someone who exemplifies customer-centric values, inspires others to adopt a customer-first approach, empowers their teams and areas of the business to consistently prioritize and elevate the customer experience, and embodies the CARE values and behaviors. They drive change by:

- Being a role model
- Encouraging a customer-first mindset
- Empowering their teams
- Challenging norms

Examples of CX Influencer Behavior:

- Set customer-centric objectives
- Lead by example—actions speak louder than words
- Clarify each person’s role in CX
- Consistently assess and utilize customer feedback
- Challenge and inspire team members to be customer-centric
- Cultivate a culture of learning and sharing

PILLARS	INFLUENCERS’ LEADING PRACTICES
 <p>CUSTOMER EXPERIENCE</p>	<p>Customer Experience describes our customer’s perception of their end-to-end journey with us through our people, systems, products and services.</p> <p>Power tip: <i>Cultivate a CHEP-wide understanding of customer experience—what it is and why it matters.</i></p>
CUSTOMER EXPERIENCE: FOUNDATION	
 <p>PILLAR 1: Vision and Goals</p>	<p>Make the connection between what each CHEP employee does and CHEP’s vision and goals. Work them into conversations. Use them as the backdrop to priorities and decisions.</p> <p>Power tip: <i>Have each area or team develop an aligned and simple supporting vision.</i></p>
 <p>PILLAR 2: Employee Engagement</p>	<p>Engagement is the enthusiasm or emotional commitment an employee has to CHEP and the work they do. The key driver of engagement is purpose.</p> <p>Power tip: <i>Leverage the question, “Are there requirements in your job that are at odds with doing what’s best for customers?”</i></p>
CUSTOMER EXPERIENCE: LISTENING	
 <p>PILLAR 3: Voice of the Customer</p>	<p>Feedback from our customers is like oxygen—CHEP needs it to thrive and to build the future. Feedback from many sources creates a view that is far more complete and compelling than what surveys alone can provide. NPS and C-sat metrics are not enough.</p> <p>Power tip: <i>Compare feedback from our customers and CHEP employees.</i></p>
 <p>PILLAR 4: Customer Service</p>	<p>When effective, customer service makes it easy for our customers to resolve issues and provides extraordinary opportunities for us to listen and learn.</p> <p>Power tip: <i>Leverage strategic insight from customer service to improve all areas of CHEP.</i></p>

PILLARS	INFLUENCERS' LEADING PRACTICES
CUSTOMER EXPERIENCE: DESIGN	
 <p>PILLAR 5: Customer Narrative</p>	<p>To design and deliver great customer experiences, we must understand our customer's journey—their story. The best source is spending time directly with customers.</p> <p>Power tip: <i>Capture and socialize customer stories.</i></p>
 <p>PILLAR 6: Processes and Technology</p>	<p>As expansive as the topic of processes and technology is, three principles are at work in the most effective organizations—diverse perspectives, collaboration, and thinking that challenges the status quo.</p> <p>Power tip: <i>Keep the priority on solutions that drive simplicity and ease of use.</i></p>
CUSTOMER EXPERIENCE: INSPIRATION	
 <p>PILLAR 7: Customer Advocacy</p>	<p>Customer advocacy stems from a culture where, ideally, every CHEP employee in every role is "advocating" for our customers.</p> <p>Power tip: <i>Map the work and decisions of each job role to the impact on our customers.</i></p>
 <p>PILLAR 8: Innovation</p>	<p>Innovation requires a process—removing barriers, management support, a process for collecting ideas, and implementing solutions that are priorities.</p> <p>Power tip: <i>Celebrate innovation and thoughtful failure.</i></p>
CUSTOMER EXPERIENCE: MOMENTUM	
 <p>PILLAR 9: Investments</p>	<p>Customer experience requires resources built on a business case. There are two categories of considerations: returns on improvement (ROI) and costs of inaction (COI).</p> <p>Power tip: <i>Build a toolkit of ROI and COI calculations for your team's efforts to improve the customer experience.</i></p>
 <p>PILLAR 10: Leadership</p>	<p>Leadership is the cornerstone of all of the pillars. It requires courage to push for change and involves knowing where to focus your efforts and priorities.</p> <p>Power tip: <i>Align your own professional interests with how you can positively impact CHEP's future.</i></p>