



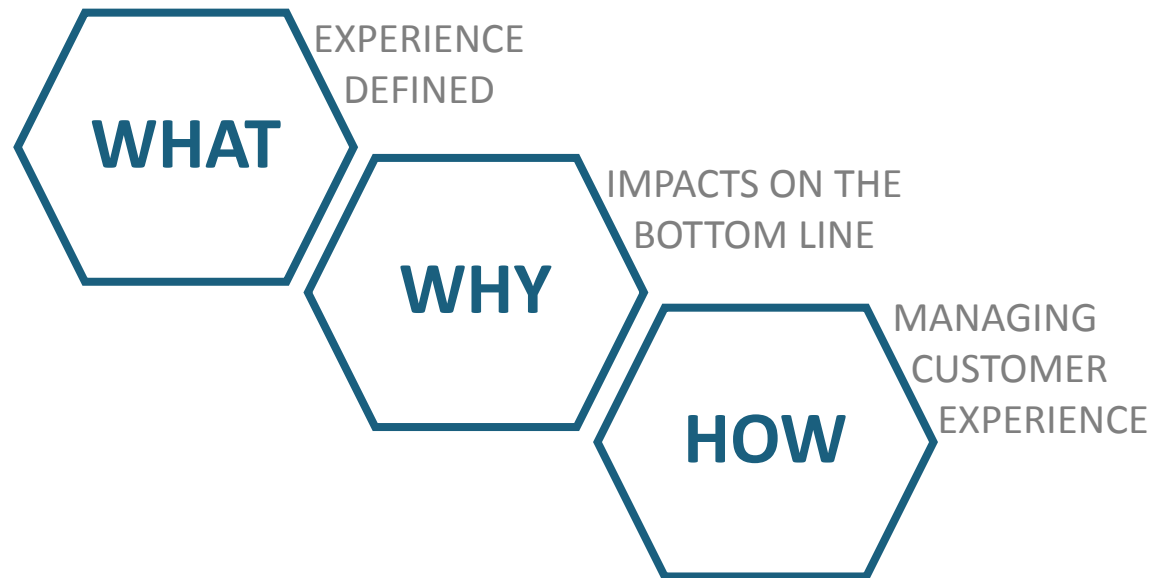
# Innovation FACTORY

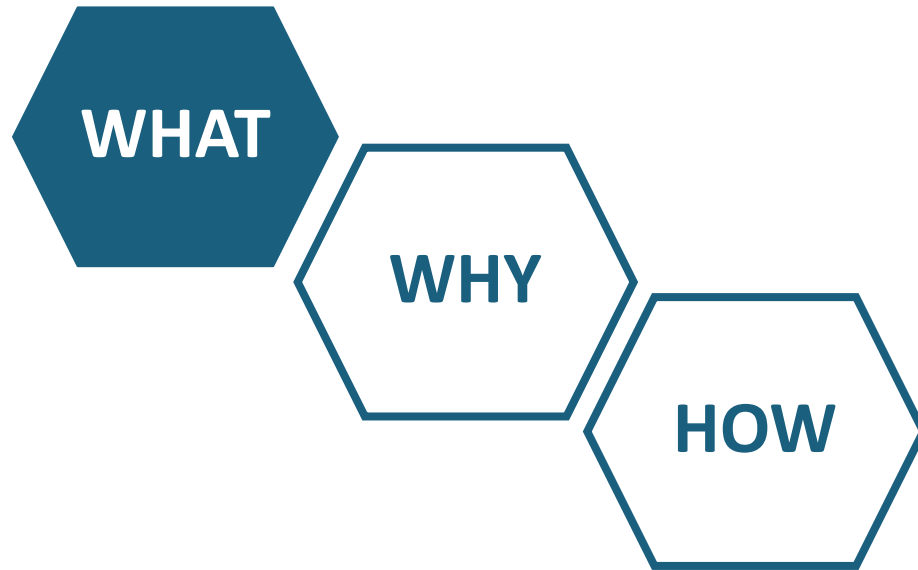
May: Lunch & Learn

# MEMORABLE CUSTOMER EXPERIENCE

By  
Anjum Sultana

# Our Discussion...





# What Is Customer Experience?

Customer perception  
of interactions with  
an organization or a  
brand



# What Makes An Otherwise Rational Person...



Pay \$5 for a cup  
of coffee?



Stand in line all night  
to buy the latest  
gadget?



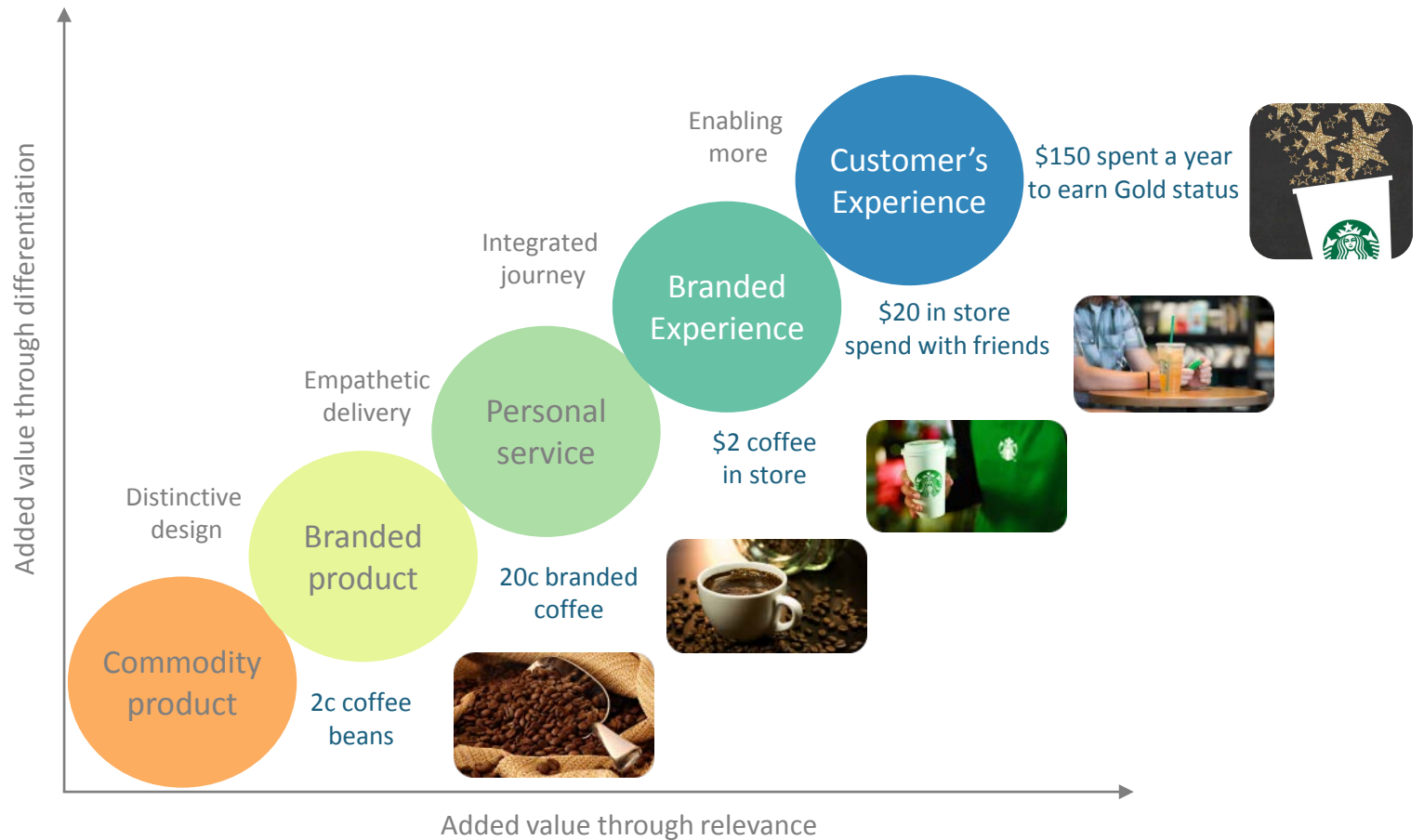
Save all year to visit a  
theme park?



