

CREATING THE BRILLIANT CUSTOMER EXPERIENCE



James “Alex” Alexander
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ABOUT SERVICE STRATEGIES

- A global *Service Improvement Company* focused on the technology services marketplace.
- Offerings include consulting, training, standards.
- Standards and certification programs for:
 - Professional Services Organizations
 - Technical Support Organizations
 - Field Service Organizations
 - E-Service
- Career development and training programs for professionals working in the service organization.

JAMES “ALEX” ALEXANDER



Education:

- Doctorate in human resources development.
- University faculty member in the U.S., Europe, and Mexico.
- Academic research focus was on accelerating learning.

Professional experience:

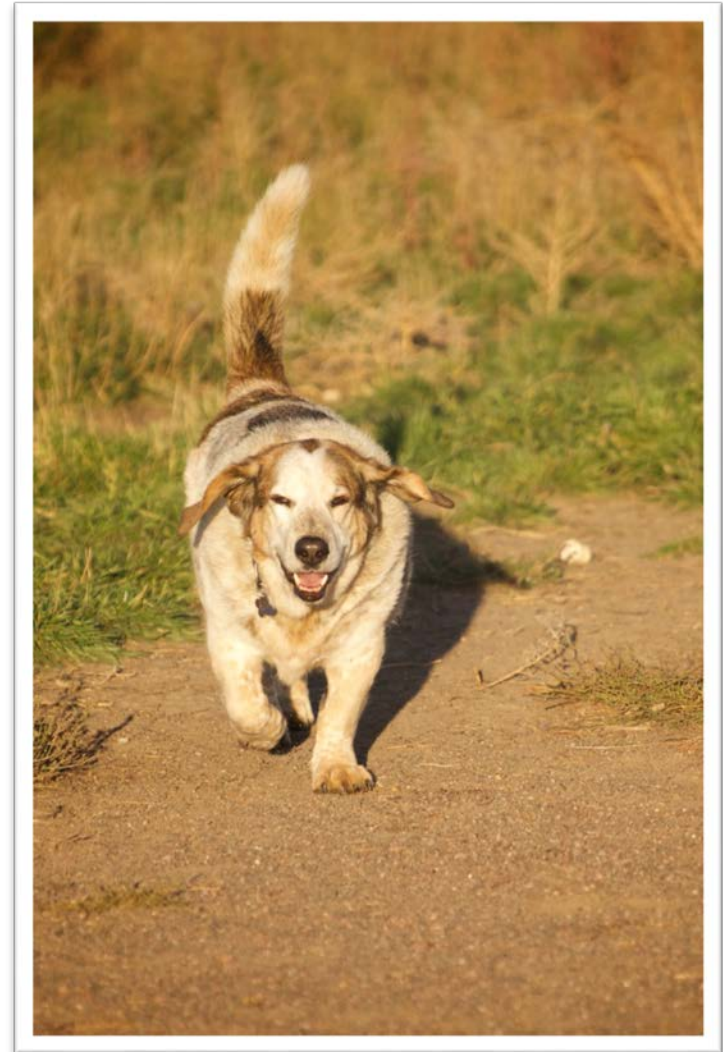
- In 1994 founded Alexander Consulting (a boutique consulting firm focused on building brilliant services businesses within product companies).
- Business partner with Service Strategies.
- Hands-on services consulting (strategy formulation, market intelligence, voice of the customer research, service quality, sales effectiveness, culture change).
- The services pundit for IBM's 2003 Global Services Headlights program.
- Served for six years as AFSMI's (global services non-profit association) vice president of professional services.
- E-business subject-matter expert for the four-year duration of the U.S. Commerce Department's Inter-American E-Business Fellowship Program.
- Spoken, consulted, and trained on selling services in 17 countries.
- Has been designing training and learning systems for 21 years.
- Averages 4.8 on a 5.0-point scale from participants of all customer-facing training.

A FEW ALEXANDER CONSULTING CLIENTS



WHAT IS CUSTOMER EXPERIENCE (CX)?

