

Fall 2019 CXM Best Practices Symposium

Customer Feedback and Continuous Improvement Breakout Session Presentation Descriptions

- Nancy Flowers - Hagerty (Vice President - Member Experience)
Measuring the Moments that Matter
As Client Experience (CX) experts we often fall into measuring everything – we crave insights and want to know how we are delivering on every touchpoint, every transaction, and every moment we interact with a client. While this approach is understandable, it is often how we create noise, complicate our Voice of the Client (VoC) programs and lose our audience. This session explores Hagerty’s approach to identifying the moments that matter and the journey to develop a VoC program around them. CX experts can benefit from this approach- by simplifying their CX life and gaining more buy-in from the business.
- Jill Katic - Barton Malow (Senior Director - Continuous Improvement)
Baby Steps Mark the Path to Continuous Improvement
Collecting customer feedback is an important element on the path to continuously improve a business. Barton Malow, a large construction company with a vast variety of clients and projects uses an NPS approach to engage multiple customer stakeholders on each project. There is not a single path to continuous improvement, rather we are all on our own journey and need not be experts to reveal success. Join us for a discussion on a continuous improvement framework that integrates the customer, innovation and standardization and the role of culture, collaboration and open-minded leadership in paving the path.
- Jeremy Burek - Starbucks (Director - Customer and Partner Care Operations)
Starbucks Social Care Team - Scrubbing Social Media Sites and Providing Solutions
Starbucks Social Care Team provides traditional customer care support via social channels. Utilizing primarily Twitter, Facebook and Instagram, the team publicly engages and takes customers offline in direct messages to resolve whatever issues the customer may have. With thousands of mentions each day, this session explores how Starbucks Social Care Team leverages people and technology to manage a high volume of actionable customer issues that require a response from Starbucks and how issues are typically resolved.
- Tyler Saxey - Footlocker (Director - Customer Experience)
Building a World-Class CX Structure and Continuous Improvement
Empowering your organization for success starts with identifying where the biggest opportunities for improvement lie. Organizations must establish a structure that allows their customers to provide feedback at any interaction, and then use that information to quickly make decisions that will have a direct benefit to their customers. This session will concentrate on best practices for doing so for companies on all levels of the CX spectrum to build and sustain momentum within your organization.

- Xavier Quenaudon (Senior Vice President) - Burke, Inc.

Designing a Holistic CX Management Program

Embarking on or revamping a Customer Experience Management Program sounds exciting, but it may require a bit more preparation and planning than might be expected. While, unlike 20 years ago, no one questions the relevance and need for making the “Voice of the Customer” an integral part of an organization’s strategic imperatives and vision, it is vital to approach such programs from a broad and deliberate perspective – to ensure that the organization will be able to maximize its investment in its CXM Program. For instance, how ready is our organization to embrace the CXM program? If it is, then where do we start? What do we need to measure – and why? What do we measure first? How do we measure it? How will we use the results? How do we ensure the information we capture across our CXM Program is aligned with other data points and data streams – including financial performance?

- Michael Allenson (Co-Founder) - Xpedition

Addressing the Root Causes of Why Customer Experience is Not Improving

According to Forrester CEO George Colony, CX as an industry is flatlining, in part because the traditional solutions are failing to deliver the promised results. The current solutions in the CX industry focus heavily on customer feedback and closed loop processes. Addressing underlying root causes and proactive experience improvement which depends on collaboration across companies’ employees, brand, product and digital solutions have been more challenging. Xpedition has created the XM Vitality framework, which broadens thinking around CX to experience management (XM) which incorporates employee (EX), brand (BX), product (PX), and digital (DX) experience, along with CX to understand the success formula for continually delivering differentiated experiences.

This session will feature benchmark data that shows the validity and power of this new framework, as well as a panel discussion with several CXM@MSU member organizations that participated in an XM Vitality assessment.

- John Joba (Analytics Translator) and David Robbins (Account Strategist) - Gongos, Inc.

Good, Better, and Best: Three Ways to Calculate the ROI of CX Initiatives

Customer Experience is at a tipping point. Despite increasing investment in measurement platforms, executives still struggle to demonstrate the impact to the bottom line—and the value these bring to customers and the organization as a whole.

In this presentation, we will equip you with three models that can be implemented at any stage of CX maturity to link program spend directly to your organization’s key financial outcomes:

- Leverage external information and analyze “back of the envelope” calculations when financial data such as customer spend is in short supply.
- Derive more precise ROI calculations directly tied to company profitability, utilizing a measurement system and steady stream of financial data.
- Broaden your understanding of CX’s impact on the business by linking customer feedback across touchpoints to future growth through the Customer Equity framework.

- Rogerio Monteiro (Global Chief Client Officer) - Worthix

Understanding Decision Drivers Beyond CSAT and NPS

Around the globe, decision-makers are beginning to question whether net promoter score (NPS) and customer satisfaction (CSAT) can truly explain customers' decisions and predict earnings. The market has recently seen many successful companies tragically closing their doors, despite these scores being at an all-time high. So, why does this happen? Why don't 'satisfied' customers equal profitable businesses? While satisfaction and recommendation metrics do a great job gauging customers' emotional connection to brands, they do not explain the most important decision of all: to buy— or not. Join us while we discuss how companies can survive the experience economy by harnessing the power of A.I. to understand customer decisions.