# Customer Experience = Brand

## The Experience Economy:

Engaging with customers and connecting with them in a personal and memorable way



# Emotions Hold The Key To Customer Experience



**Customers have many  
different interactions  
with a brand**



**Interactions that  
influence emotion  
become memorable**

Positive and negative emotions drive a customer's experience

## Positive emotions



Appreciated  
Confident  
Respected

## Negative emotions



Annoyed  
Disappointed  
Frustrated

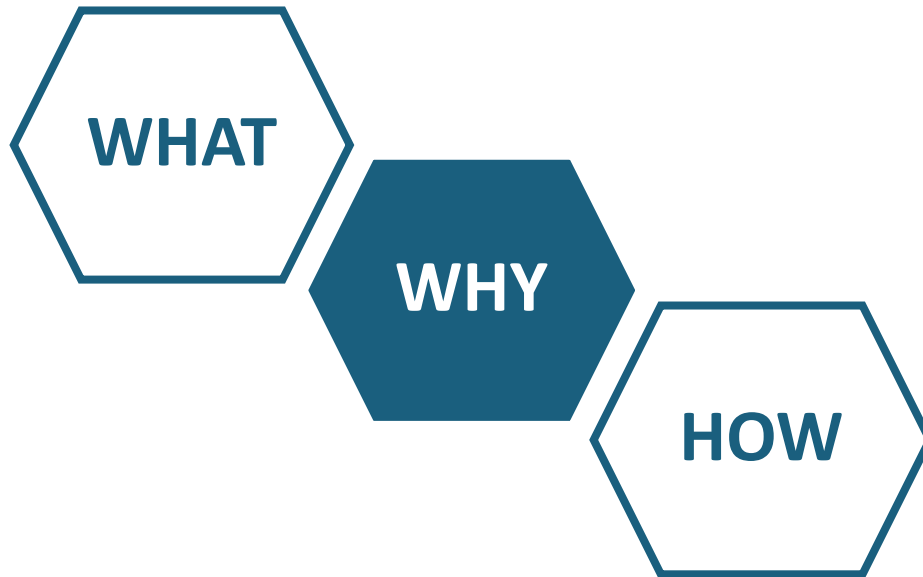


“

I've learned that people will forget what you said, they will forget what you did, but **people will never forget how you made them feel.**

Maya Angelou





# CX Is The #1 Most-Important Strategic Measure Of Performance

CX As A Competitive Differentiator



**81%** of companies have recognized the value Customer Experience brings to the company in the long-run

Cost Reduction



**79%** of companies see evidence of cost savings by improving customer experience

Uplift In Profit/Revenue



**84%** of companies associate improved profit margins and/or revenue by focusing on customer experience initiatives

# Experience Matters For Loyalty

## Forrester's CX Index

### Customer Experience Quality



#### EFFECTIVENESS

The experience delivers value to the customers.



#### EASE

It's not difficult for customer to get value from the experience.



#### EMOTION

Customers feel good about their experience.

### Customer Loyalty



#### RETENTION

The likelihood that a customer will keep existing business with the company.



#### ENRICHMENT

The likelihood that a customer will buy additional products and service from the company.



#### ADVOCACY

The likelihood that a customer will recommend the company to others.

## Emotionally Engaged Customers Are:

**3X** more likely to recommend

**3X** more likely to re-purchase

**44%** rarely or never shop around

**33%** would need a discount of over 20% before they would defect

**63%** are likely to forgive a company's mistakes

# Emotions Hold The Key To Customer Experience & Loyalty



**Customers have many different interactions with a brand**



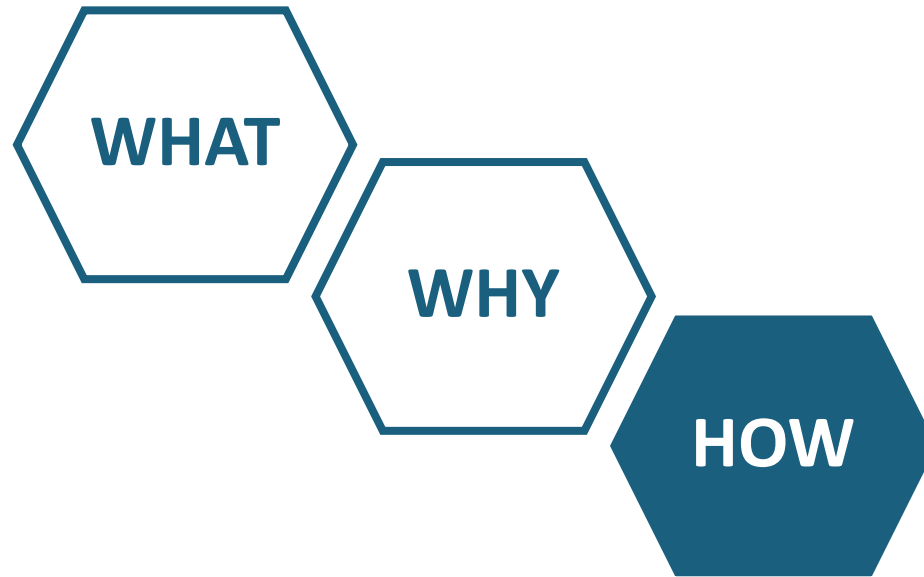
**Interactions that influence emotion become memorable**



