

November 2022

The Backbone of a Compelling CX Strategy

Four Critical Artifacts

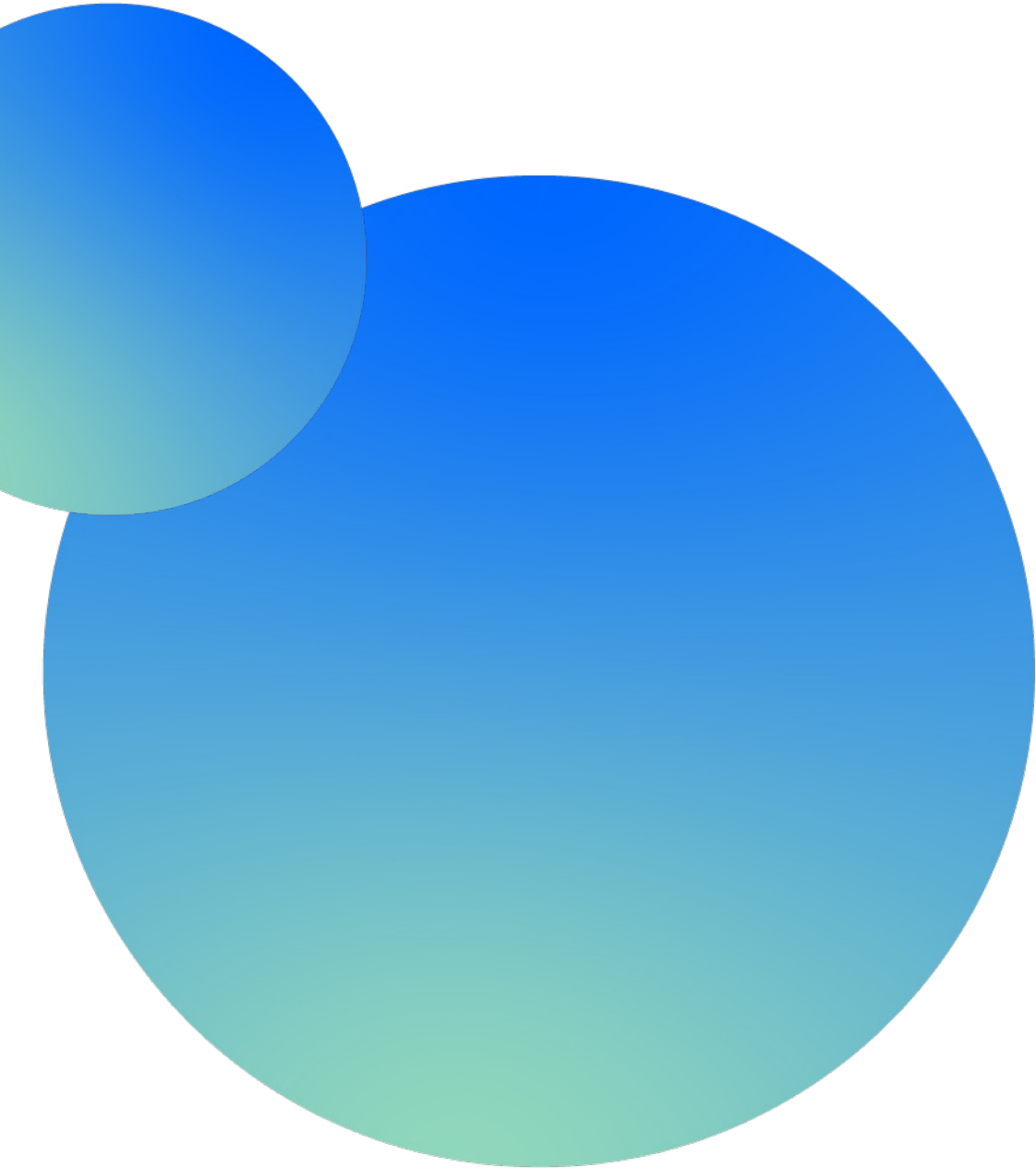
one north A TEKsystems Company

About me

Kathryn Kollett (Kat)

Director, CX Strategy
One North





TOPICS FOR TODAY

- What is a CX Strategy?
- Shaping and Sharing a CX Strategy
- **Four Critical Artifacts**
- CX Resources



WHAT IS A CX STRATEGY?

cus·tom·er ex·pe·ri·ence

\ 'kə-stə-mər\ \ ,ik-'spir-ē-ən(t)s\

noun

1. The **collection of interactions**, across channels, that support a customer in engaging with a company.
2. The **overall impression customers have** of a company based on their interactions over time, and **particularly based on engaging with their products or services, or with those supporting their products or services.**

BRAND

How do we **determine what we are known for** in the mind of the public?

CONTENT

How should we **share information to ensure success**?

USER EXPERIENCE

How should we **design customers' interactions with us**, particularly via digital channels?

CUSTOMER EXPERIENCE

How should we **shape the reality of engaging with us** and our offerings?

TECHNOLOGY

How do we **ensure availability, accuracy, and performance** for our offerings?

DATA

How can we **use data to assess and continually improve** our customer and user experiences?

Strategy @ One North



Strategy @ One North

CUSTOMER EXPERIENCE

*How should we **shape the reality of engaging with us and our offerings?***

A CX Strategy project answers questions like...

- How well are we currently meeting our customers' needs?
- What might we offer to better meet their needs and complement their processes?
- Are we making it as simple as possible to take advantage of our offerings and interact with us?
- Where do the biggest opportunities lie to engage our customers in new ways?
- How might we anticipate future needs and lead our industry, offering solutions to overlooked or accepted problems?
- Where are the biggest gaps in our internal processes and how might resolving them bolster our business?
- **Does the experience of interacting with us match our brand positioning?**

A CX strategy is a **vision and plan** to align the people, processes, and technologies needed to support a **seamless, supportive experience across touchpoints**, then **continually innovate and evolve** that experience.



Initiatives included
in a CX strategy

may not be

customer-facing

Great customer experiences are dependent on strong internal relationships and processes, integrated tools, and shared data.



 CX strategy
work is
not just for
customers

“CUSTOMERS”

- Customers
- Employees
- Recruits
- Partners
- Suppliers

While important in their own rights, each of these groups also has a very real impact on the experience our clients provide for their customers.