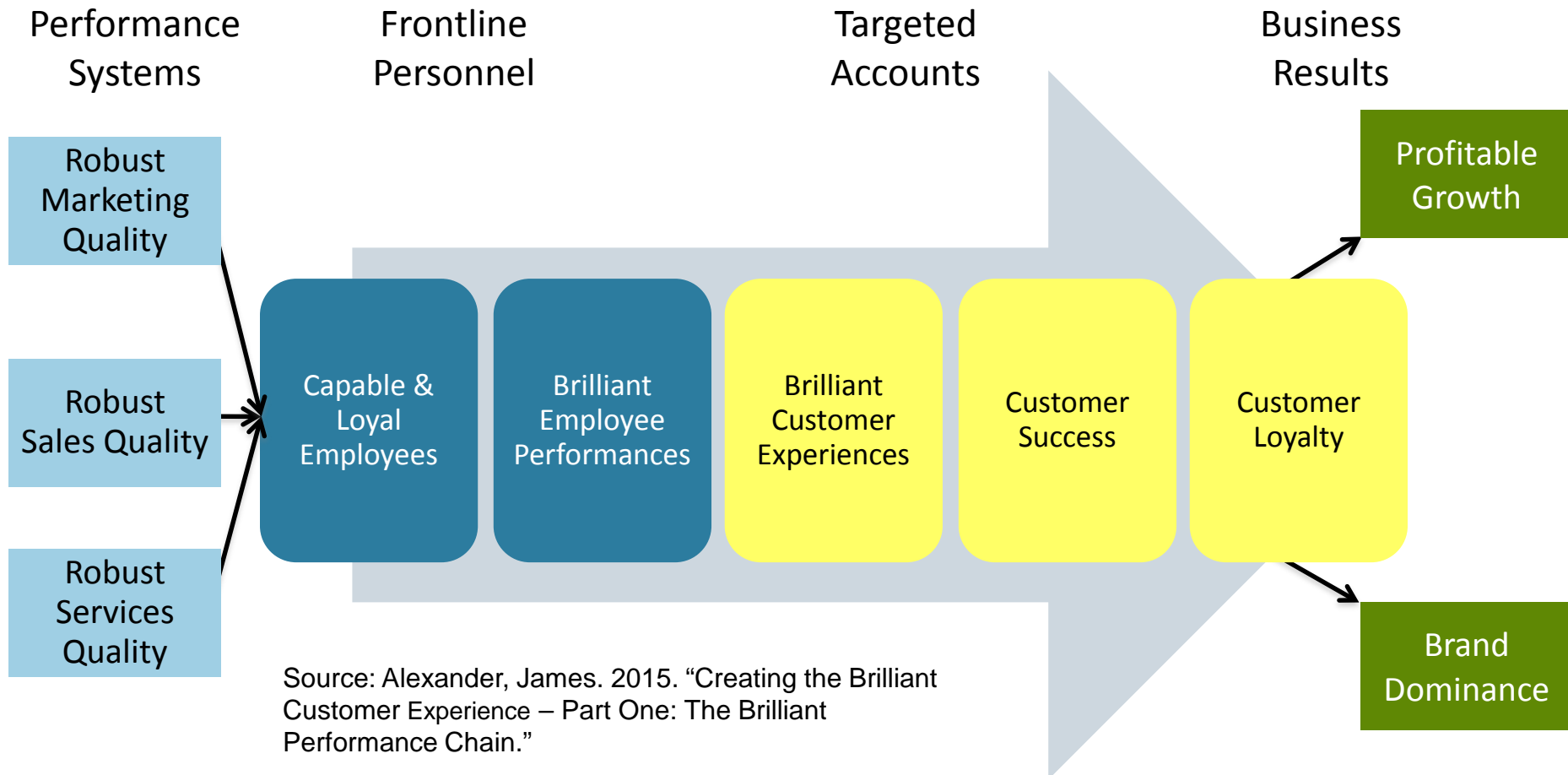
The customer's perception of your organization's performance including activities that do not directly touch the customer but that affect the customer's overall experience.



WHY IS CX SO IMPORTANT?