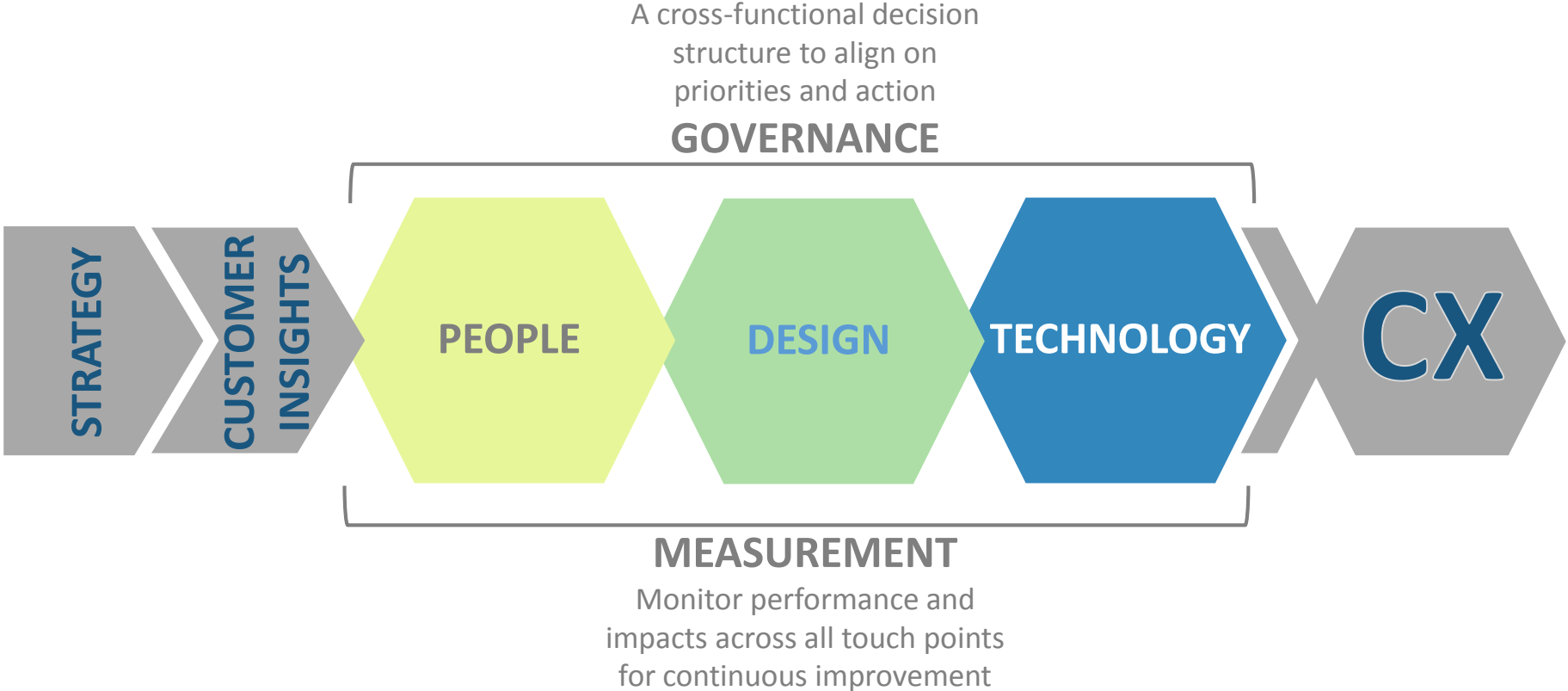
**Memorable experiences shape relationships**

