Grow CX ™

Customer Experience Advisory

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GROW revenue and operational excellence with CUSTOMER EXPERIENCE

Organizations today require a robust Customer Experience and Customer Success strategy to maintain and increase market share and profitability – or be left behind.

Why choose Grow CX? We have multinational experience rolling out CX initiatives with Industry 4.0 technologies, leading to increased EBITDA and decreased customer churn.

Our Approach

The fix is never easy, until it is.

"Happy customers pay their bills and return to buy again"
-Gilbey

Learning

Whether you are starting out fresh or already down a CX path, we begin with a holistic view of CX – what exactly is it? Let's create good CX habits from the outset with a shared view of a better future and a robust CX mindset.

"Brands that optimize CX increase revenue 10-15% and lower costs 15-20%"
-McKinsey

Discovery

We deep dive with your teams in groups and 1-on-1 to uncover the current state and shine a light on what is possible. Employees are typically the first and best source of discovery. We also speak directly with a few customers.

"Companies with engaged employees outperform competitors by 147%"
-Forbes

Roadmap

After the Learning and Discovery phases, we return a roadmap with clear and practical suggestions for next steps. If you are happy with our work, we can continue in an Advisory capacity to implement CX improvements.

"CX Leaders grow revenue 12% faster than CX Laggards"
-Forrester

We can work independently or supplement your internal teams and vendors
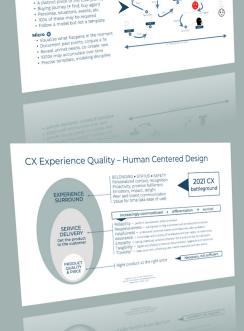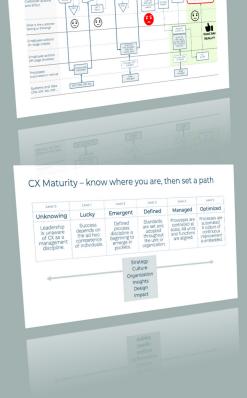**PROJECT-BASED, LONG-TERM, OCCASIONAL SOUNDING BOARD**

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Themes that anchor our approach to Customer Experience

CX Competencies	➤	STRATEGY • CULTURE • ORGANIZATION • INSIGHTS • DESIGN • METRICS
Journey Mapping	➤	Irrefutable visualization of what your customers see, think, and feel
Process Discipline	➤	Existing operational metrics can be improved through the lens of CX
Data Architecture	➤	Your CX ambitions are accelerated or impeded by your data strategy
Depth and Breadth	➤	Practical experience in sales, marketing, operations, and transformation
The Goal is Growth	➤	CX is all about creating happy customers and putting cash in the bank

CX Competencies

STRATEGY
Describe the intended experiences
Align with overall business strategy
Consistent with brand promise
Data: P&L, operative, compliance
Communicate to the organization
Change management

CULTURE
CX Code of conduct
Employee experience
Employee engagement
Recruitment and training
Diversity and inclusion
Agility, transparency, candor

ORGANIZATION
Adoption and accountability
Organizational structure
Right people right seats
Process management
Cross-functional silos
CX governance model

INSIGHTS
Voice of customer (VOC)
Customer effort, satisfaction
Always-on listening, social media
Structured vs. unstructured data
Customer needs from verbatims
Root cause analysis

DESIGN
Experience design & improvement
Design the experiences you want
Co-create with customers/partners
Turn insights into prioritized action
Detractor, Passive, Promoter plan
Use of appropriate technology

IMPACT
Metrics, measurement, KPI, ROI
Experience quality framework
Use of data, fact-based decisions
Closed-loop feedback
Communicate metrics and results
Prioritize $-producing CX actions

CX Journey Maps

Macro →
• End-to-end "helicopter" view
• A mile wide, an inch deep
• 10s of these are needed
• No template, anything goes

Segment →
• A distinct piece of the total journey
• Buying journey (≠ find, buy again)
• Personas, situations, events, etc.
• 100s of these may be required
• Follow a model but not a template

Micro ⊙
• Visualize what happens in the moment
• Document pain points, conjure a fix
• Reveal unmet needs, co-create new
• 1000s may accumulate over time
• Precise template, modeling discipline

Journey Map Example - Service Blueprint

Customer Experience Data Strategy

Is your CX Advisor fluent with:
✓ Data governance
✓ Data security/privacy (GDPR)
✓ Information architecture
✓ IT systems
✓ Data processes
✓ Data quality
✓ Data cross walks
✓ Data lifecycle management
  • create
  • maintain
  • delete

Types of data in an organization:
• **Unstructured** – emails, articles, social
• **Transactional** – sales, tickets, operational
• **Metadata** – data about data, data type
• **Hierarchical** – relationships with other data
• **Master Data** – critical nouns of a business
  ○ People – customer, vendor, employee
  ○ Things – product, part, asset
  ○ Places – location, GPS coordinates
  ○ Concepts – warrantee, segmentation
• **Reference Data** – zip codes, industry codes

CX Experience Quality – Human Centered Design

BELONGING • STATUS • SAFETY
Personalized contact, recognition
Proactivity, promise fulfillment
Emotions, impact, delight
Peer and brand communication
Value for time (aka ease of use)

2021 CX battleground

increasingly commoditized ← differentiation → survival

Reliability – perform as expected, when promised
Responsiveness – willingness to help customers and provide prompt service
Helpfulness – understand customer needs, solicit objectives, solve problems
Assurance – knowledge and courtesy of employees and their ability to inspire trust
Empathy – caring, individual, personal attention the brand provides its customers
Tangibility – digital and physical presence, documentation, appearance of personnel
"Covidity" – keep pace with unfolding public health measures and new norms

EXPERIENCE SURROUND
SERVICE DELIVERY — Get the product to the customer
PRODUCT QUALITY & PRICE — Right product at the right price

Necessary, not sufficient

CX Maturity – know where you are, then set a path

Level 0	Level 1	Level 2	Level 3	Level 4	Level 5
Unknowing	**Lucky**	**Emergent**	**Defined**	**Managed**	**Optimized**
Leadership is unaware of CX as a management discipline.	Success depends on the ad hoc competence of individuals.	Defined process discipline is beginning to emerge in pockets.	Standards are set and adopted throughout the unit or organization.	Processes are controlled at scale. All units and functions are aligned.	Processes are automated. A culture of continuous improvement is embedded.

Strategy
Culture
Organization
Insights
Design
Impact