THE BRILLIANT PERFORMANCE CHAIN



BRILLIANT CUSTOMER EXPERIENCES: THE 7 THINGS CUSTOMERS, WANT, EXPECT, AND DESERVE

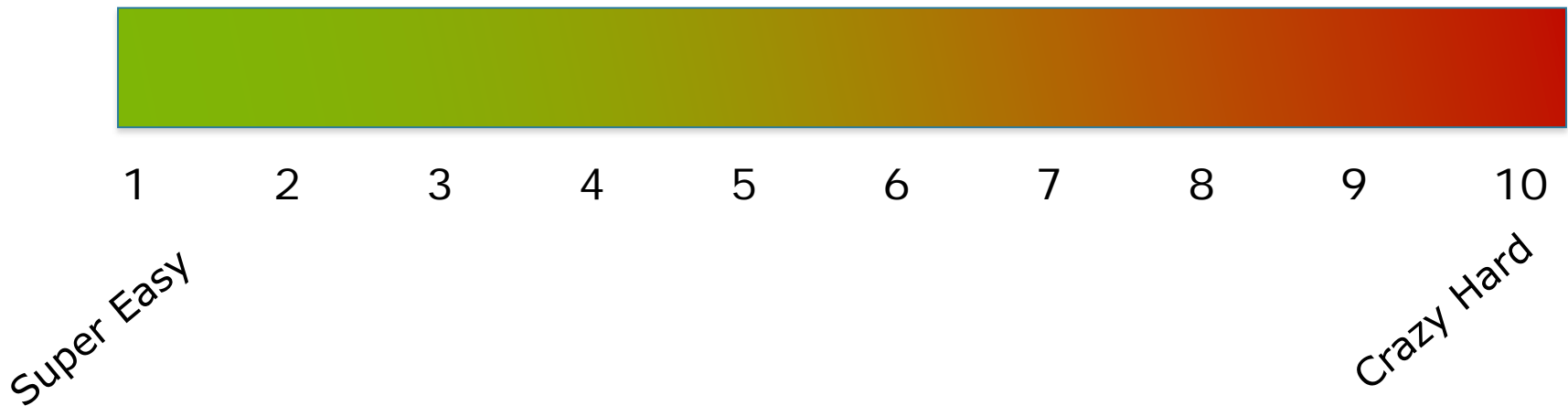
	Never							Always			
1. Deliver on the promise.	0	1	2	3	4	5	6	7	8	9	10
2. Transparency.	0	1	2	3	4	5	6	7	8	9	10
3. No Hassle.	0	1	2	3	4	5	6	7	8	9	10
4. Responsiveness.	0	1	2	3	4	5	6	7	8	9	10
5. Evidence You Care.	0	1	2	3	4	5	6	7	8	9	10
6. Fairness.	0	1	2	3	4	5	6	7	8	9	10
7. Control.	0	1	2	3	4	5	6	7	8	9	10

Source: Alexander, James. Jan. 28, 2015. "Brilliant CX: The 7 Things Your Customers Want, Expect, and Deserve." *LinkedIn Pulse*.

WHAT DO CUSTOMERS OFTEN GET?



HASSLE METER: HOW EASY IS YOUR COMPANY TO DO BUSINESS WITH?



