

# CREATING THE BRILLIANT CUSTOMER EXPERIENCE: A webcast for services and sales leaders



James “Alex” Alexander  
August 20, 2015

# BEFORE WE GET STARTED



- The Webinar is “listen only” and is being recorded
- A link to the session recording and a PDF of the slide deck will be sent to all registrants afterwards
- To submit questions, use the Question Panel of the GoToWebinar console

Visit the ***Service Strategies Network*** group on **LinkedIn** to continue today’s discussion

# ABOUT SERVICE STRATEGIES



- A global *Service Improvement Company* focused on the technology services marketplace.
- Offerings include consulting, training, certification, 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:

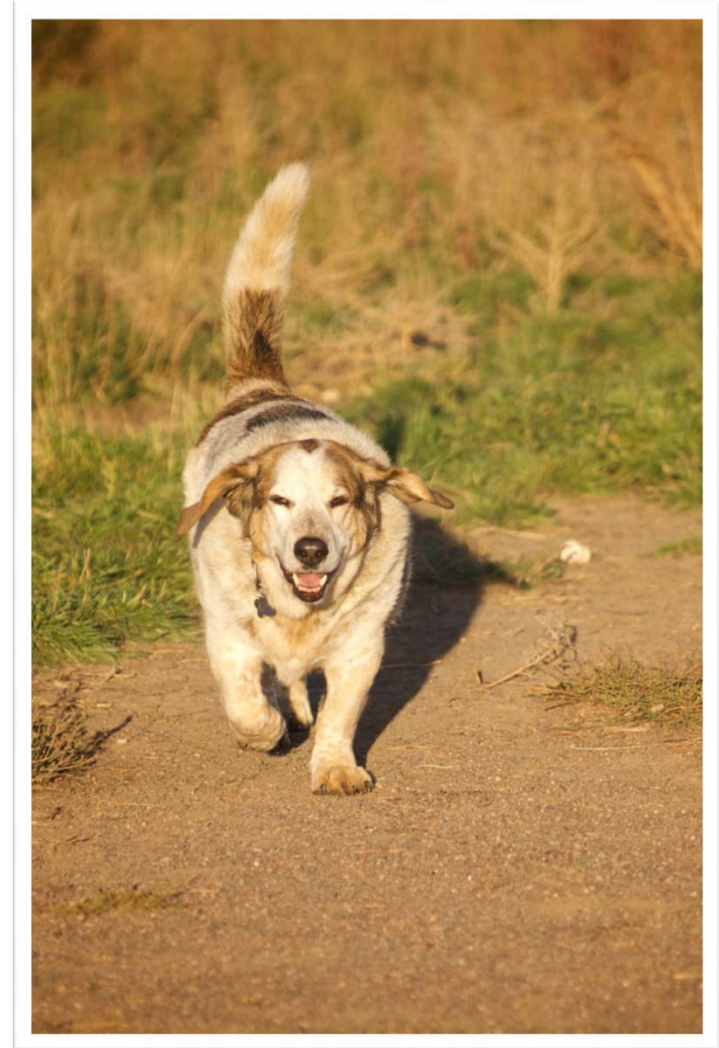
- In 1994 founded Alexander Consulting (a boutique consulting firm focused on building brilliant services businesses within product companies).
- Business partner with Service Strategies.
- Hands-on sales and services consulting (strategy formulation, market intelligence, voice of the customer research, 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)?