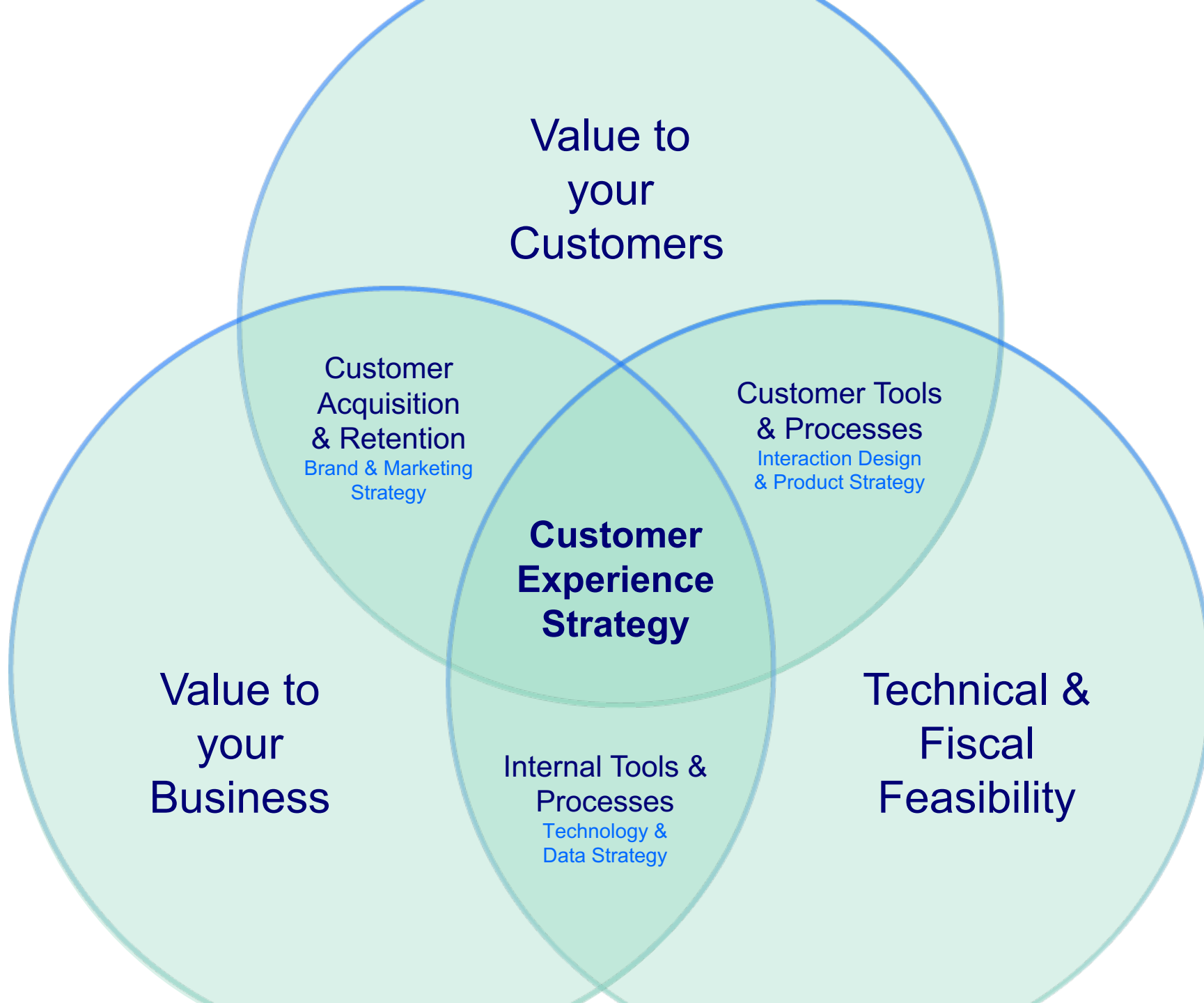
A **good** CX strategy is...

Grounded in the needs, and oriented to the lived reality, of customers

Centered on expanding and/or deepening a company's relationships with its customers

A natural and practical [enough] extension of a company's current offerings, services, and capabilities





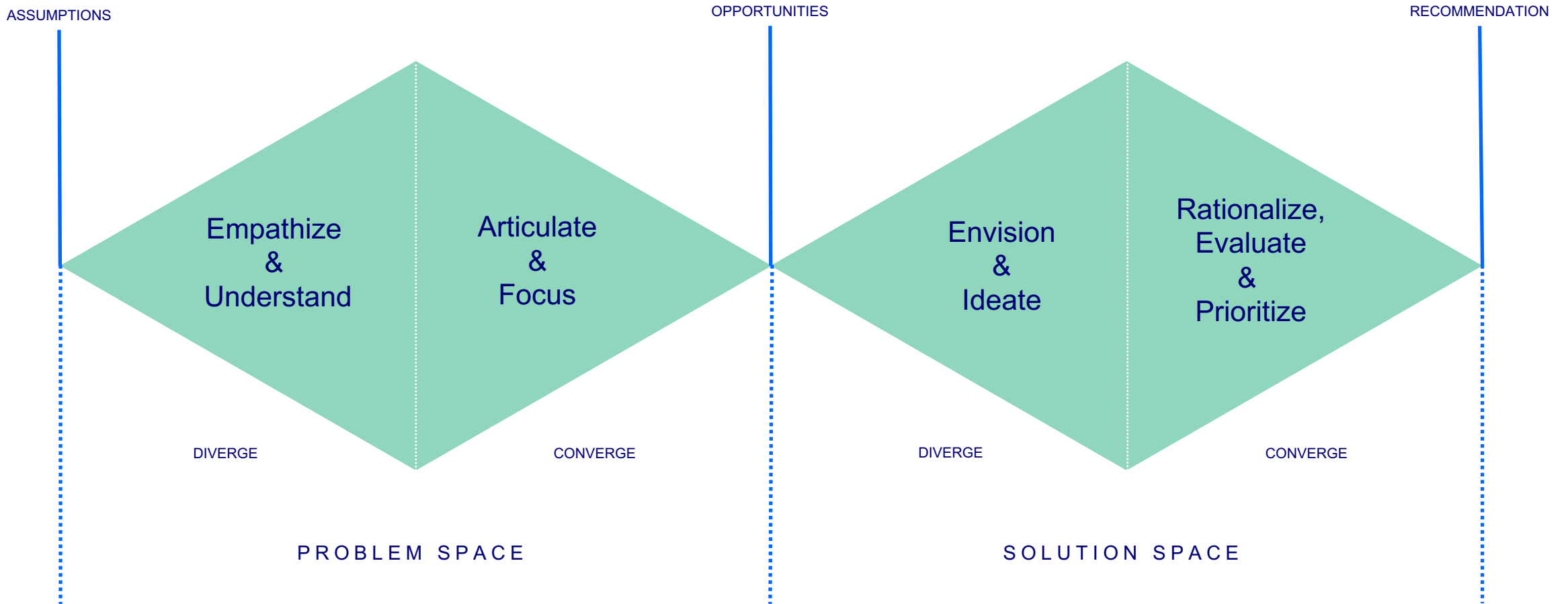
A **compelling** CX strategy is all of this, plus the **buy-in and momentum** needed to take the necessary steps to **bring it to fruition.**



