

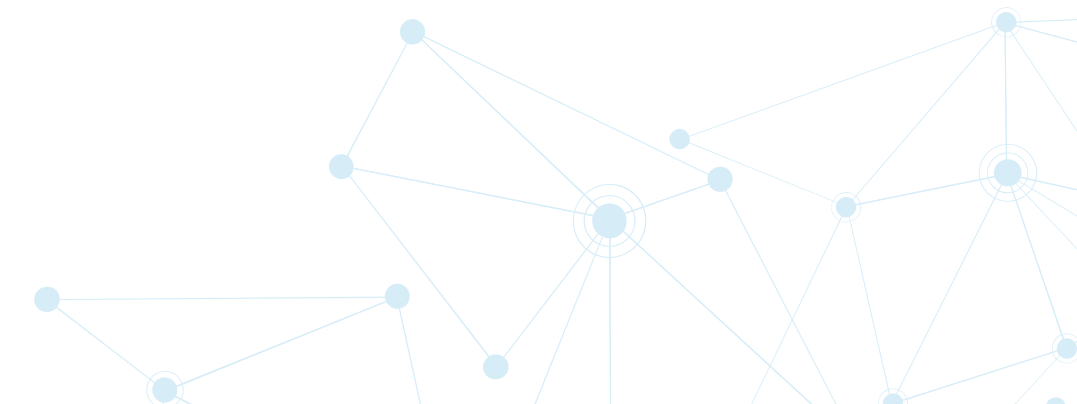
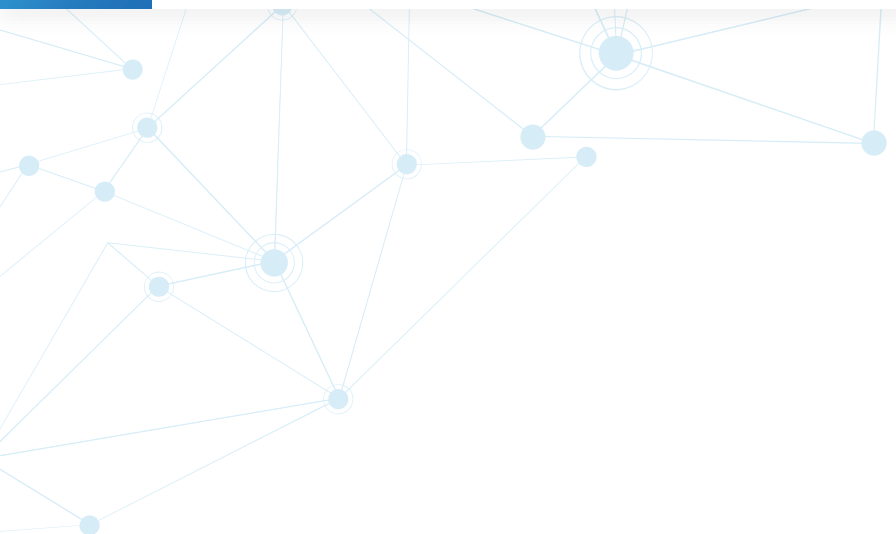


Voice of the end Customer DIH 2020

Claire Mammerickx, CCXP
CX Manager, Prodware

CXPA | Customer Experience
Professionals Association™

81%



Customer Experience (CX)

is the perception that customers have, feel and remember of their interactions with your organization over the entire duration of the relationship.