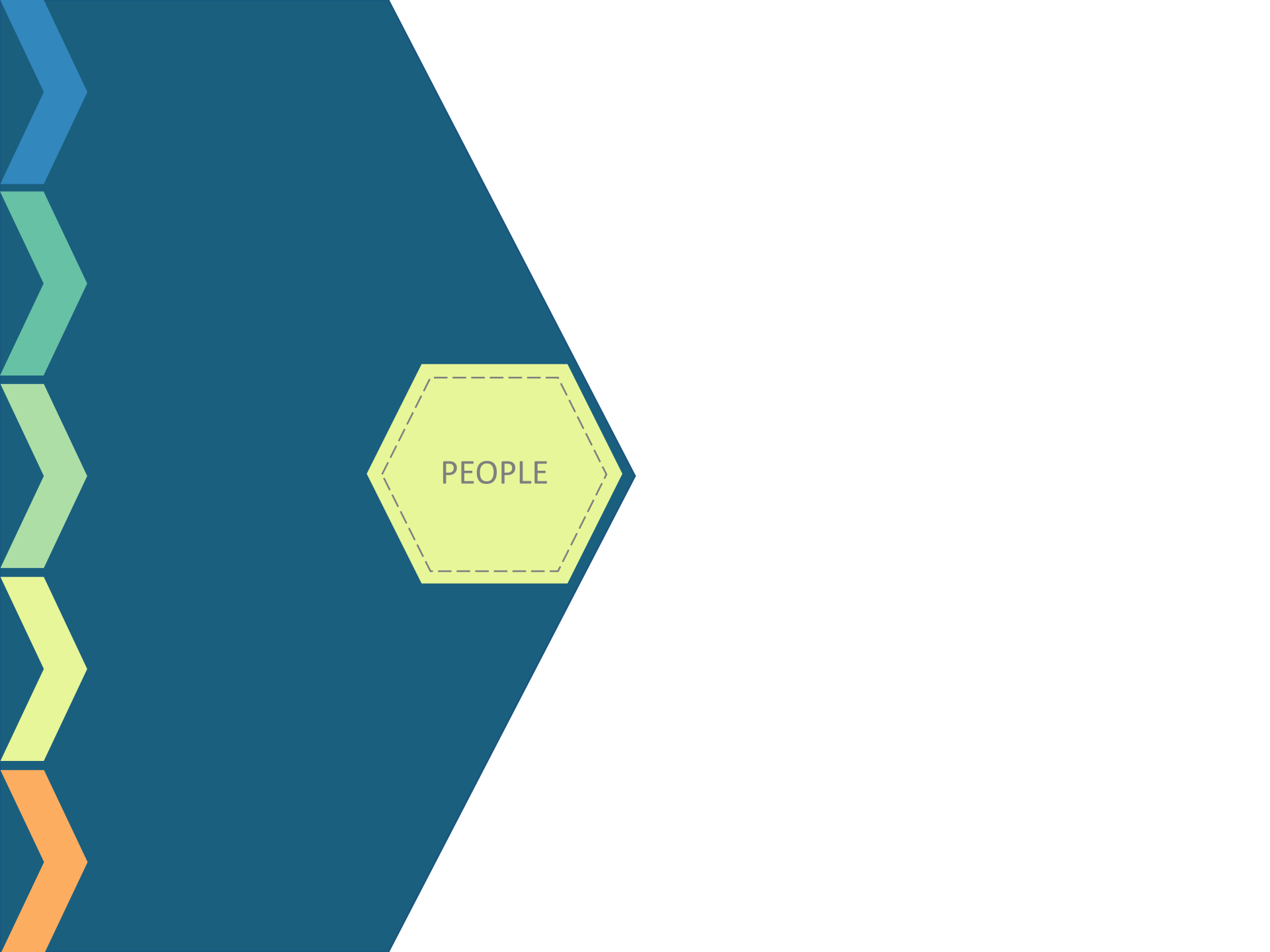


**Relationships drive business outcomes**



# Customer Experience Management Framework





PEOPLE

# Employee Engagement Leads To Customer Loyalty

Highly engaged workers  
grew revenue **2.5x** more than those with low  
employee engagement

**2%** gain in employee  
engagement = Increased customer  
satisfaction **1%**

**5pt** lift in employee  
attitudes = **1.3pt** lift in customer  
satisfactions = **0.3%** Improvement  
in revenue



# Is Your Environment Engagement-Friendly?

Is your company's culture 'People-focused'?

Do they understand their roles in the overall mission and vision of the company?

Do they exemplify your brand?

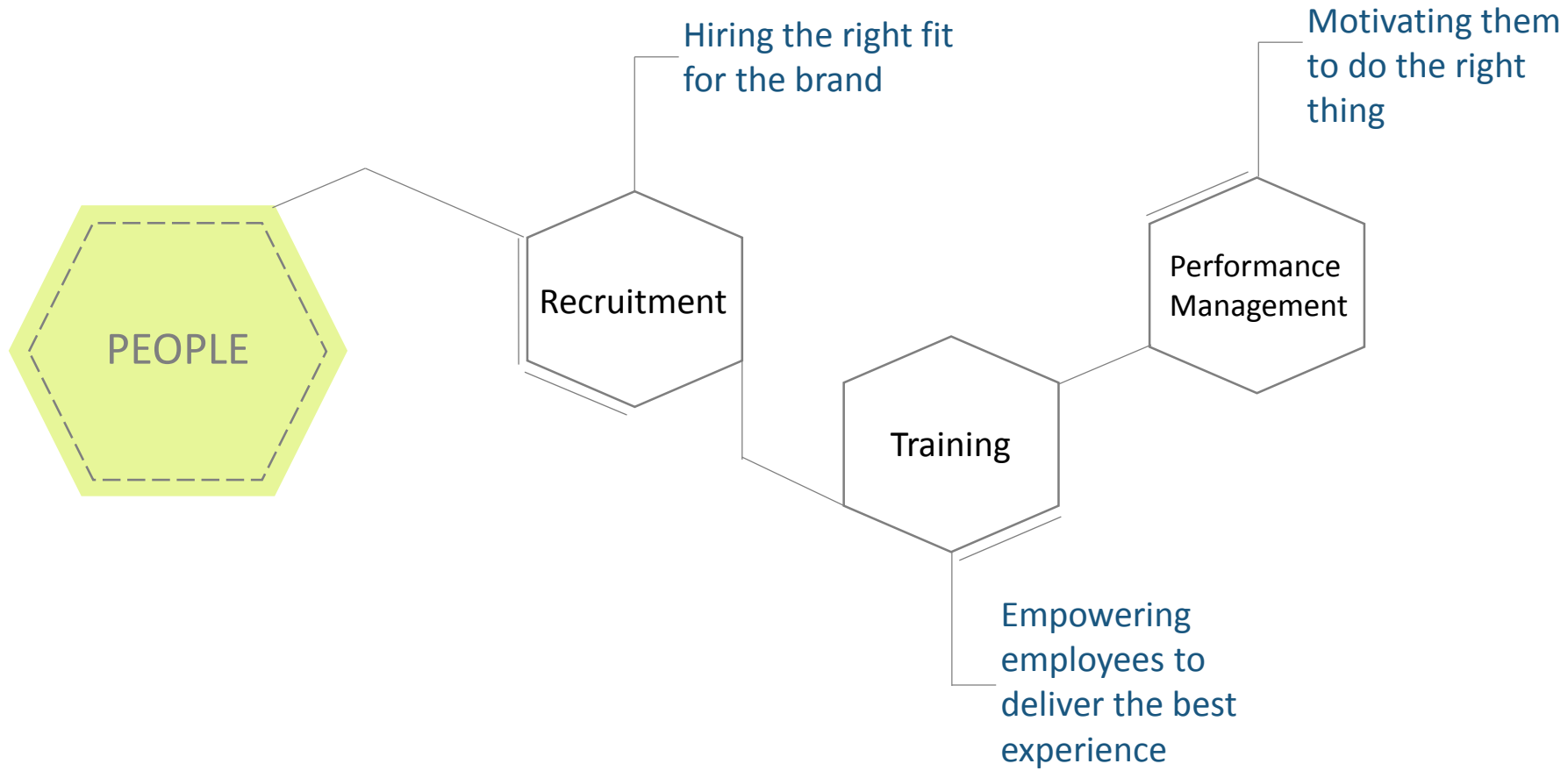
Are you providing them with the tools and resources needed to offer the best customer experience?

Do they have enough freedom to make decisions within their roles?