SHAPING AND SHARING A
CX STRATEGY



Our approach is grounded in human-centered design

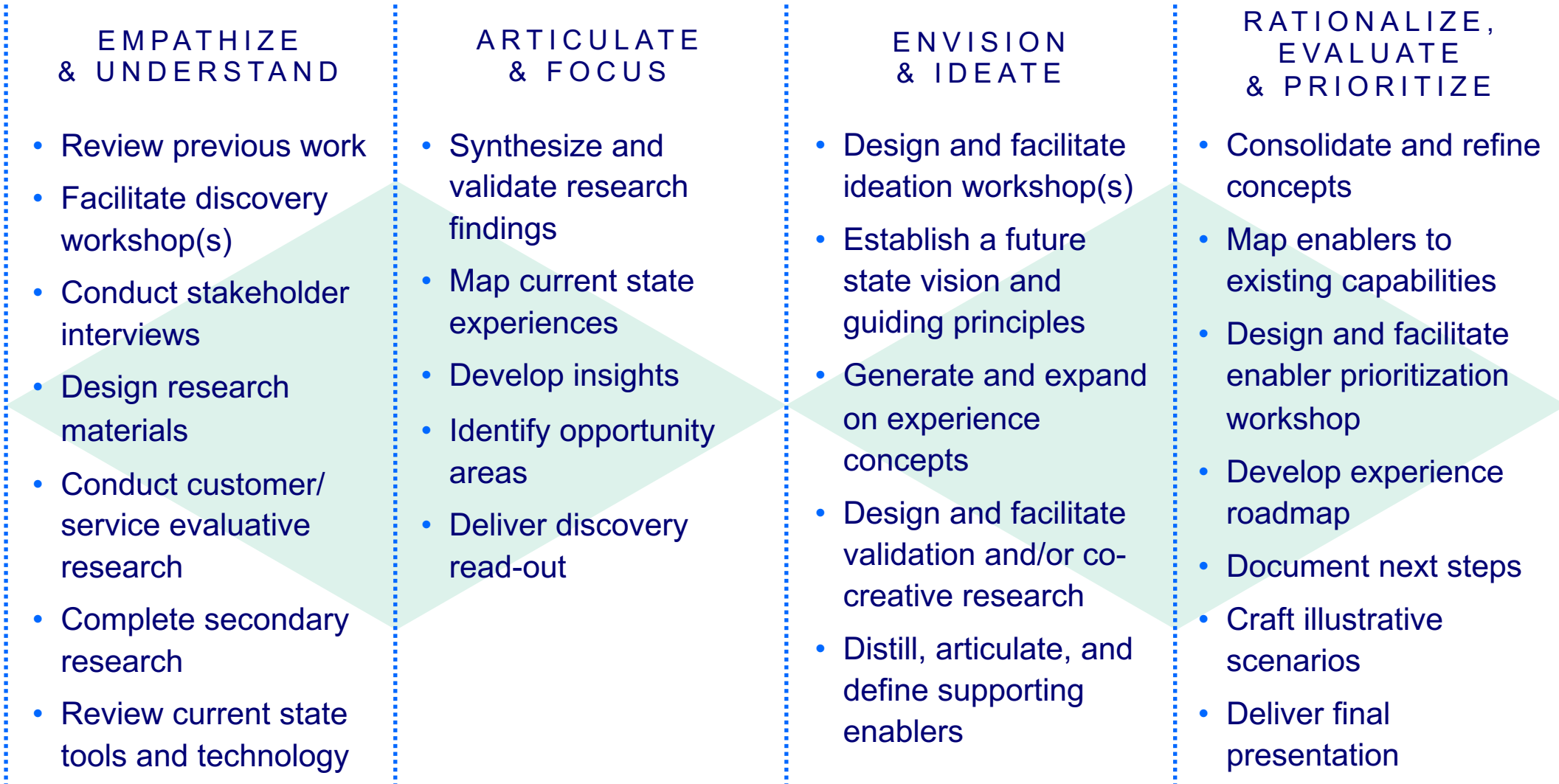


*What problems should we really be looking to solve?
Where are our biggest opportunities?*

*How might we best meet our customers' needs?
How might we build on what we have?
How might we interrupt old habits?*



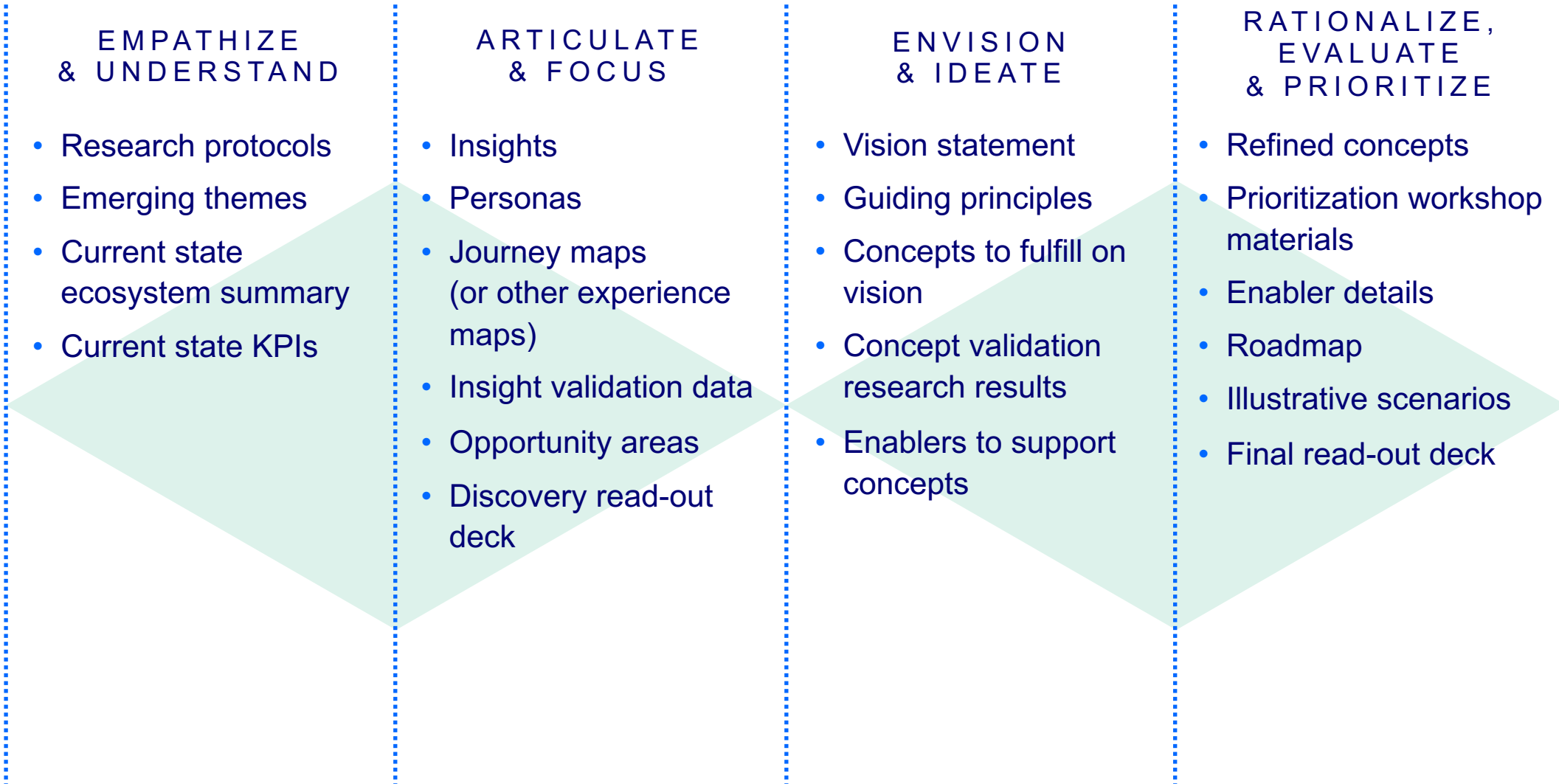
Our activities vary over the course of a project*