Customer Centricity

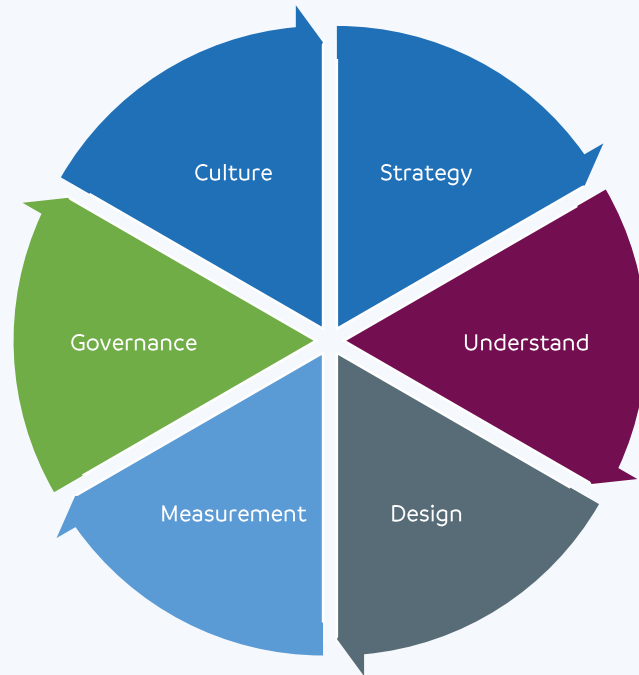
Putting Customer Focus at the heart of **everything** you do
In order to achieve
Customer satisfaction and **loyalty**

POWER OF

EMOTION

CX Concepts

Great customer experiences don't happen by accident



Maturity Path of Customer Experience

innovate

Exceed Expectations

Make Revenue

Differentiated Experiences

Intentional Experiences

- Think and act "customer"
- Easy to do business with
- Brand Promise delivered
- Fixes customers' mistakes

