



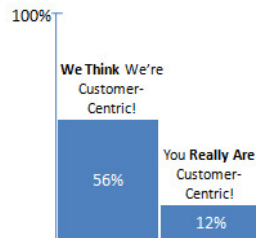
Employee Engagement in Customer Experience Management

Customized consulting services

Foster Company-wide Customer Centricity

While 56% of managers think they're customer-centric, only 12% of their customers agree.

81% of companies with strong capabilities and competencies for delivering customer experience excellence are outperforming their competition.



Internal Branding

- Involve employees enterprise-wide in understanding their own impact on the customer experience.
- Embrace complaints and constructive feedback as valuable warning signals: deploy closed-loop process.
- Align internal customer satisfaction activities with external customer experience priorities.
- Ensure consistent delivery of the brand promise.
How: processes, best practices, tools, workshops.

Stakeholder Engagement

- Implement customer-centric initiatives with shared vision.
- Build cross-organizational cooperation and involvement.
How: change management roadmap, tools, guidance.

Engagement Motivator Discovery

- Identify intrinsic motivators unique to your organization.
How: 10-minute online survey, group-specific reports.

Individual Perception Discovery

- Grasp others' perspectives as a 360-degree view.
- Build trust and manage expectations among everyone who receives deliverables from an individual.
How: 30-minute online self-survey, individual guidance.

Interaction Bridges

- Gain cooperation in stressful situations.
- Adapt to others' styles as needed for momentum.
How: workshop, tools, application.

Self-Reporting Team Recognition

- Spur energetic customer focus and stakeholder buy-in.
- Give teams tools to track progress and submit their own achievements per customer-centric categories and criteria.
- Expand constructive feedback and organizational learning.
How: Web interface, criteria, procedures, tools.

Customer-Focus Incentive Strategies

- Link compensation with desired customer outcomes.
- Prevent silo-focus, gaming, or coaching customers.
How: formula, sophistication roadmap, guidance.

Leading Indicator Dashboards

- Focus on actionable leading indicators.
- Cascade objectives and metrics for continuity.
- Focus on metrics levers for continual progress.
- Integrate real-time financial/operational/customer metrics.
How: evaluation, workshop, integrated online dashboard.

Holistic Decision-Making

- Improve customer-centricity in daily decisions.
- Clarify leverage points and the ripple effect of decisions.
- Manage inter-relationships: programs, groups, people.
How: workshop, diagrams, decision tables.

Customer Relationship Skills

- Improve listening, questions, and balanced open dialogue.
- Build trust, partnering, and influence.
How: workshops, 5-minute podcasts, application.