* We design each project to meet the needs of our client, including appropriate activities from these lists.



We produce a variety of artifacts and deliverables*



* We design each project to meet the needs of our client, including appropriate deliverables from these lists.



Four of these form the **backbone of a compelling CX strategy**

EMPATHIZE & UNDERSTAND

- Research protocols
- Emerging themes
- Current state ecosystem summary
- Current state KPIs

ARTICULATE & FOCUS

- **Insights**
- Personas
- **Journey maps** (or other experience maps)
- Insight validation data
- Opportunity areas
- Discovery read-out deck

ENVISION & IDEATE

- **Vision statement**
- Guiding principles
- Concepts to fulfill on vision
- Concept validation research results
- Enablers to support concepts

RATIONALIZE, EVALUATE & PRIORITIZE

- Refined concepts
- Prioritization workshop materials
- Enabler details
- Roadmap
- **Illustrative scenarios**
- Final read-out deck



FOUR CRITICAL ARTIFACTS



FOUR CRITICAL ARTIFACTS INSIGHTS



Insights are **distilled learnings that reveal fundamental**—and sometimes unexpected—**truths**.

They highlight the shared, human, lived experience of customers, and **surface opportunity areas or conflicts to be resolved**.



Insights are more than simple observations; they surface the “whys” that lie beneath human behaviors.



CX insights point to, customer needs, and why they matter to a client.



While insights can be identified through a variety of data, CX insights are **strongest when based in primary customer research.**

In speaking about their work and interacting with Complexico, widget resellers consistently touched on four themes.

- Logistics
- Support
- Innovation
- Community

Discovery Insights — Logistics | Support | Innovation | Community

Service Over Price

While price influences supplier choices, Complexico's **commitment to support for resellers and service providers** often outweighs this consideration.

“Our customers often ask for less expensive solutions, but we continue to recommend Complexico. For the quality, sure, but also because we know we have their support. They make serving our customers easier.”

– Medium Reseller, Oregon

“We do offer competing options, yes, but we always groan a little when we see an assignment that's not Complexico. We know when we get to the site, we'll be on our own.”

– Large Reseller, Nevada

complexico

Discovery Insights — Logistics | Support | Innovation | Community

Staying Up to Date Has Costs

Resellers are excited by the speed with which Complexico's offerings evolve, but find it **challenging to keep the wide variety of replacement parts needed to support their customers in stock.**

“Complexico's commitment to innovation is wonderful, but we can't keep up. I can only keep so many parts in our warehouse, and it just doesn't make sense to order ahead before a new offering has taken off. Unfortunately, that means my customers have to wait when they run into problems.”

– Small Reseller, California

“We have a handful of customers that are always asking for the latest and greatest, and we know in the back of our minds that we'll need to get ahead of their maintenance needs to keep them happy.”

– Large Reseller, Nevada

complexico



Clarifying their purpose

Insights **are**

- The building blocks of a **foundation for brainstorming ideas**
- Intended to reflect research participants' **underlying sentiments**
- “**Explanations**” **behind the themes** that have surfaced over the course of research
- **Qualitative** in nature

Insights **are not**

- Straightforward **observations or themes**
- A **true or complete reflection** of all of the products and/or services our client offers
- A reflection of participants' **priorities**
- **Recommendations or requirements** to be fulfilled
- **Quantitative** in nature



Benefits

- Help us **understand customers as whole people**
- Provide perspective on **how well offerings fit into their lives**
- Help **confirm or refute assumptions**—and **reveal hidden biases** we might have—related to customers
- Highlight **opportunities to provide something new or different** to deepen our relationships with them
- Provide **valuable input for shaping future work**



You only need to talk to about seven people to get enough input to surface reliable insights



If desired, insights can be validated at scale via surveys



Getting started

1

Take stock of your offering.

- What you say its value to customers is
- The ways you interact with them
- Your goals for your relationships with your customers

We generally gather this information through stakeholder interviews

2

Talk to your customers.

- Learn how your offerings and interactions support them
- Explore their concerns and goals

Develop a discussion guide for your conversation to ensure consistency and unbiased questions

3

Synthesize your findings.

- Surface themes related to needs and pain points
- Look for proof or lack of alignment with your customers' goals

Group and regroup findings as needed—true insights are in the in-between



FOUR CRITICAL ARTIFACTS JOURNEY MAPS



A CX journey map is a **visualization of the shared experience** customers have related to a company's offerings, from the **customers' point of view**.

Journey maps provide **rich narratives** around the **ongoing relationships** our clients have with their customers.



