

The 10 Pillars of Customer Experience

Brad Cleveland

Course Workbook

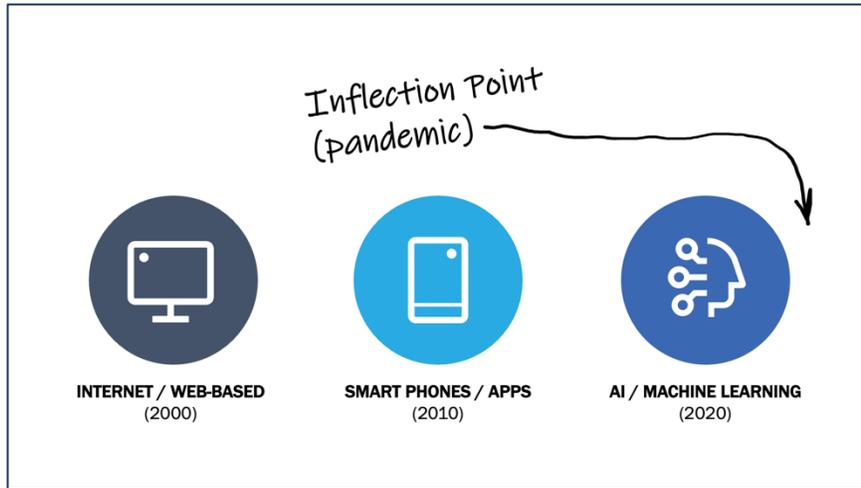


Post-course resources are available at
<https://www.bradcleveland.com/ingrammicrocloud>

Introduction: The definition of customer experience

Customer experience is:

- *Everything a customer hears about your organization*
- *Every interaction they have with your organization and its products and services*
- *Ultimately, how they feel about your organization*



Establish a broad, accurate understanding of customer experience.

Key points to remember:

To do:

- _____
- _____
- _____

Pillar 1: Vision and goals

Make the connection between what you're doing and your organization's vision and goals. Work them into conversations. Use them as the backdrop to priorities and decisions.

REI (core purpose)
"We inspire, educate and outfit for a lifetime of outdoor adventure and stewardship."

USAA (core values)
"Service, Loyalty, Honesty, Integrity."

Federal Gov of Australia (vision)
"Make government services simple so people can get on with their lives."

Power Tip

Develop a vision for your team.

Key points to remember:

To do:

- _____
- _____
- _____

Pillar 2: Employee engagement

Engagement is the enthusiasm or emotional commitment an employee has to the organization and the work they do. The key driver of engagement is purpose.



Power Tip

Are there requirements at odds with doing what's best for customers?

Key points to remember:

To do:

- _____
- _____
- _____

Post-Course Resource
Traits of Engaged Employees
<https://bradcleland.com/ingrammicrocloud>

Pillar 3: Voice of the customer

Feedback from customers is like oxygen. Your organization has to have it to survive and thrive. When you analyze feedback from many sources, it's so valuable. A whole new world comes into focus.

10 Customer Expectations Service Interactions

- Be accessible (*In the channels I prefer*)
- Treat me courteously
- Be responsive to (*and anticipate*) what I need and want
- Do what I ask promptly
- Provide well-trained and informed employees
- Tell me what to expect
- Meet your commitments and keep your promises
- Do it right the first time
- Follow up
- Be socially responsible and ethical

Power Tip

Compare customer and employee feedback.

Key points to remember:

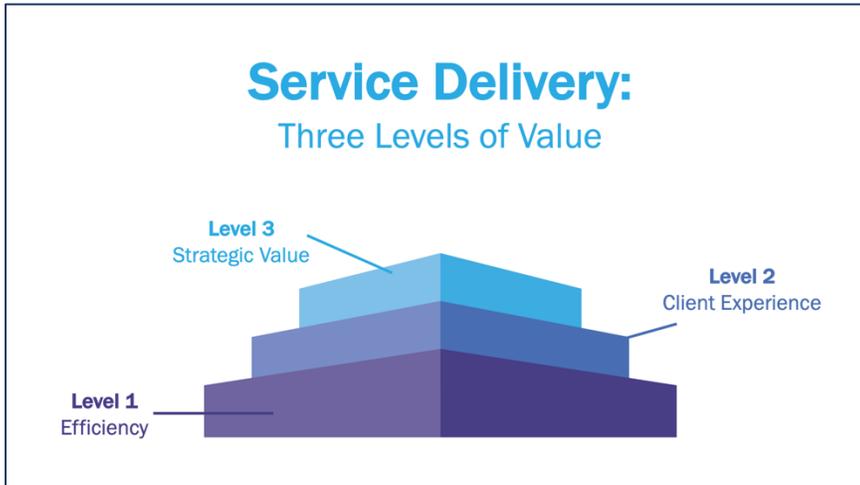
To do:

- _____
- _____
- _____

Post-Course Resource
Customer Expectations
<https://bradcleland.com/ingrammicrocloud>

Pillar 4: Customer service

When effective, customer service makes it easy for customers to resolve issues and provides extraordinary opportunities for listening and learning. There are three levels on which effective service creates value.