Save Money

Minimum Expectations

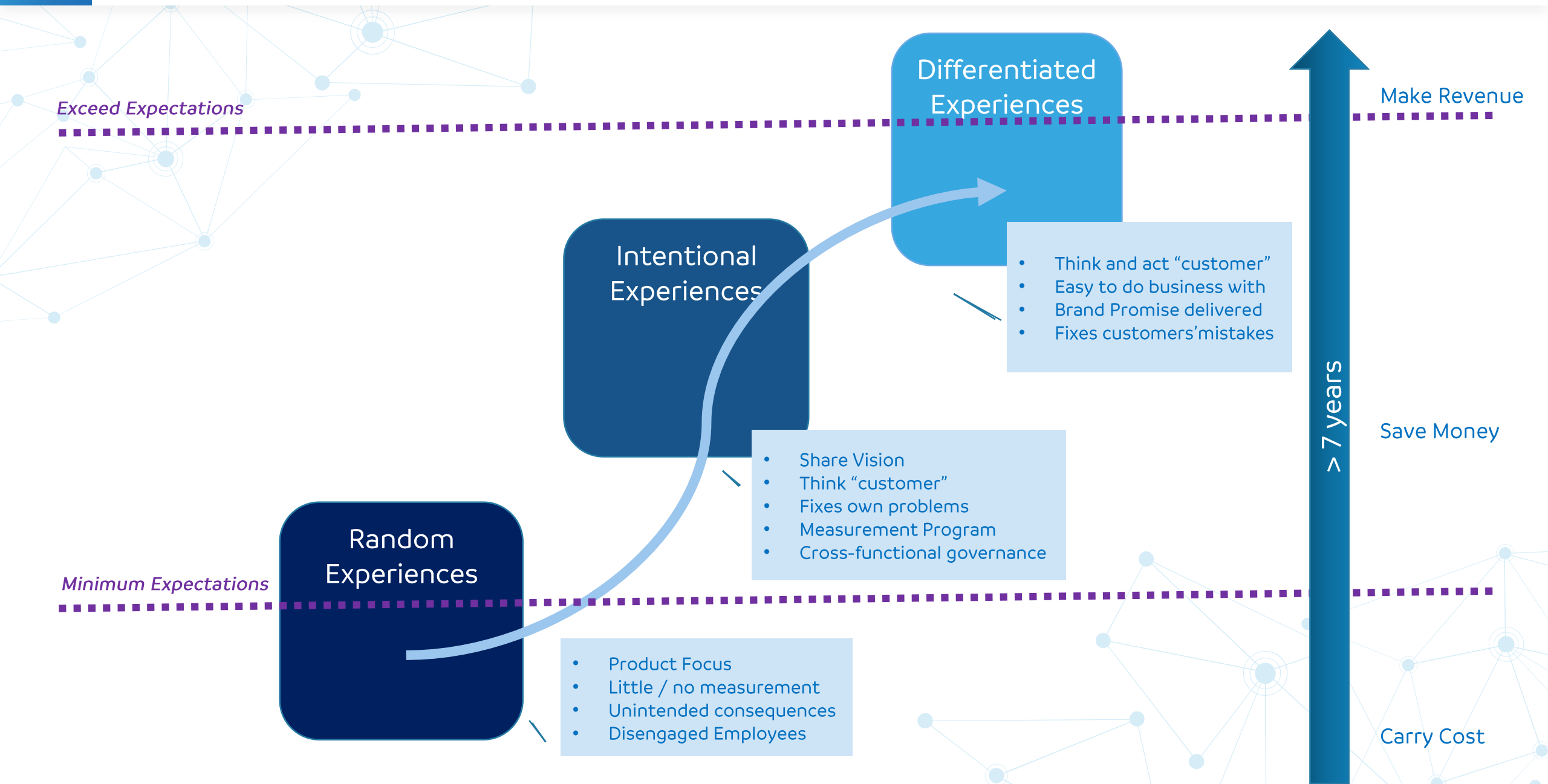
Random Experiences

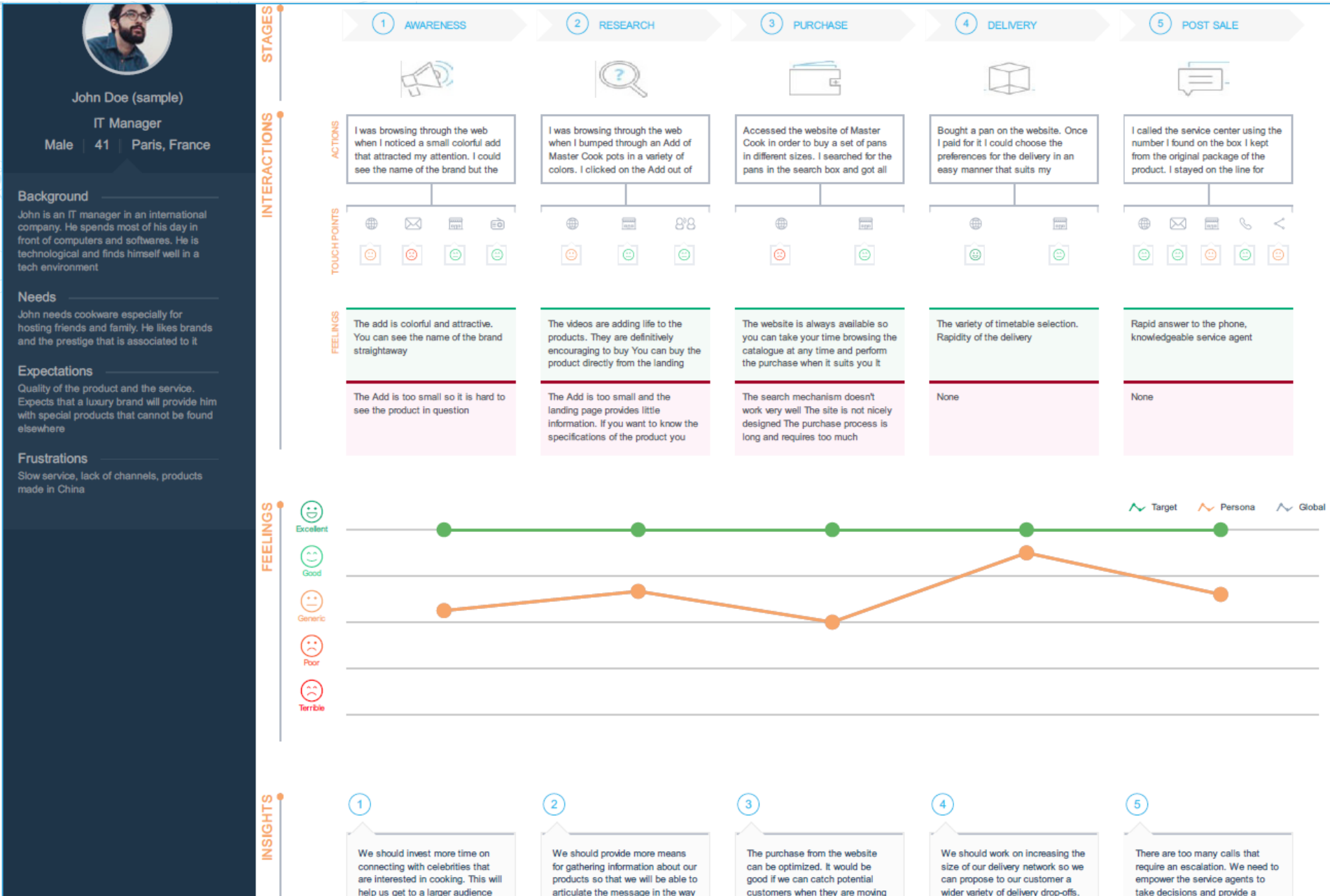
- Share Vision
- Think "customer"
- Fixes own problems
- Measurement Program
- Cross-functional governance

