

Six Capabilities to Build A Customer Centric Organisation

Capability One

Voice of the Customer

Building collective insight into customer needs, wants, perceptions, and preferences through the capture and analysis of the voice of the customer.



Experience Design & Improvement

Implementing practices and approaches to continuously improve, design and differentiate customer experiences.



Customer Experience Strategy

Development of a strategy that articulates a clear vision of the experience that a company seeks to create in support of the company's brand values, including its direct linkage to CX activities, resources and investments.

Manila
Key Themes

Customer service isn't up to standard

NO Friendly introduction

NO active listening

CSRS say 'Bear to me' ALOT!!

Constant transfers - hand-balled

not personalized
don't call customers by their names they say ma'am/sir

experiences are inconsistent for customers

Customers always put

Customers get frustrated

Customer Centric Culture

Creating and nurturing culture, through behaviours, practices and standards that encourages all employees to focus on delivering outstanding customer experiences.



Organisational Adoption & Accountability

Driving change and developing cross-company experience accountability from the C-suite to the front line.



Metrics, Measurement & ROI

Creation and reporting of the measures of CX success including their use in business cases to illustrate the ROI and business value of customer experience.



Building A Customer Centric Organisation

Capabilities In Detail



Capability One

Voice of Customer

Building collective insight into customer needs, wants, perceptions, and preferences through the capture and analysis of the voice of the customer.

- ▶ Design and implement Voice of Customer programs (solicited through surveys, focus groups, communities, etc.).
- ▶ Collect unsolicited experience feedback from customers (by mining calls, web data, emails, etc.).
- ▶ Gather input from employees about customer experiences and opportunities for improvement.
- ▶ Analyse VOC feedback drawn across sources to identify customer pain points and opportunities to improve and differentiate.
- ▶ Identify and map major customer touch-points in the customer experience.

Capability Two

Experience Design and Improvement

Implementing practices and approaches to continuously improve, design and differentiate customer experiences.

- ▶ Establish and follow a well-defined design process each time an experience is created or changed.
- ▶ Use customer insights to define and prioritise experience requirements and opportunities for improvement.
- ▶ Use journey mapping to improve the most relevant moments of truth
- ▶ Assess, document, track, and report resolution of experience gaps across touchpoints.
- ▶ Identify interdependencies across people, process and technology that impact the design of the customer experience.
- ▶ Use iterative ideation and prototyping (e.g., design thinking) to engage customers and employees in the co-creation of enhanced or innovative experiences.

Capability Three

Customer Experience Strategy

Development of a strategy that articulates a clear vision of the experience that a company seeks to create in support of the company's brand values, including its direct linkage to CX activities, resources and investments.

- ▶ Define a customer experience strategy that describes the intended customer experience, its linkage to overall corporate objectives, and its alignment with the organisation's brand values and attributes.
- ▶ Develop experience principles and specific employee behaviours and interactions that reflect brand values and organisational mission.
- ▶ Articulate the operating plan, investments, and tactics for programmatic components of the CX strategy.
- ▶ Communicate and engage employees at all levels of the organisation in the elements of the CX strategy.

Capability Four

Customer-Centric Culture

Creating and nurturing culture, through behaviours, practices and standards that encourages all employees to focus on delivering outstanding customer experiences.

- ▶ Drive employee engagement and involvement — from the front lines to the executive suite.
- ▶ Develop and deliver ongoing CX interaction training to employees.
- ▶ Develop communication strategies and tactics to share the importance of CX with employees, customers, and the company.
- ▶ Collect and share stories of CX excellence at your company.

Capability Five

Organisational Adoption and Accountability

Driving change and developing cross-company experience accountability from the C-suite to the front line.

- ▶ Align business goals with customer-focused culture.
- ▶ Maintain a dedicated list of top customer experience improvements, including which senior executive is accountable for resolution.
- ▶ Embed customer experience impact as a criterion for all business and investment decisions.
- ▶ Introduce new processes and tools to improve the customer experience.
- ▶ Work across departments and organisations to improve customer experience.
- ▶ Regularly review CX metrics and feedback at all levels of the organisation.

Capability Six

Metrics, Measurement and ROI

Creation and reporting of the measures of CX success including their use in business cases to illustrate the ROI and business value of customer experience.

- ▶ Identify key CX metrics for tracking experience quality, satisfaction, and loyalty.
- ▶ Develop framework and linkage of improved experiences to business outcomes (growth, attrition, profitability, etc.).
- ▶ Develop infrastructure and mechanisms to capture CX data (surveys, operational data, customer behaviour, word of mouth, financial performance, etc.).
- ▶ Analyse and interpret results to derive customer insights and performance trends.
- ▶ Report results, insights, and recommended actions to improve.

Understand Your Customers and Grow Your Business

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Get in touch to find out more about how to
transform Customer Intelligence into Customer Growth.

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