TRADITIONAL ROLE IMPACT ON THE CUSTOMER EXPERIENCE: NEW ACCOUNT

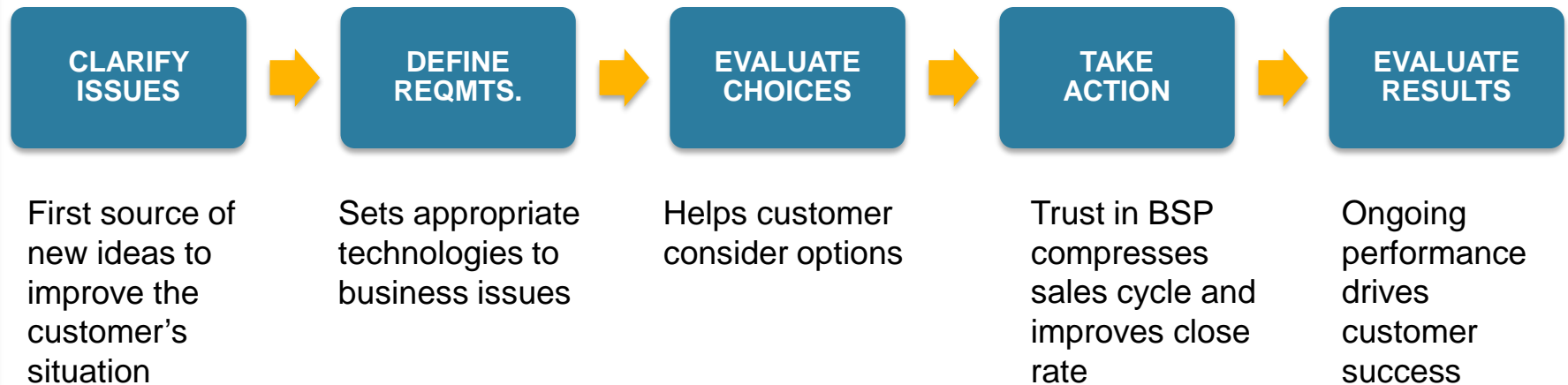
The Customer Decision-Making Process



The Business Development Process

BRILLIANT SERVICES PRO IMPACT ON THE CUSTOMER EXPERIENCE: EXISTING ACCOUNT

The Customer Decision-Making Process



The Business Development Process



BUILDING YOUR CX PLAN

1. Start with the end in mind:
 - Segment your customers.
 - Determine commonalities of “customer success.”
 - Establish focus, goals, and metrics by segment.
2. Create/enhance touch-point maps:
 - Start with “ideal.”
 - Next, determine the “is.”
 - Determine a realistic “should be” touch-point map.
3. Align technology to provide your customer-facing personnel with what they need when they need it.
4. Tailor by account as appropriate.
5. Track, measure, adjust.

MEANINGFUL METRICS THAT MATTER MOST

1. Key Employee Loyalty
2. Key Customer Loyalty (NPS or Similar)
3. Brilliant Customer Experience Score:
 - Customer Effort Score (Hassle Meter)
 - Customer Complaints
 - Customer Service Recovery

WANT MORE INFO ON CREATING BRILLIANT CUSTOMER EXPERIENCES?

Enroll in the customer experience workshop in Orlando, April 22 & 23.

[Click here to sign up](#)

Visit www.servicestrategies.com

Or...

For more information call David or Troy at Service Strategies: 858-674-6791.

WANT TO LEARN MORE ABOUT STRATEGY FOR SERVICES?

Join us for a two-day workshop June 23 - 24, 2015 in San Diego, CA titled
Getting Your Services Strategy Right: Which Path Leads to Greatness?

[Click Here to Learn More](#)

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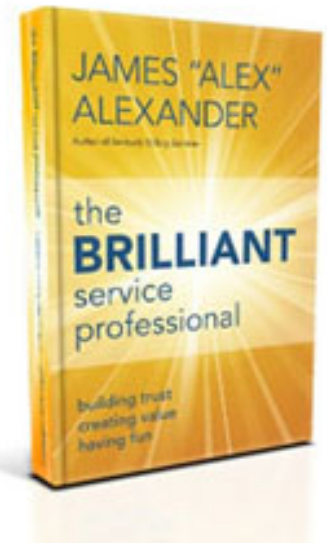
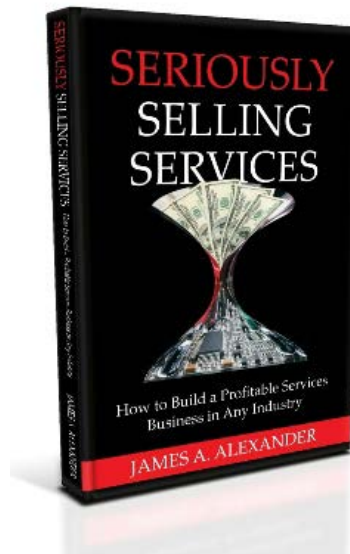
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Q & A



THANK YOU!

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