Are you tuned into what they think and action their feedback?

Are you measuring them on the aspects that actually impacts customer experience?



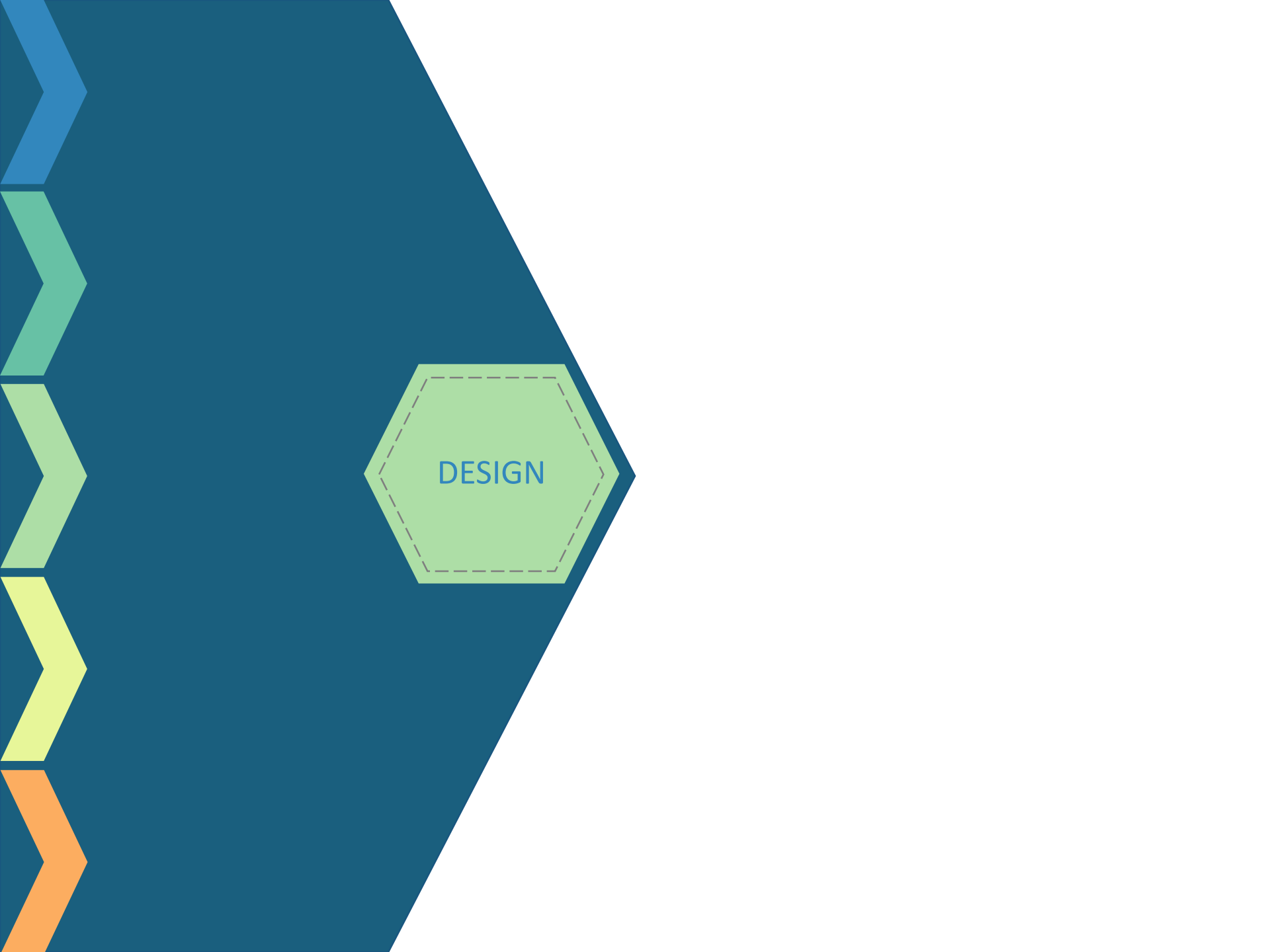




“

True customer centricity  
is a cultural movement  
at it's core.

Mike Corak



DESIGN

# Customer Journey Needs To Be Designed With The Customer In Mind

**52%** of consumers say they're likely to switch brands if a company doesn't make an effort to personalize communications

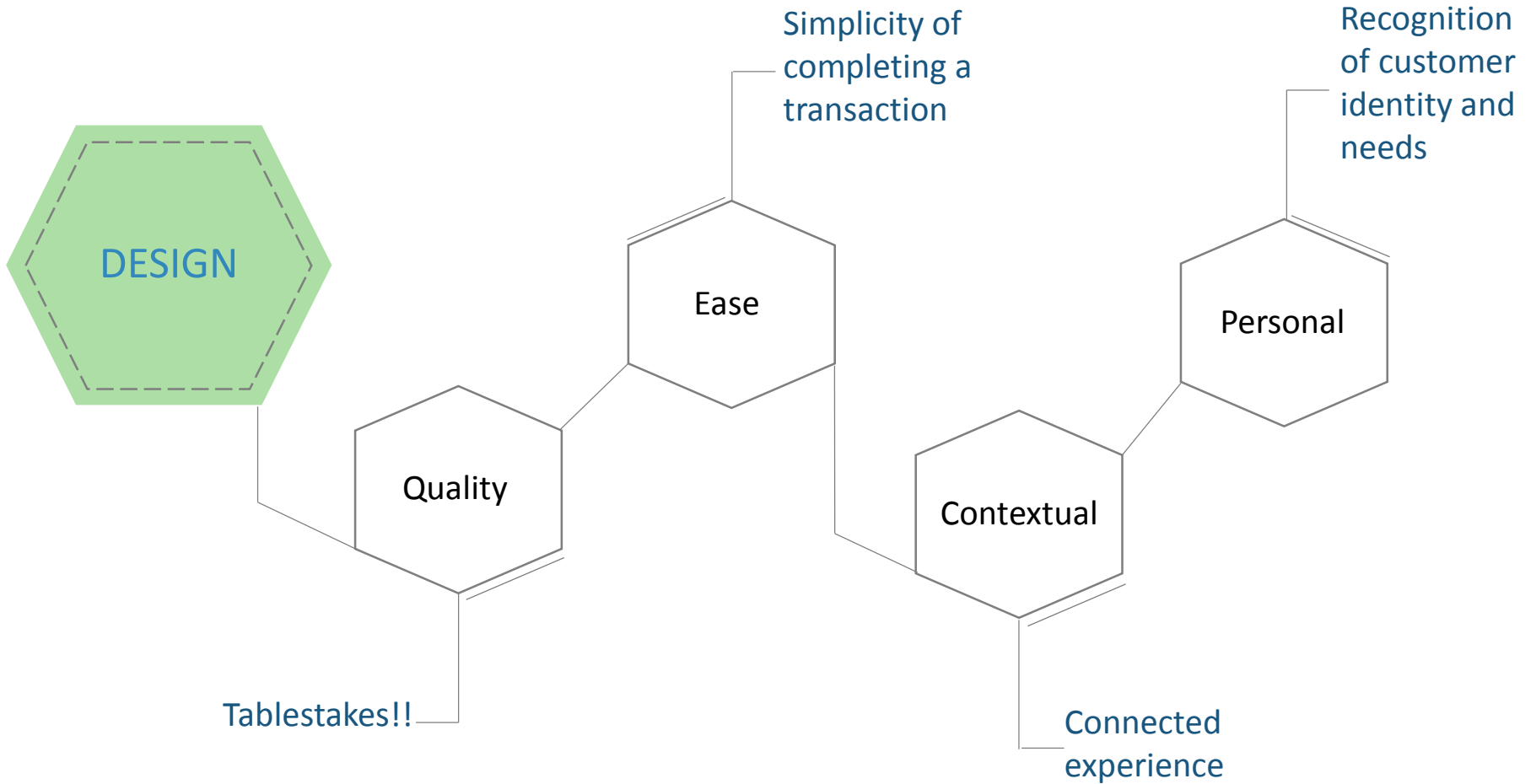
**86%** of buyers will pay more for a better customer experience

