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.



Capability Two



### Experience Design & Improvement

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

## Manila Key Themes

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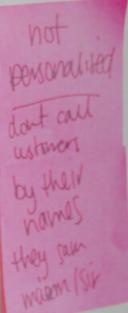
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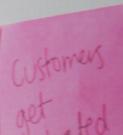
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#### Capability Three

### 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.

#### 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.



#### Capability Five

### Organisational Adoption & Accountability

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



#### Capability Six

### 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

**Proto Partners** 

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

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