

# Driving Growth Through Integrated Customer-Employee Experience

## A Unique and Practical One-Day Workshop

### Is Your Organization Delivering a Customer Experience that Drives Growth?

In a world where customers are informed and fickle, margins are thin, and profitable growth can be elusive, delivering a compelling customer experience can make all the difference. The experience your customers have with your business will determine its success. It doesn't matter if you're in financial services, retail, consumer products, business services, energy, industrial products, or commodities. The character and quality of the customer experience you provide governs your ability to acquire, retain and improve the profitability of customers.

Despite widespread recognition of these facts, most organizations neither deliberately design nor effectively measure and manage their customers' experience. For customers, the experience is fragmented, inconsistent, and frustrating more often than comprehensive, customized, and compelling.

In addition, leading organizations are beginning to deliver a **Next Generation Experience** that enables customers to configure, customize, or co-create the experience they want to have – not just consume the one you want to give them. Preliminary research suggests organizations that make such meaningful improvements in their customers' experience, can realize bottom line performance improvements of 10-25%. This comes from increased retention, additional sales, reduced customer acquisition costs, and strengthened price performance.

Organizations that strive to realize these benefits face several challenges:

- **Getting beyond the “voice of the customer.”** To uncover significant opportunities to differentiate customers' experience, you must look beyond what they say. When asked direct questions about their interests and preferences, people tend to give rationalized answers they believe the questioner wants to hear. The challenge is getting in touch with what customers really care about, and then enacting improvements that will positively influence their experience and behavior.
- **Making economic improvements to the experience.** It is extremely easy to make uneconomic investments in products, services, processes, and technology in an attempt to improve the customer experience. The challenge is to anticipate and measure the economic impact of customer experience initiatives, and focus on the economically sound ones.
- **Shifting organizational behavior.** The customer experience delivered by an organization and its employees is driven by often deeply entrenched beliefs, values, processes, capabilities, and unwritten rules. Most customer experience initiatives significantly underestimate these factors and produce marginal benefits. The challenge is to identify the practical and specific interventions that shift organizational behavior to deliver better customer experience.
- **Coordinating and executing for results.** Most large and complex corporations have diverse functions that each contribute elements of the customer experience. And they have a complex array of customer constituencies to serve. The challenge is to structure, coordinate, and manage a portfolio of customer experience initiatives, and to establish a mindset and discipline for ongoing improvement.

*Delivering a differentiated customer experience is the lynchpin for driving the profitable growth of your business. We invite you to get aligned on how to take advantage of this opportunity.*

## The Integrated Customer – Employee Experience Workshop

The objective of this interactive one-day workshop is to get you and your team aligned on practical ways to measurably improve the acquisition, retention, and effectiveness of your customer relationships. This unique session builds on our successful track record of designing and implementing differentiated experiences for more than 50 leading companies across both business-to-business and business-to-consumer industries. The session can be configured to address the specific customer or organizational issues and opportunities you're facing.

The basic design for this workshop incorporates the following modules:

### Module 1: Connecting Customer Experience to Business Results

- What is a customer experience?
- Characteristics of an influential experience
- Connecting the customer experience to measurable business results

***Breakout: Customer Experience and Business Outcomes***

### Module 2: Understanding our Customer Influence Network

- A networked perspective on customer relationships
- What does our customer influence network look like?
- What are the most critical customer constituencies?

***Breakout: Preliminary Customer Influence Network***

### Module 3: Designing Experience from the “Mental Model of the Customer”

- An experience maturity model
- Designing for fit and influence
- Getting inside the customers' head
- Models for understanding customer personae
- Identifying the most influential customer situations and outcomes
- The experiential motif... the story we want our experience to tell
- Designing differentiated “signature experience elements”

***Breakout: Version 0 Customer Experience Specification***

### Module 4: Aligning the Employee Experience to Deliver

- The customer – employee experience connection
- The hidden logic of organizational behavior
- What is an employee experience?
- Designing employee experiences that generate the desired customer experience

***Breakout: The Hidden Logic of Customer-Employee Experience***

### Module 5: Taking Action

- What will we do differently?
- What are the most effective next steps?

***Group Discussion or Breakout: Action Planning***

We invite you to take a strong step forward by scheduling a Customer-Employee Experience Workshop.

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