**51%** of customers expect companies to anticipate their needs and make relevant suggestions before customer contact

**72%** of consumers agree they expect companies to understand their needs and expectations

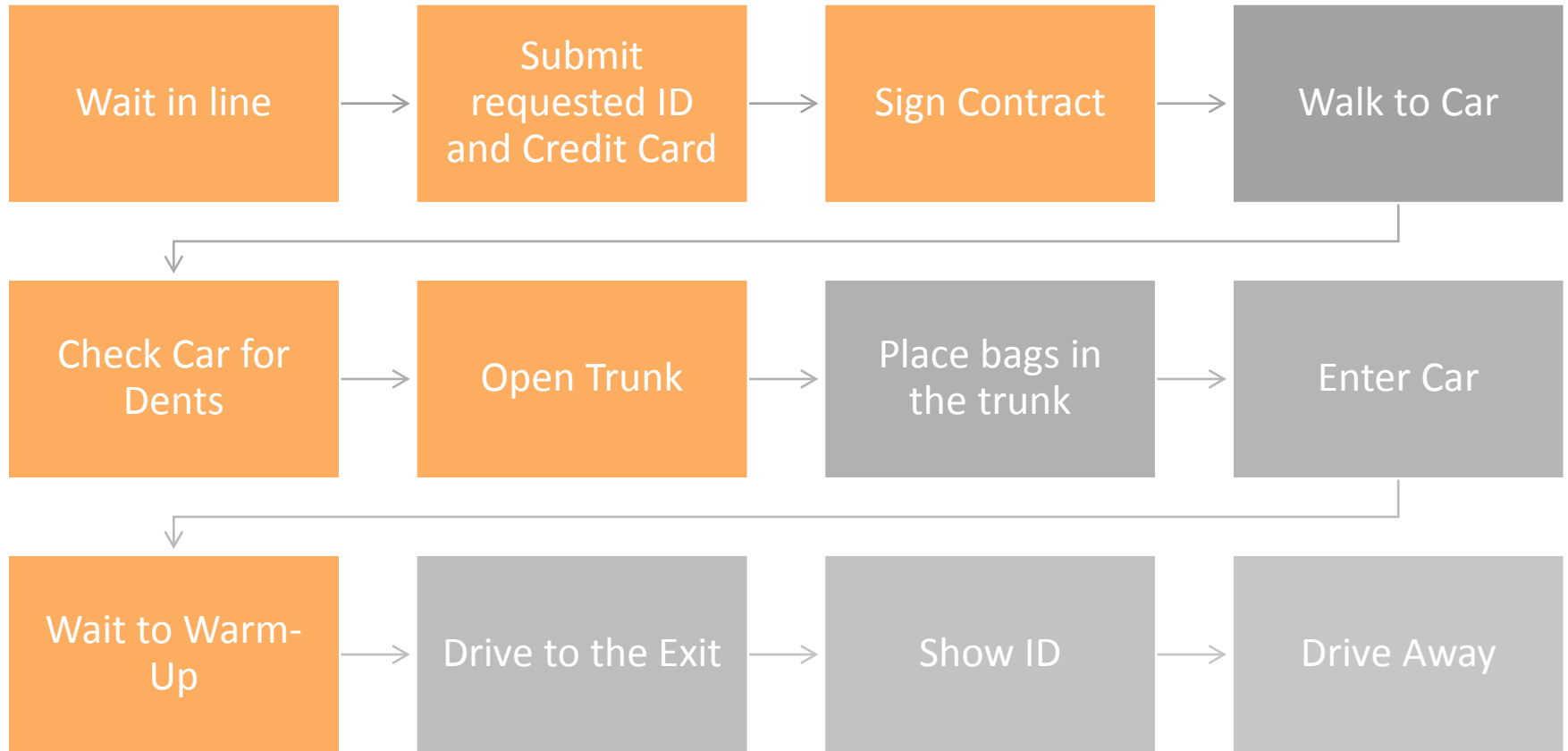
**2/3** are likely to switch brands if they're treated like a number instead of an individual