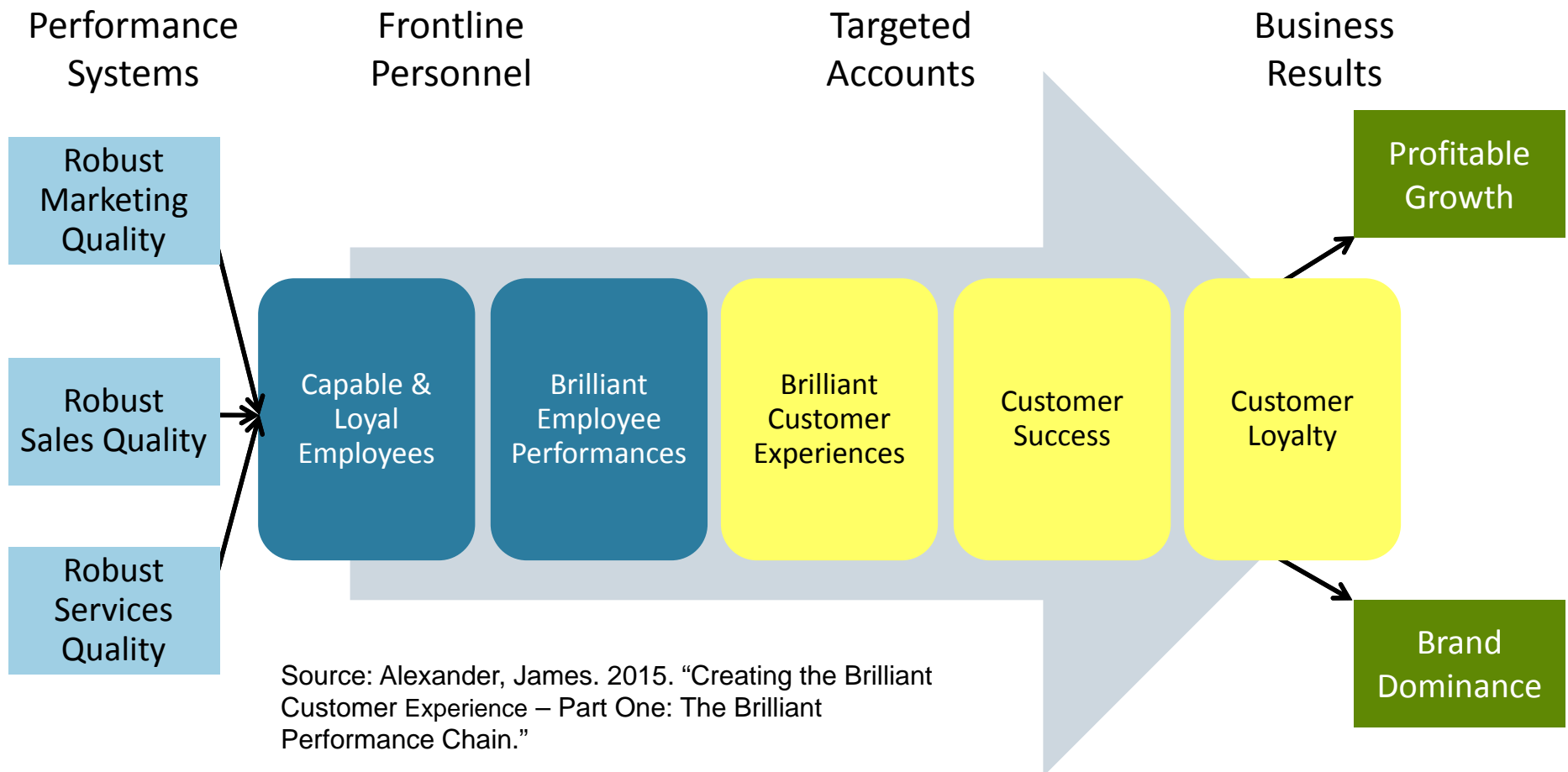
The customer's perception of your organization's performance including activities that do not directly touch the customer but that affect the customer's overall experience.



