

# Customer Informed, Business-Led Transformation Model



The best organisations commit to deeply understanding their customers and translate that understanding into sustained growth. We have observed a five phase framework that organisations typically follow when successfully delivering customer-informed, business-led transformation. It starts with Customer Thinking and requires undertaking a set of consistent steps to design and deliver improved customer experience and business outcomes.

## 1. BUILD THE FOUNDATION

## 2. GET THE BASICS RIGHT

## 3. DELIVER ON THE PROMISE

## 4. DIFFERENTIATE

## 5. BEST IN CLASS

Set-up builds the foundation for growth and improvement by gaining alignment, buy-in and creating a vision and strategy for what a Future State could look and feel like.

Getting the Basics right acknowledges that the majority of time, being sexy can wait. In most cases, customers and staff just want simple (and important to them) things fixed so they are free to get on with their life and jobs.

Delivering on the Promise is when the Vision turns into Value. It's when large sectors of the organisation understand the importance of customers, and action this understanding on a day-to-day basis.

Differentiating your offer is when the Service Experience for your customers is but truly different and valuable to your customers and you are becoming the company your customers want you to be.

Being Best in Class means you always aims to deliver a frictionless experience. You both want and work to help customers navigate the ins and outs of every interaction with ease, understanding, and appreciation.

Goals

Key goals for each phase.

Educated Leadership

Understand the scope of what needs fixing

Fixing the high priority pain points

Gain credibility across teams

Fixing the end-to-end Journey

Heavy Lifting

Great at 2 or 3 things

Telling the world

A true customer-led business

Growth by advocacy

Understanding & insight

The set of practices that create a consistent shared understanding of who your customers are, what they want and need, and how they perceive the interactions they're having with you today.

What do customers value?

Getting the data behind the Gut Feel

Employee Response vs Customer view of the employee

Share the customers stories

Start thinking about staff

Walk in the shoes of the customer

Understanding by segment & by journey

Grasping what is needed to satisfy and DELIGHT

Understand our most valuable customers & their needs

We now know why our customers LOVE US

Understanding Customer Lifetime Value

We know what to do by segment, by journey, by key experience, what customers value

All our staff use customer insights in their day to day roles

Strategy & Vision

The set of practices that help you craft your customer experience strategy.

What is driving Customer Experience?

Link to Business Strategy

What should I do first and why?

Creating an achievable game plan that feels realistic

Define CX Principles to live by

Quantifiable benefits for both our customers and our business

A vision where people feel engaged and motivated

Inspiring everyone to pull in the same direction

Our vision is gaining momentum by unblocking concerns

Rallying people around vision so they feel ownership of its success

Our staff can tell us what our customer strategy is and why its valuable

Design & Delivery

The set of practices that help envision and then implement customer interactions that meet or exceed customer needs.

Determine our internal capability

Identify key moments of truth

Customer Journey Mapping

Identify fixes for quick wins

Prototyping and piloting to prove viability

Detailed design and delivery

Differentiate on 1 or 2 things by journey

Make it surprisingly simple

Our competitors attempt to mimic our customer experience

Our staff proactively make customer-led improvements

Measurement & Prioritisation

The set of practices that let you quantify, prioritise and manage customer experience in a proactive and systematic way.

Start measuring Put a line in the sand

Understanding our CX Maturity

Top priorities from the Customer's point of view

Measure & compare to baseline

Link customer metrics to KPIs

Transactional NPS and Relational NPS

Constant measurement of key experiences

Defined plans for dealing with feedback

Moving from ZEROES to HEROES

Our customer feedback is a source of pride and opportunity for progress

Leadership & Culture

The set of practices that create a system of shared values and behaviours, which focus your employees on delivering a great customer experience.

Visible engagement of leaders

Give people reasons to believe in the cause

Clarify what customer-centred culture is to you

Empowering employees to think & resolve for the customer

Link career progression to the customer

Relentlessly communicate CX Principles

Cross-functional leadership

Recognising Heroes A core group of willing and motivated people.

Water cooler conversations are focused on positive customer stories

Our leadership link business goods to customer needs & values

Co-creation is King Time to collaborate

1-2 Big Changes Staff will NOTICE

Recognising customer-centric behaviour

Reinforce culture by talking about CX violations