Power Tip

Promote the value of customer service.

Key points to remember:

To do:

- _____
- _____
- _____

Post-Course Resource
Chapter 4 “Boosting the Value of Customer Service”
from *Leading the Customer Experience*
<https://bradcleland.com/ingrammicrocloud>

Pillar 5: Customer narrative

To design and deliver great customer experiences, you have to understand the customer's journey. The most successful organizations harness something that's been around as long as humanity, and that's storytelling.



Power Tip

The stories that relate to our humanity, our dreams, our fears have the most impact.

Key points to remember:

To do:

- _____
- _____
- _____

Post-Course Resource
Example Customer Journey Maps
<https://bradcleland.com/ingrammicrocloud>

Pillar 6: Processes and technology

We need effective processes and technologies to support customer experience. As expansive as this topic might seem, there are a few overarching principles at work here.

Processes and Technology

- Diverse perspectives
- Effective collaboration
- Thinking outside of the box

Power Tip

Look for solutions that drive simplicity and ease of use.

Key points to remember:

To do:

Pillar 7: Customer advocacy

Customer advocacy requires you to build a culture where ideally everyone in every role is advocating for customers. Customer experience is true north.

Customer advocacy is...

1) The actions you take to focus the organization on doing what is best for customers, **2)** which rewards you with loyal customers who advocate for your organization.

Power Tip

Create a way to represent the customer in all decisions.

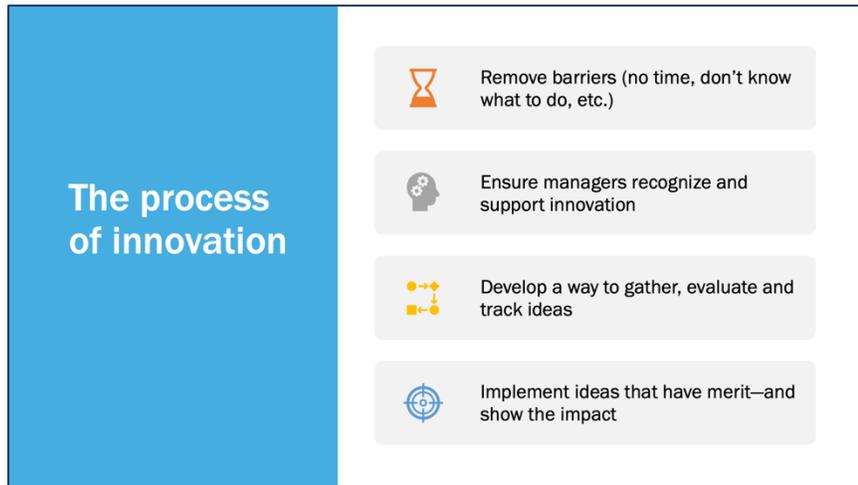
Key points to remember:

To do:

- _____
- _____
- _____

Pillar 8: Innovation

So much is changing so quickly. An important part of customer experience is innovation, staying ahead of our customers' needs and expectations. To innovate we have to be purposeful about it.



Power Tip
Celebrate innovation.

Key points to remember:

To do:

- _____
- _____
- _____

Pillar 9: Investments

Customer experience requires resources. There are two categories of considerations when looking at whether and where to make improvements to customer experience: the returns you'll realize from those investments, and the costs you'll incur should you not make the improvements.



Power Tip

Assess how your job role impacts customer experience.

Key points to remember:

To do:

- _____
- _____
- _____

Post-Course Resource
ROI Calculations Toolkit
<https://bradcleland.com/ingrammicrocloud>

Pillar 10: Leadership

Leadership is the cornerstone of all of these pillars. Leadership requires courage to push for change. It also involves knowing where to focus your efforts and priorities. We encourage you to use this course to take inventory. Where are you and your organization with each of these pillars?



Power Tip

Pursue improvements that align with your interests.

Key points to remember:

To do:

- _____
- _____
- _____