**65%** of consumers say that personalized or exclusive offers and discounts influence their loyalty



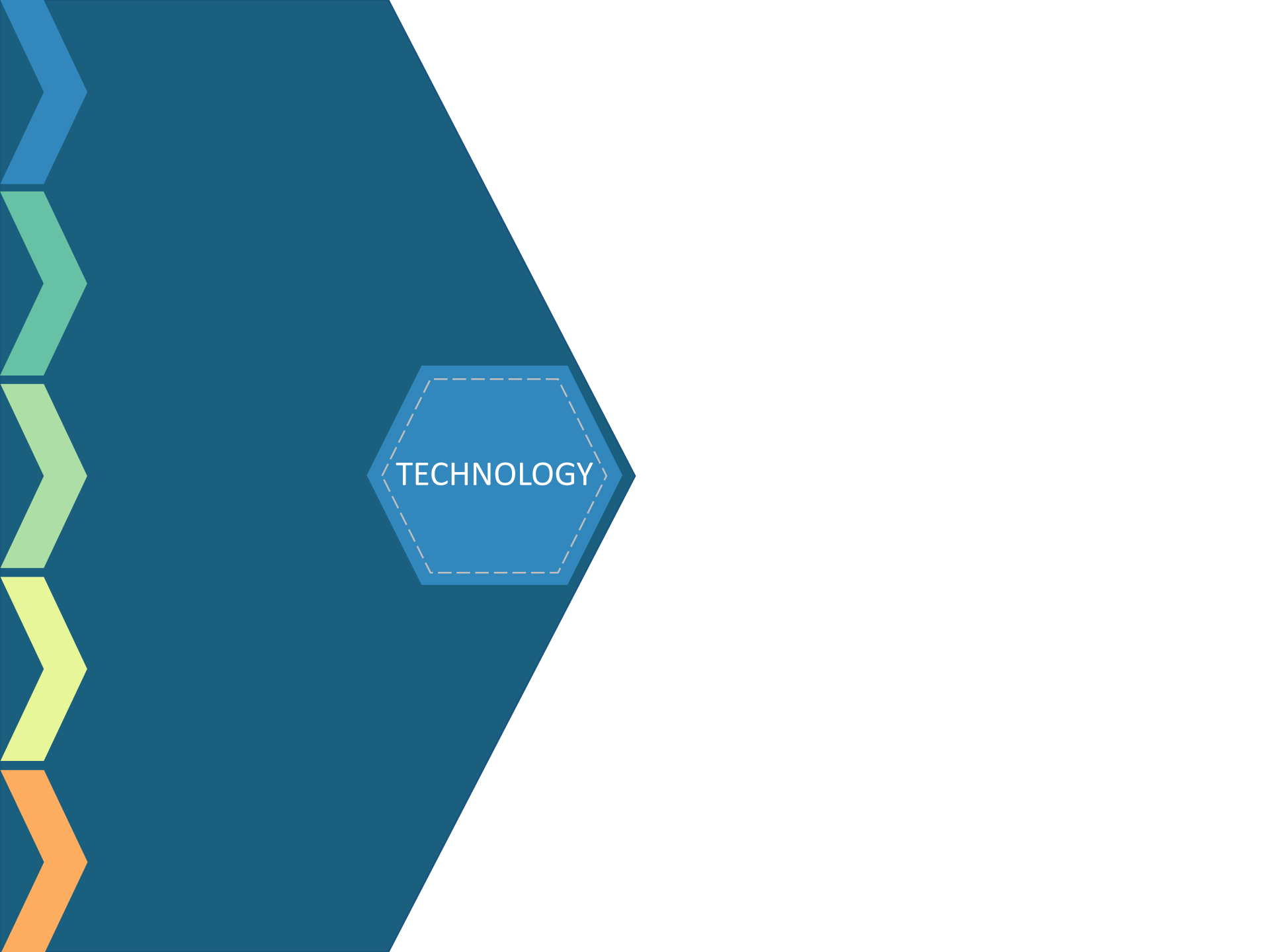
# Tailored Interactions Build Customer Loyalty

## Example: Car Rental Pick-Up Experience



**Eliminating Steps That Don't Add Value For Your Customers**





TECHNOLOGY



# Connected World Has Created A Smarter Customer

**ZERO TOLERANCE  
FOR DIGITAL  
FAILURE**

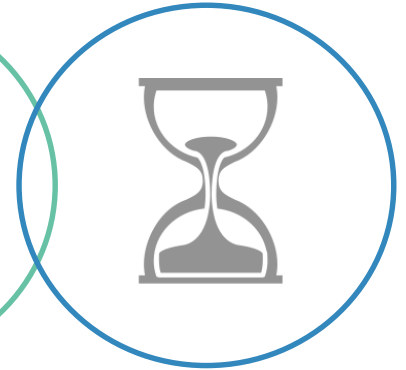
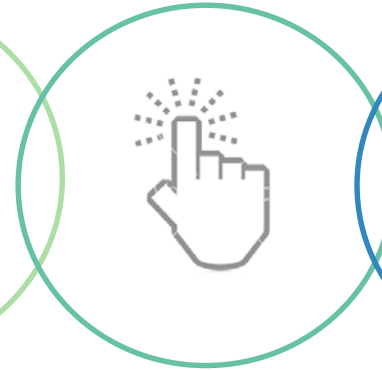
**INTUITIVE USER  
INTERFACE**