A journey map is **one kind of experience map**

EXPERIENCE MAPS:

- Journey maps
- Ecosystem maps
- Service blueprints
- Empathy maps
- Combinations of these

MAPS CAN REFLECT:

- Individual personas' experiences
- Current or future state
- End-to-end or focused experiences

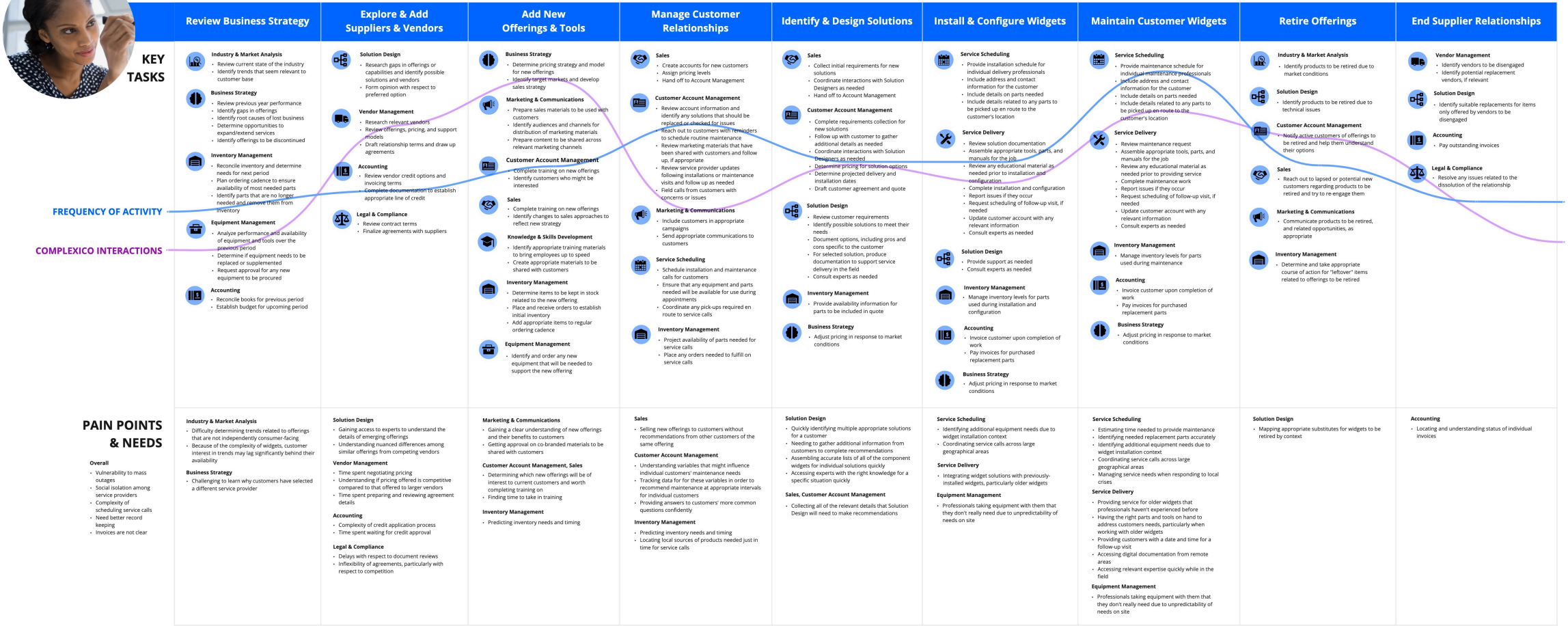


As for insights, we prefer to base journey maps on primary exploratory customer research—this research provides the information we need to **reflect customers' contexts.**

In action



SMALL COMPLEX WIDGET RESELLER & SERVICE PROVIDER JOURNEY



SMALL COMPLEX WIDGET RESELLER & SERVICE PROVIDER JOURNEY



KEY TASKS

Review Business Strategy
<p>Industry & Market Analysis</p> <ul style="list-style-type: none"> Review current state of the industry Identify trends that seem relevant to customer base <p>Business Strategy</p> <ul style="list-style-type: none"> Review previous year performance Identify gaps in offerings Identify root causes of lost business Determine opportunities to expand/extend services Identify offerings to be discontinued <p>Inventory Management</p> <ul style="list-style-type: none"> Reconcile inventory and determine needs for next period Plan ordering cadence to ensure availability of most needed parts Identify parts that are no longer needed and remove them from inventory <p>Equipment Management</p> <ul style="list-style-type: none"> Analyze performance and availability of equipment and tools over the previous period Determine if equipment needs to be replaced or supplemented Request approval for any new equipment to be procured <p>Accounting</p> <ul style="list-style-type: none"> Reconcile books for previous period Establish budget for upcoming period

Explore & Add Suppliers & Vendors
<p>Solution Design</p> <ul style="list-style-type: none"> Research gaps in offerings or capabilities and identify possible solutions and vendors Form opinion with respect to preferred option <p>Vendor Management</p> <ul style="list-style-type: none"> Research relevant vendors Review offerings, pricing, and support models Draft relationship terms and draw up agreements <p>Accounting</p> <ul style="list-style-type: none"> Review vendor credit options and invoicing terms Complete documentation to establish appropriate line of credit <p>Legal & Compliance</p> <ul style="list-style-type: none"> Review contract terms Finalize agreements with suppliers

Add New Offerings & Tools
<p>Business Strategy</p> <ul style="list-style-type: none"> Determine pricing strategy and model for new offerings Identify target markets and develop sales strategy <p>Marketing & Communications</p> <ul style="list-style-type: none"> Prepare sales materials to be used with customers Identify audiences and channels for distribution of marketing materials Prepare content to be shared across relevant marketing channels <p>Customer Account Management</p> <ul style="list-style-type: none"> Complete training on new offerings Identify customers who might be interested <p>Sales</p> <ul style="list-style-type: none"> Complete training on new offerings Identify changes to sales approaches to reflect new strategy <p>Knowledge & Skills Development</p> <ul style="list-style-type: none"> Identify appropriate training materials to bring employees up to speed Create appropriate materials to be shared with customers <p>Inventory Management</p> <ul style="list-style-type: none"> Determine items to be kept in stock related to the new offering Place and receive orders to establish initial inventory Add appropriate items to regular ordering cadence <p>Equipment Management</p> <ul style="list-style-type: none"> Identify and order any new equipment that will be needed to support the new offering

Manage Customer Relationships
<p>Sales</p> <ul style="list-style-type: none"> Create accounts for new customers Assign pricing levels Hand off to Account Management <p>Customer Account Management</p> <ul style="list-style-type: none"> Review account information and identify any solutions that should be replaced or checked for issues Reach out to customers with reminders to schedule routine maintenance Review marketing materials that have been shared with customers and follow up, if appropriate Review service provider updates following installations or maintenance visits and follow up as needed Field calls from customers with concerns or issues <p>Marketing & Communications</p> <ul style="list-style-type: none"> Include customers in appropriate campaigns Send appropriate communications to customers <p>Service Scheduling</p> <ul style="list-style-type: none"> Schedule installation and maintenance calls for customers Ensure that any equipment and parts needed will be available for use during appointments Coordinate any pick-ups required en route to service calls <p>Inventory Management</p> <ul style="list-style-type: none"> Project availability of parts needed for service calls Place any orders needed to fulfill on service calls