# WHY IS CX SO IMPORTANT?



# THE BRILLIANT PERFORMANCE CHAIN



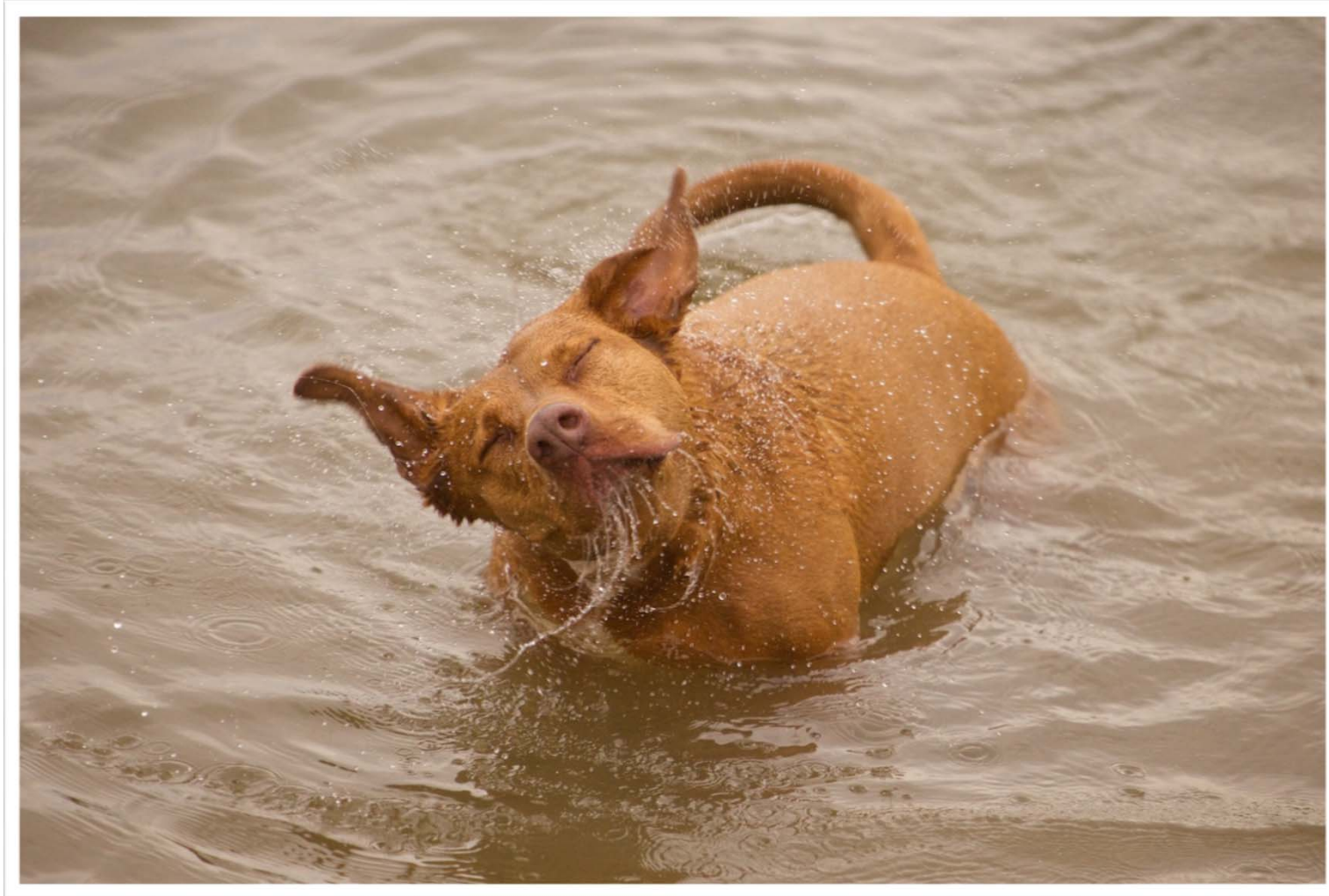


# BRILLIANT CUSTOMER EXPERIENCES: THE 7 THINGS CUSTOMERS, WANT, EXPECT, AND DESERVE

	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?