**FASTER THAN  
REAL TIME**

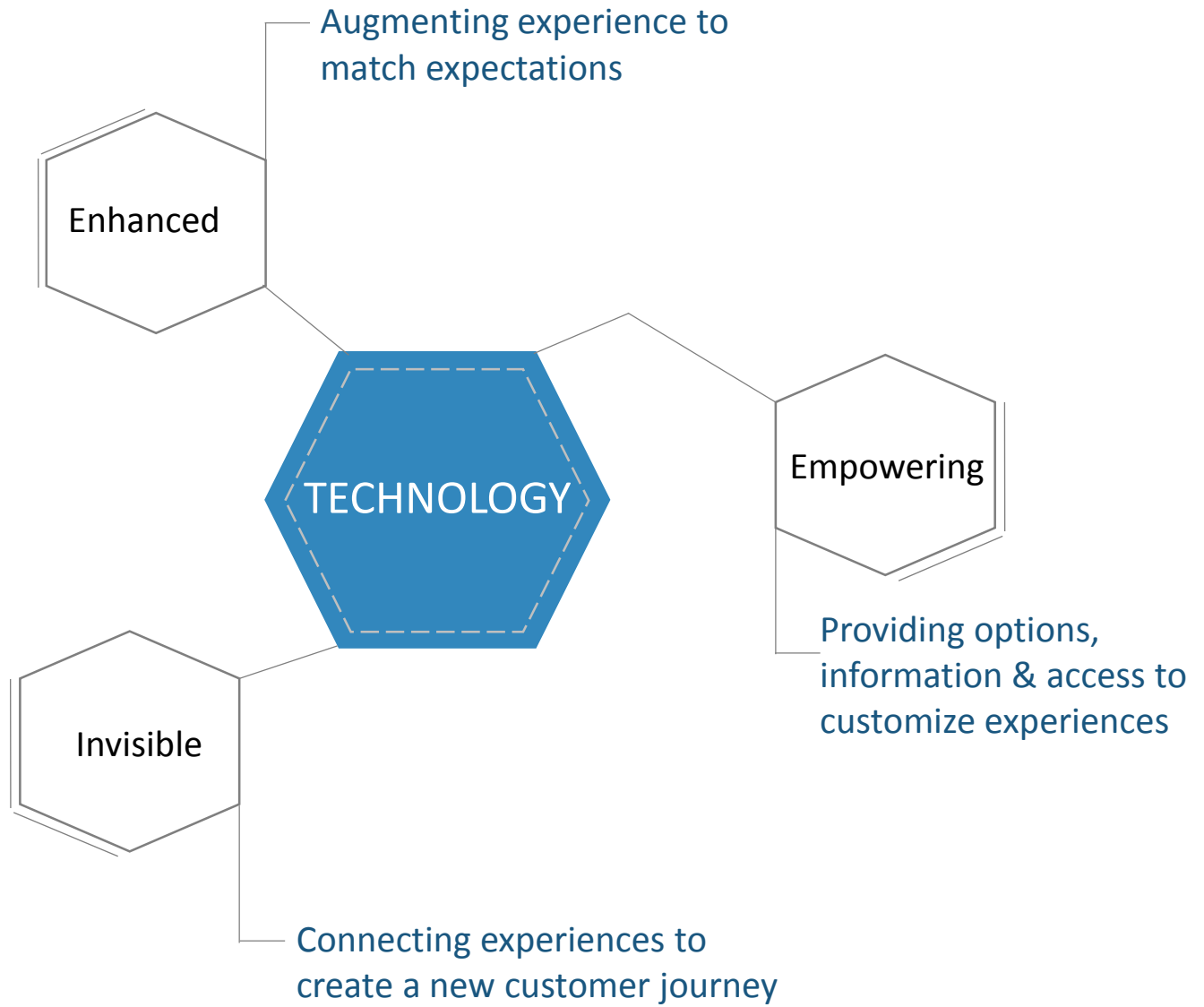


**PERFECT  
INFORMATION**

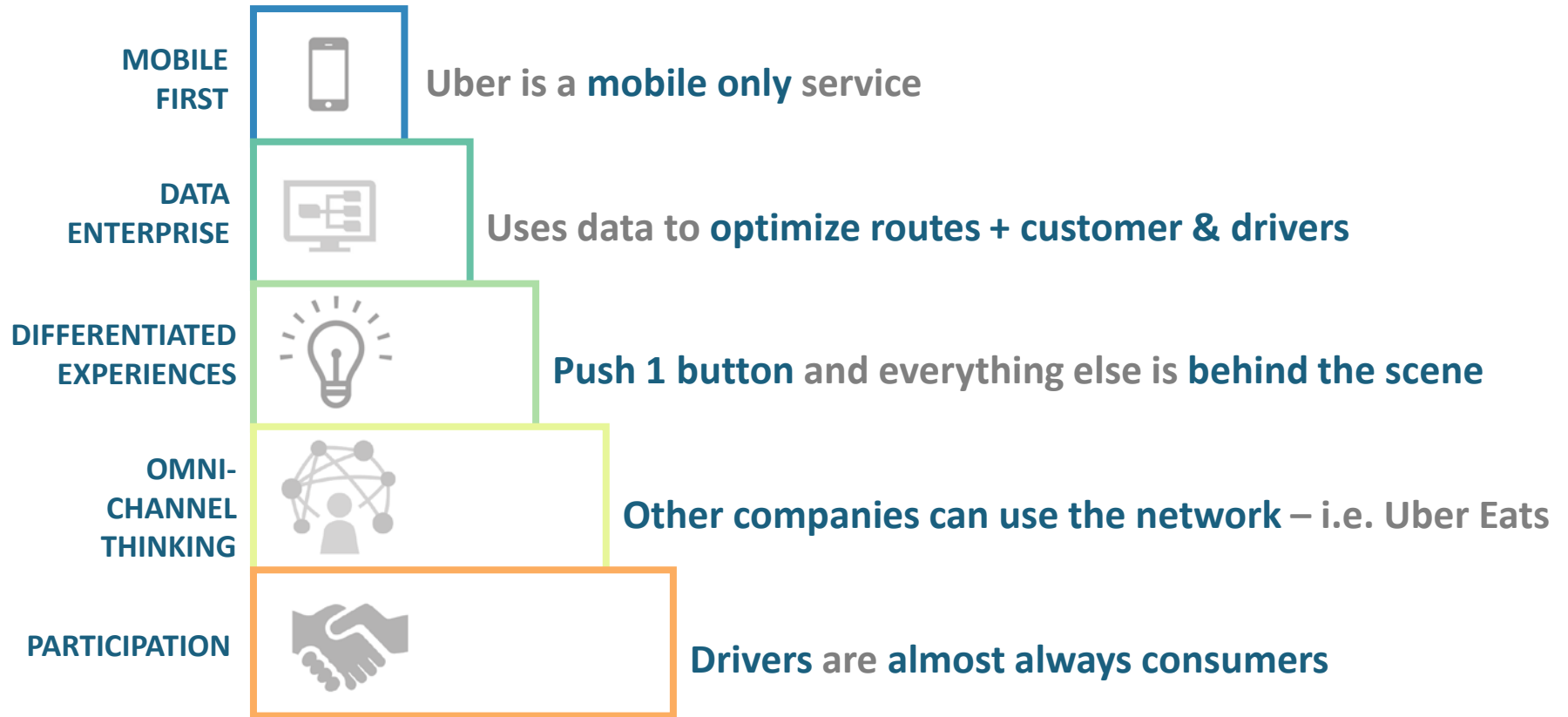


**ON DEMAND  
SERVICES**





# Tenants Of Digital Dominance





“

You've got to start with the customer experience and work back toward the technology – Not the other way around.

Steve Jobs



## In Summary...

Have a clear vision of your brand experience

Put customers at the center of your business

Foster the culture of 'People' empowerment

Curate your customer journey

Embrace the power of technology

Own your brand experience!

Every Detail Matters When It Comes To Delivering An  
Exceptional Customer Experience  
Disney Institute

**THANK YOU!**