Identify & Design Solutions
<p>Sales</p> <ul style="list-style-type: none"> Collect initial requirements for new solutions Coordinate interactions with Solution Designers as needed Hand off to Account Management <p>Customer Account Management</p> <ul style="list-style-type: none"> Complete requirements collection for new solutions Follow up with customer to gather additional details as needed Coordinate interactions with Solution Designers as needed Determine pricing for solution options Determine projected delivery and installation dates Draft customer agreement and quote <p>Solution Design</p> <ul style="list-style-type: none"> Review customer requirements Identify possible solutions to meet their needs Document options, including pros and cons specific to the customer For selected solution, produce documentation to support service delivery in the field Consult experts as needed <p>Inventory Management</p> <ul style="list-style-type: none"> Provide availability information for parts to be included in quote <p>Business Strategy</p> <ul style="list-style-type: none"> Adjust pricing in response to market conditions

Install & Configure Widgets
<p>Service Scheduling</p> <ul style="list-style-type: none"> Provide installation schedule for individual delivery professionals Include address and contact information for the customer Include details on parts needed Include details related to any parts to be picked up en route to the customer's location <p>Service Delivery</p> <ul style="list-style-type: none"> Review solution documentation Assemble appropriate tools, parts, and manuals for the job Review any educational material as needed prior to installation and configuration Complete installation and configuration Report issues if they occur Request scheduling of follow-up visit, if needed Update customer account with any relevant information Consult experts as needed <p>Solution Design</p> <ul style="list-style-type: none"> Provide support as needed Consult experts as needed <p>Inventory Management</p> <ul style="list-style-type: none"> Manage inventory levels for parts used during installation and configuration <p>Accounting</p> <ul style="list-style-type: none"> Invoice customer upon completion of work Pay invoices for purchased replacement parts <p>Business Strategy</p> <ul style="list-style-type: none"> Adjust pricing in response to market conditions

Maintenance
<p>Service Scheduling</p> <ul style="list-style-type: none"> Provide installation schedule for individual delivery professionals Include address and contact information for the customer Include details on parts needed Include details related to any parts to be picked up en route to the customer's location <p>Service Delivery</p> <ul style="list-style-type: none"> Review solution documentation Assemble appropriate tools, parts, and manuals for the job Review any educational material as needed prior to installation and configuration Complete installation and configuration Report issues if they occur Request scheduling of follow-up visit, if needed Update customer account with any relevant information Consult experts as needed <p>Solution Design</p> <ul style="list-style-type: none"> Provide support as needed Consult experts as needed <p>Inventory Management</p> <ul style="list-style-type: none"> Manage inventory levels for parts used during installation and configuration <p>Accounting</p> <ul style="list-style-type: none"> Invoice customer upon completion of work Pay invoices for purchased replacement parts <p>Business Strategy</p> <ul style="list-style-type: none"> Adjust pricing in response to market conditions

FREQUENCY OF ACTIVITY

COMPLEXICO INTERACTIONS

PAIN POINTS & NEEDS

- Overall**
- Vulnerability to mass outages
 - Social isolation among service providers
 - Complexity of scheduling service calls
 - Need better record keeping
 - Invoices are not clear

<p>Industry & Market Analysis</p> <ul style="list-style-type: none"> Difficulty determining trends related to offerings that are not independently consumer-facing Because of the complexity of widgets, customer interest in trends may lag significantly behind their availability <p>Business Strategy</p> <ul style="list-style-type: none"> Challenging to learn why customers have selected a different service provider

<p>Solution Design</p> <ul style="list-style-type: none"> Gaining access to experts to understand the details of emerging offerings Understanding nuanced differences among similar offerings from competing vendors <p>Vendor Management</p> <ul style="list-style-type: none"> Time spent negotiating pricing Understanding if pricing offered is competitive compared to that offered to larger vendors Time spent preparing and reviewing agreement details <p>Accounting</p> <ul style="list-style-type: none"> Complexity of credit application process Time spent waiting for credit approval <p>Legal & Compliance</p> <ul style="list-style-type: none"> Delays with respect to document reviews Inflexibility of agreements, particularly with respect to competition
--

<p>Marketing & Communications</p> <ul style="list-style-type: none"> Gaining a clear understanding of new offerings and their benefits to customers Getting approval on co-branded materials to be shared with customers <p>Customer Account Management, Sales</p> <ul style="list-style-type: none"> Determining which new offerings will be of interest to current customers and worth completing training on Finding time to take in training <p>Inventory Management</p> <ul style="list-style-type: none"> Predicting inventory needs and timing

<p>Sales</p> <ul style="list-style-type: none"> Selling new offerings to customers without recommendations from other customers of the same offering <p>Customer Account Management</p> <ul style="list-style-type: none"> Understanding variables that might influence individual customers' maintenance needs Tracking data for for these variables in order to recommend maintenance at appropriate intervals for individual customers Providing answers to customers' more common questions confidently <p>Inventory Management</p> <ul style="list-style-type: none"> Predicting inventory needs and timing Locating local sources of products needed just in time for service calls
--

<p>Solution Design</p> <ul style="list-style-type: none"> Quickly identifying multiple appropriate solutions for a customer Needing to gather additional information from customers to complete recommendations Assembling accurate lists of all of the component widgets for individual solutions quickly Accessing experts with the right knowledge for a specific situation quickly <p>Sales, Customer Account Management</p> <ul style="list-style-type: none"> Collecting all of the relevant details that Solution Design will need to make recommendations
--

<p>Service Scheduling</p> <ul style="list-style-type: none"> Identifying additional equipment needs due to widget installation context Coordinating service calls across large geographical areas <p>Service Delivery</p> <ul style="list-style-type: none"> Integrating widget solutions with previously-installed widgets, particularly older widgets <p>Equipment Management</p> <ul style="list-style-type: none"> Professionals taking equipment with them that they don't really need due to unpredictability of needs on site

<p>Service Scheduling</p> <ul style="list-style-type: none"> Estimating Identifying Identifying Identifying Coordinating geographic Managing s crises <p>Service Delivery</p> <ul style="list-style-type: none"> Providing se professional Having the address cus working wit Providing cu follow-up vi Accessing d areas Accessing re field <p>Equipment M</p>

Clarifying their purpose

Journey maps **are**

- **Aggregate and abstracted maps** of customers' relevant activities
- **Customer-centric** and **context-specific**
- **Simplified** from a flow perspective
- **Expansive**—they include the entirety of the customer experience, whether supported directly by our client or not
- Meant to provide an **impression of the overall experience**
- Intended to illuminate customers' **collective needs, times of ease, and frustrations**

Journey maps **are not**

- **Specific representations** of individual customers' experience
- **Representative of all** customers
- **Comprehensive logs** of all customer activities and tasks
- **All the same** — they can be adapted to include the phases and information that is most helpful to an individual company, offering, or initiative
- Meant to communicate **requirements**



Benefits

- Provide **clear, simple references and shared understandings** of customers and their needs, particularly for complex journeys
- **Contextualize findings from research** to make them more readily actionable
- Serve as **critical input to design work** (UX, UI, service, etc.), ensuring that customers and their needs are kept in mind
- When produced across disparate customer groups, help **identify commonalities** and opportunities to **serve customers more efficiently**
- Offer stakeholders with a view across their organization and **highlight areas where divisions and departments are not collaborating effectively**



More expansive journey maps are more insightful. Understanding customers' needs while interacting with a company and during related activities reveals the most opportunities.