> 7 years

- Product Focus
- Little / no measurement
- Unintended consequences
- Disengaged Employees

Carry Cost





Surveys

- CSAT: Satisfaction Surveys

- NPS



- CES: Customer Effort

LIMITATIONS



Are you in touch with your end customers ?



Response rates decline globally

NPS limitations



Qualitative Researches

Conducting ethnographic research



Customer interviews



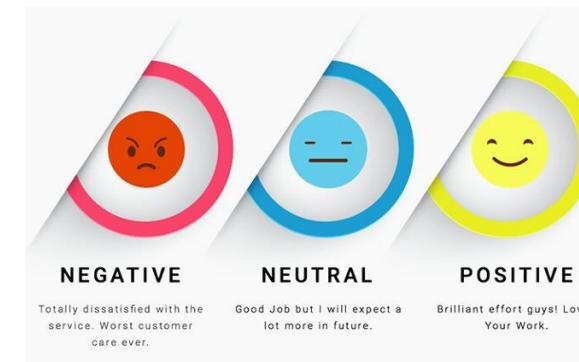
Diary studies

VOE: Voice of the employees



Employees feedback

Mining unsolicited customer feedback



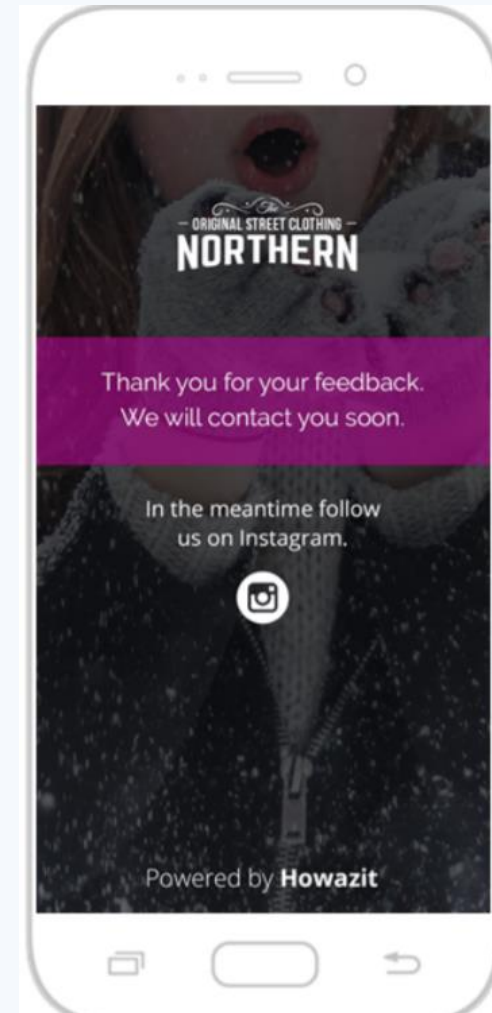
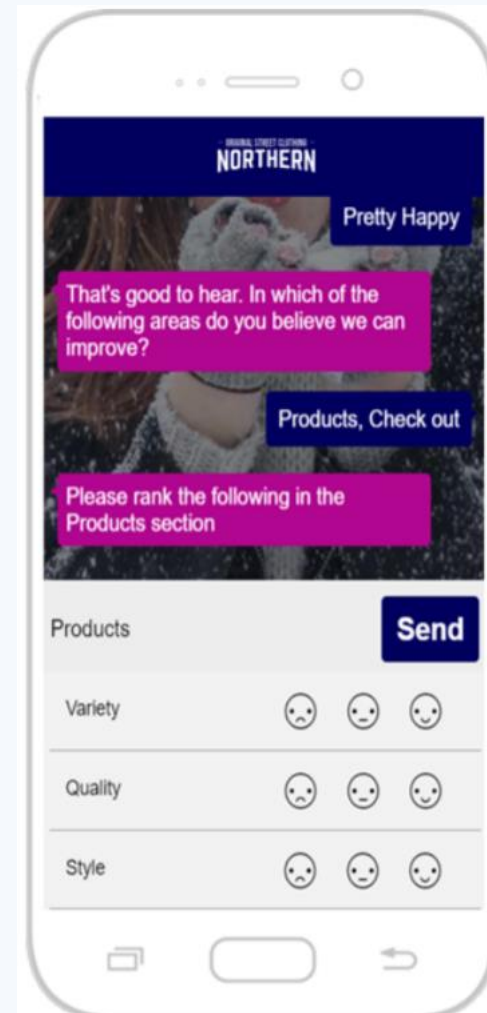
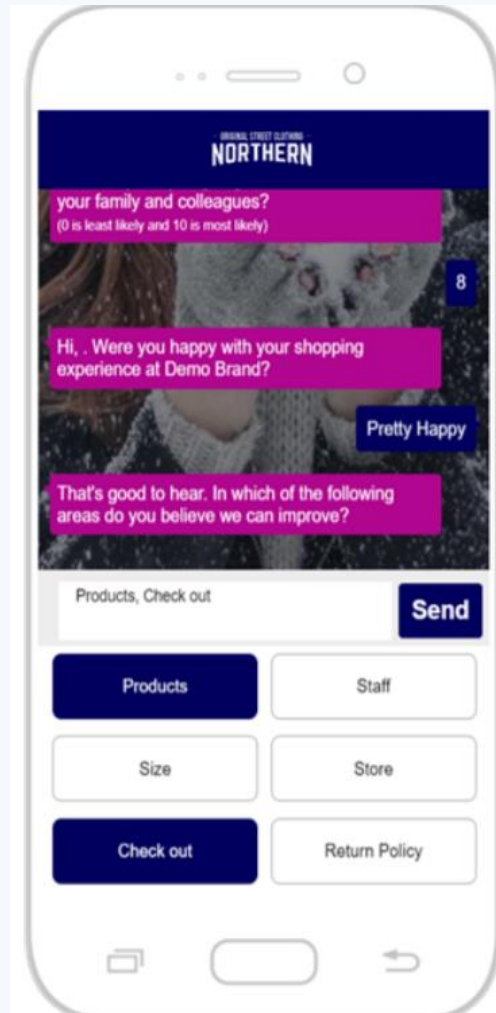
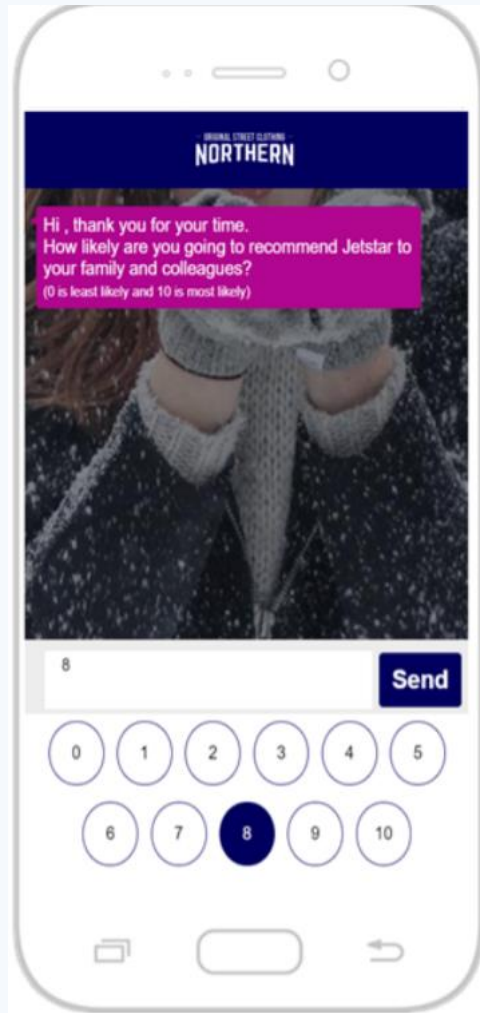
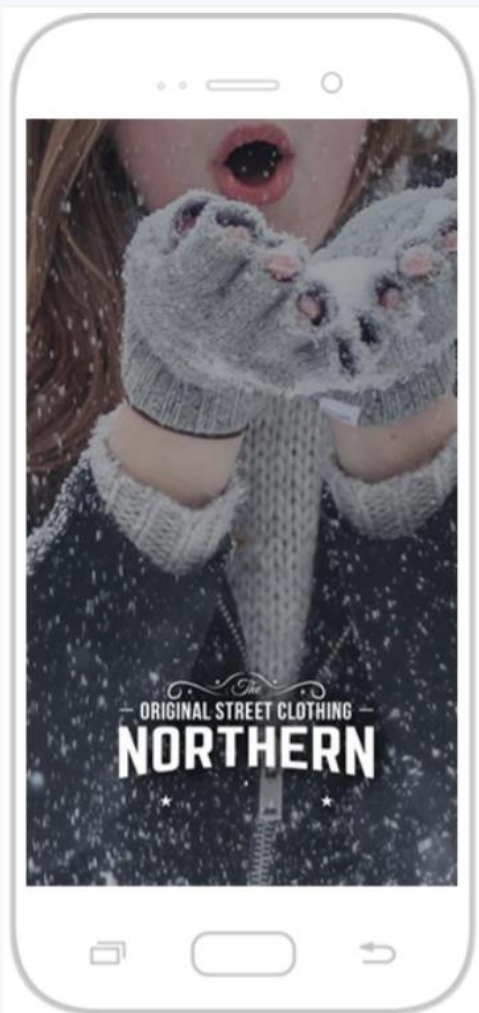
Sentiment analysis