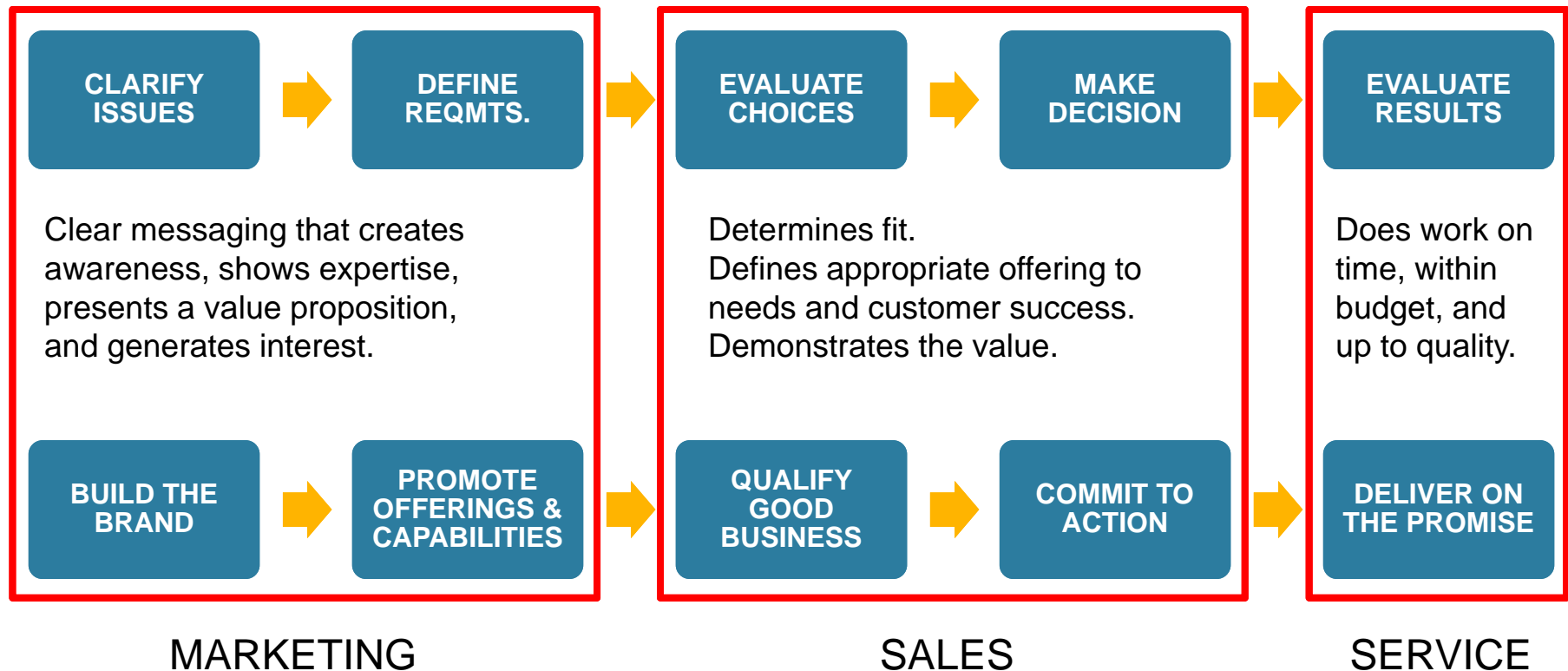


# HASSLE METER: HOW EASY IS YOUR COMPANY TO DO BUSINESS WITH?



# TRADITIONAL ROLE IMPACT ON THE CUSTOMER EXPERIENCE: NEW ACCOUNT

## The Customer Decision-Making Process



## The Business Development Process

# BRILLIANT SERVICES AND SALES PRO IMPACT ON THE CUSTOMER EXPERIENCE: EXISTING ACCOUNT

## The Customer Decision-Making Process



First source of new ideas to improve the customer's situation

Sets appropriate technologies to business issues

Helps customer consider options

Trust in BSP compresses sales cycle and improves close rate

Ongoing performance drives customer success



## 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.

# SURVEY: TRENDS IN CUSTOMER SUCCESS MANAGEMENT



IF YOU ARE IMPLEMENTING CLOUD BASED CUSTOMER SUCCESS MANAGEMENT, PLEASE PARTICIPATE IN THIS 4-MINUTE SURVEY

<http://sgiz.mobi/s3/Customer-Success>

# 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?

1. Enroll in the strategic account management workshop in Irvine, October 20 & 21...Click here to sign up (add link)
2. Attend the Customer Success Management workshop in San Diego on October 27 (part of Service Strategies Symposium) ... [Click here to sign up](#)

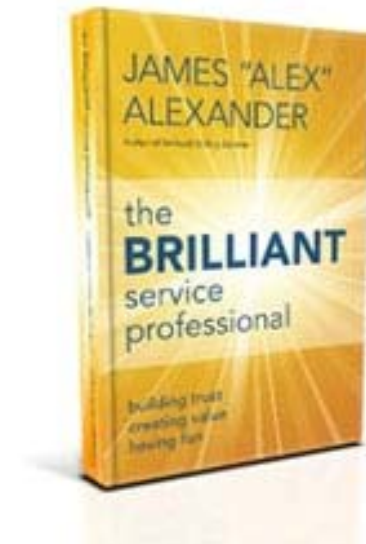
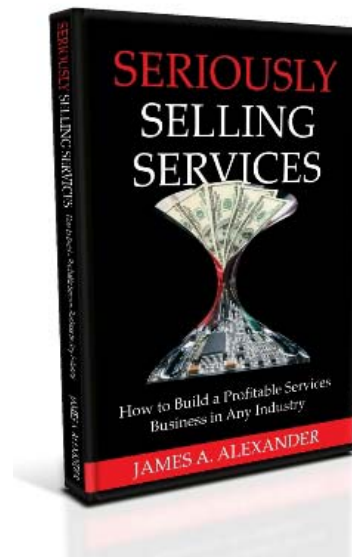
For more information call David or Troy at Service Strategies: 858-674-6791.

# Q & A



# THANK YOU!

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