Getting started

1

Start with an assumed journey.

- Include your customers' activities and your own
- Note frustrations you're aware of
- Identify the questions you have

If you don't know what phases to include, start with the 5 Es

2

Talk to your customers.

- Ask about their processes
- Test your assumptions
- Get answers to your questions

If possible, have them show you what they do rather than tell you

3

Map your findings.

- Adapt your assumed journey to reflect the "truth"
- Translate activities and frustrations into customer needs

You may want to start fresh, using phases your customers talk about





FOUR CRITICAL ARTIFACTS
VISION STATEMENT



A CX vision statement **succinctly articulates the direction and purpose** of your efforts to evolve your customer experience.

It is an **internally-facing “north star”** used to provide context for initiatives.



Vision statements are often paired with Guiding Principles, which provide direction for realization of the vision



We sometimes produce multiple versions of a vision— a full, detailed version and a quicker catch-phrase



Vision statements are **agnostic** with respect to specific implementations—they are intended to **shape a future way of being** to serve customers.

In action

The future of Complexico is reinforced partnerships with widget service providers, delivering and supporting complex widget solutions for our shared customers with ease and foresight.

Making the complex feel simple.



Clarifying its purpose

A vision **is**

- An **over-arching narrative** to guide future work
- A way to **contextualize CX efforts** within an organization
- A **framing** for individual initiatives and lower-level strategies
- Written in the **future tense**


A vision **is not**

- A **tagline**
- A **brand strategy**
- A **positioning statement**
- A product or technology **recommendation**
- Intended to be **shared externally**



Benefits

- Provides a **focus and goal** for an organization without being attached to a specific implementation
- Serves as a **quick framing and reminder of priorities** as follow-up initiatives begin
- Informs both **shorter-term, incremental changes** and more **transformational innovation** work

The biggest  benefit of a vision is the **alignment** created through crafting it

Getting started

1

Gather input.

- Speak with internal stakeholders
- Ask about their proud moments serving customers
- Learn about their aspirations

This exercise is a great lead-in to ideation

2

Find common themes.

- Identify the “already great” to build upon
- Articulate common dreams for the future
- Note where themes align with customer needs and goals

At its best, this work will reveal the “heart” of a business

3

Distill the vision statement.

- Craft your sentence
- Collaborate with stakeholders to ensure they are aligned and see themselves in the vision
- **Edit liberally**

The thesaurus is your friend, but avoid \$1000 words





FOUR CRITICAL ARTIFACTS ILLUSTRATIVE SCENARIOS



Illustrative scenarios are **narratives that bring CX concepts to life.**

They bring shape and form to ideas that can feel abstract, and allow people to **imagine future-state customer experiences** clearly.

 CX concepts are ideas to create new customer experiences aligned with our findings and vision

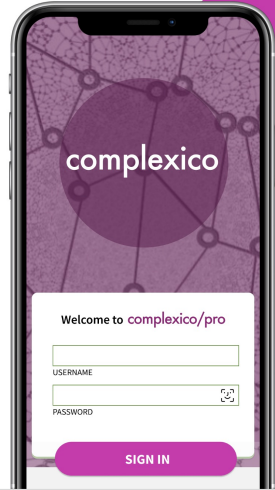
 Beyond story-telling, scenarios highlight initial implementation considerations

In action

The Future of Complexico Partnerships

Complexico/Pro is the **future state** of Complexico's support for their resellers/service providers.

Our scenarios are set **3 to 5 years from now**, when existing capabilities have been augmented and consolidated into a single digital experience.



complexico/pro Supporting Service Providers Working with Leading-Edge Solutions

Vanessa is notified that the tools she'll borrow and supplies she may need for her service call are ready for pickup.

She stops by the local Complexico distribution center on her way to her appointment.

She'll only be charged for the supplies she uses.

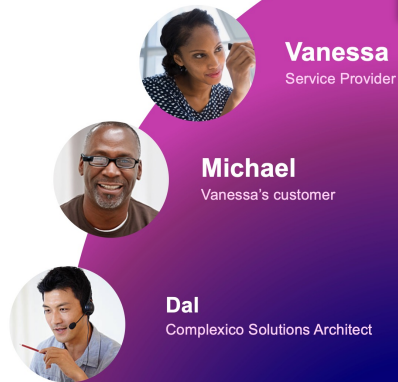


- Customer & Solution Profile
- Widget & Configuration Recommendations
- Work Planning & Scheduling
- Knowledge Base & Support
- Complexico Partnership

complexico/pro

Supporting Service Providers Working with Leading-Edge Solutions

Complexico provides comprehensive support to Service Providers as they begin supporting newly-emerging widget solutions, from tools and supplies to expertise.



- Customer & Solution Profile
- Widget & Configuration Recommendations
- Work Planning & Scheduling
- Knowledge Base & Support
- Complexico Partnership

complexico/pro Supporting Service Providers Working with Leading-Edge Solutions

While trying to fix the issue with Michael's widget configuration, Vanessa runs into a problem.

Having tried without success to follow the trouble-shooting guide, she requests support.

Dal is on the line in moments, and helps her through the issue.



- Customer & Solution Profile
- Widget & Configuration Recommendations
- Work Planning & Scheduling
- Knowledge Base & Support
- Complexico Partnership



Clarifying their purpose

Illustrative scenarios **are**

- An **imagined possible future**
- Intended to **showcase innovative experiences** that support a CX vision
- Crafted to **bring life to concepts** recommended as part of a CX strategy
- In some cases, **dependent upon enablers that are yet to be built**
- Designed to **inspire and build momentum** around next steps
- **Directional** in nature

Illustrative scenarios **are not**

- A representation of “**real**” **functionality**
- Reflective of a **complete design** solution
- Meant to communicate **requirements**
- Limited to functionality that can be **immediately or easily implemented**
- Necessarily **digital solutions**
- **Prescriptive** in nature



Benefits

- **Communicate concepts quickly** through contextual stories rather than descriptions
- **Make the abstract “real,”** particularly for people who will be affected by implied changes
- **Build buy-in** for follow-up initiatives among stakeholders
- Provide **exciting socialization materials** to share internally
- Allow teams to **“jump start” design processes** and get feedback as part of initial, closer explorations



Illustrative scenarios can be produced in a **variety of formats:**

- Slides
- Video
- Script
- Installation
- Story boards
- Mood boards



Getting started

1

Create an outline.