Your Ecosystem

Don't fail to meet the whole picture



Howazit



Integrated with Dynamics 365

The screenshot displays the Dynamics 365 interface for a user named Javier LOPEZ. The dashboard is titled "Tier 2 Dashboard" and shows data for "This Quarter 01/01/2019 To 31/03/2019".

Active Cases: A list of cases with filters for "5" and "Modified On".

Priority	Subject	Status
Normal	Roy Fisher	In Progress
HR	Howazit Roy Test	In Progress
Normal	Javier LOPEZ	In Progress
Normal	Incident with the service	In Progress
Normal	Javier LOPEZ	In Progress
ew	example with email	In Progress

Cases By Priority: A donut chart showing 5 cases in the "Normal" category.

Cases By Product: A chart showing "(blank) (5)".

Case Mix by Incident Type: A bar chart showing 5 cases for "Count:All (Case)" and "(blank) Subject".

Other Queues and Views: A grid of four cards:

- My Active Cases: 2 (Filtered)
- My Resolved Ca...: 0 (Filtered)
- My Activities: 17 (Unfiltered)
- My Phone Calls: 0 (Unfiltered)

A red arrow points to the "Dashboards" option in the left-hand navigation menu.



Wrap up



Organisation Layers

The Organisational 'Layers' of Customer Experience

Layer 1
Customer
Journeys



Start Here !

Layer 2
Business
Processes



Align with this

Layer 3
Technology



Connect at the end