- Identify key benefits of the future CX to be communicated
- Establish characters and a core storyline
- Weave in critical concept elements

Use multiple scenarios to paint the whole picture

2

Develop and edit storyboards.

- Add details to make your story relatable and human
- Simplify—keep only what’s necessary
- Note the kinds of illustrations that will best serve each “frame”

Make sure the details feel “real” to your intended audience

3

Add design.

- Source or create imagery
- Develop simple wireframes, if relevant
- Pull everything together visually

Scenarios also offer an opportunity to highlight culture— be mindful



A FEW QUICK FOOTNOTES



Experience artifacts are living documents

They **are**

- **Meant to be adapted/updated** as additional information and feedback are collected

They **are not**

- **Permanent, unchangeable, or enduring** for their own sake

CX strategy work is not just for customers

“CUSTOMERS”

Customers

*How do we ensure that the **experience we offer is aligned with our customers' needs and expectations**, and that they feel great about our partnership?*

Employees

*How do we ensure that our **employees have the resources they need to contribute their best possible work**, know they are making a difference, and feel appreciated?*

Recruits

*How do we ensure that we can **attract the best possible employees** to our organization?*

Partners

*How can we support our partners in **delivering an excellent customer experience**, both for our benefit and theirs?*

Suppliers

*How can we **make it as easy as possible for suppliers to sell their products to us** and through us, and become a preferred customer of theirs?*

While important in their own rights, each of these groups also has a very real impact on the experience our clients provide for their customers.



Getting started with CX strategy

1

Plan and complete some discovery work.

Start with what you have, but make sure you also have qualitative data. Get curious about your customers and spend some time with them.

Explore what you don't know that you don't know.

2

Consider engaging a third party.

It can be helpful to have someone from outside your organization support you in CX work. They can focus on this work, they bring expertise and, most importantly, they bring perspective that you most likely can't.

Third parties will **question assumptions you're not aware are assumptions.**



QUESTIONS?

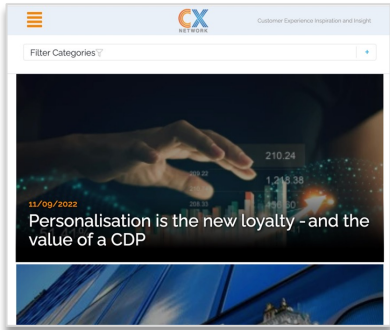


RESOURCES



Further reading

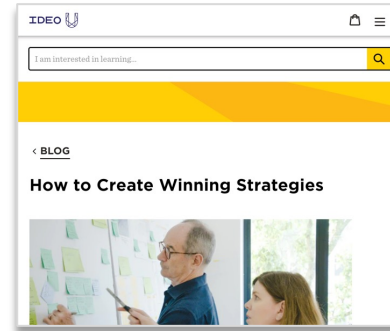
CX Network



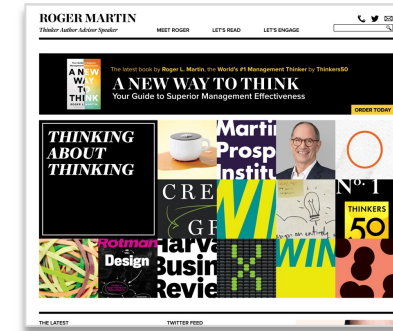
McKinsey



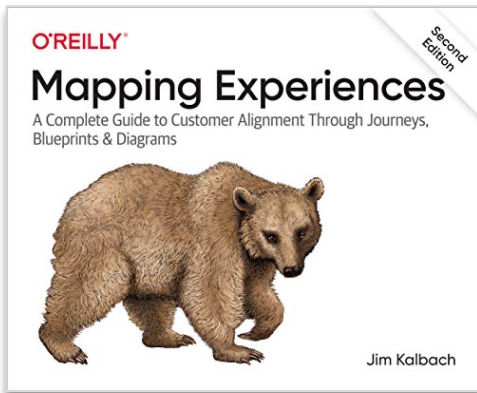
Ideo



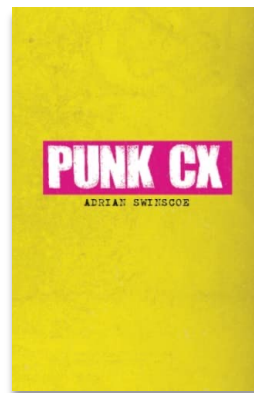
Roger Martin



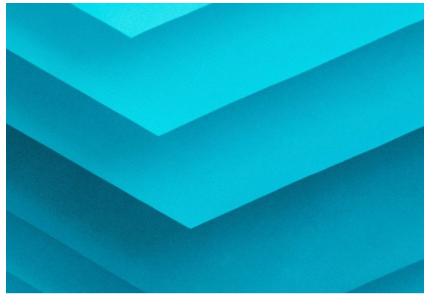
A classic



Just caught my attention...



From One North



BRAND / 3 MIN

CX strategy—Relationships all the way down

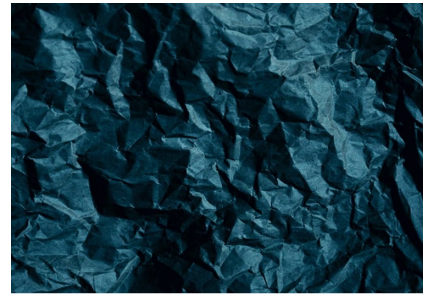
by Kat Kollett



USER-CENTERED DESIGN / 3 MIN

It takes two to tango: Keeping in step with customers—and your brand

by Kalev Peekna, Kat Kollett



B2B MARKETING / 5 MIN

B2BxCX—Common Challenges and Recommendations (Part 1)

by Kat Kollett



MARKETING TECHNOLOGY / 5 MIN

B2BxCX—Common Challenges and Recommendations (Part 2)

by Kat Kollett



MARKETING TECHNOLOGY / 4 MIN

B2BxCX—Common Challenges and Recommendations (Part 3)

by Kat Kollett

Subscribe to One North

If you found this webinar valuable, be sure to subscribe to our newsletter to keep up with future insights and events around CX and other relevant topics.

onenorth.com/subscribe/

Sign up for our newsletter



Thank you.

One North is a full-service digital agency creating experiences that perform, evolve and inspire. Unlike traditional agencies, we stitch together a deep level of expertise across disciplines so that we can do the work of multiple teams. With capabilities in brand and communications, digital experience, technology and infrastructure, and optimization and insights, our designers, strategists and technologists can take on any challenge. We deliver the human element to digital so that your big ideas come to life. One North is a TEKsystems company.

onenorth.com



in

one north A TEKsystems Company

one north

A TEKsystems Company