

CX STORY GUIDE

"SHAPE THE FUTURE RESULTS YOU WANT TO
CREATE WITH YOUR CUSTOMERS BY
STRENGTHENING THE FOUNDATIONS FOR
POWERFUL CX INITIATIVES..."

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CX STORY GUIDE

YOUR CX FOUNDATIONS

SETTING THE FOUNDATION FOR CX IN YOUR BUSINESS

Everyone has a view of what customer experience is, its degree of importance and the level of investment needed. It's your role as a business owner to understand the role CX plays in the growth and value of your business. If you're a customer leader it is important you are able to present investment options, and demonstrate the power of CX as an internal and external driver of results.

The challenge is knowing where to start and what actions give the greatest return on investment...

We all make decisions based on the experiences we have, and customer experience is the sum of all interactions a customer has with a brand. Greater customer experience returns are directly correlated to your ability to help your customers get more of what they want.

According to [Forbes](#), Customer-centric companies are 60% more profitable than companies that don't focus on customers. Business owners and leaders must read the times. There is a great opportunity to set your business up to be differentiated in your market and while maximizing the value of each customer relationship. Customers, Partners, Executives, and [Academics](#) are all asking the question: "What should be our top priorities?"

70% of a customer's response to their journey is based on how they perceive they are being treated

I want to be clear. Being customer-centric is an expectation of customers and it will get tougher to state it as a differentiator for your business. This is especially true in Europe, where we have seen a considerable shifts and investments in Customer Experience.

In order to truly drive top-line revenue, raise your market value, and keep customers longer embracing best-in-class CX processes and structures across your entire organization is essential; those that do see revenue growth 9% – 14% faster than their competition (Bain & Company).

You'll hear the need to invest in:

- #1 – Omnichannel services and customer Service availability digitally across commercial departments
- #2 – Documented Customer Journey's and to reduce friction through digital
- #3 – Align employees on their Role in creating a differentiated experience

What does any of this mean for your business and the active need for change in experience for your customers?



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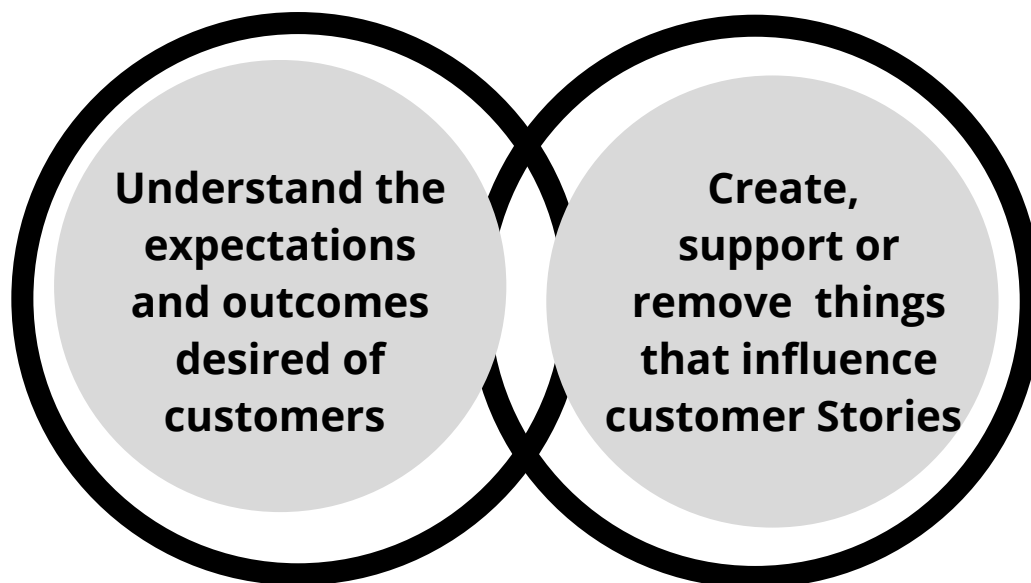
SETTING THE SCENE FOR CENTRICITY

What this all points to is something much more interesting. It can easily be missed. Why? because we can often be focused on what to 'do' and not on what foundationally we need to 'build' for sustainable results.

I believe there is something fundamentally more important to consider first for every business. Especially if you're a small business. Understanding this will set the foundation for supporting your CX success. Here it is...

Customers don't want your experiences, they want 'OUTCOMES'. But! while on route to the outcome they don't want it to SUCK.

Those companies who see this know they must;



This is critical. Better customer experience returns are directly correlated to your ability to help your customers get more of what they want.

CX is about outcomes. The reputation you build in your experiences will either support or sabotaged the impressions and stories in the heads of customers of your company.

Once you really understand this it will change the way you think about every thing you build.

I've taught companies around the world the CX Story Framework to help tackle this.



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CX STORY GUIDE TEMPLATE

CX STORY GUIDE

CX STORY TEMPLATE

WHAT IS THE CX STORY FRAMEWORK?

STORY ONE

The customer's relationship with your product and service

94% of customers who have a low-effort experience with a company will buy from that company again

Example Amazon

Amazon's 'one-click purchase' feature changed the game I'd encourage you to check out the book Richard M. Brandt's One Click: Jeff Bezos and the Rise of Amazon.com

Bezos wanted to use technology to provide great service to customers. That philosophy resulted in what is perhaps Amazon's most famous -and infamous - patented software program, known as "1-Click ordering

The 1-Click software was written mostly by a programmer named Peri Hartman, who joined Amazon in 1997. Hartman was given the task of working on the software that would be the interface to the customers, including the ordering system they would use to buy books.

Ultimately this is about what the appropriate amount of effort is required for a customer to achieve an outcome when working with you. This must be defined then critiqued. It made Amazon billions.

STORY TWO

The customer's relationship with your company

Companies with excellent customer service outperform their competitors by 80%

This is all about company wide alignment. Why? alignment is what supports the consistent experience of customers in all interactions. When alignment is missed you see, disconnected teams, poor or no customer ratings and lower repeat or net value purchases.

Example: Apple

Apple's retail store is not necessarily where people buy a product, it's more of a gallery and museum. When someone comes through the door, Apple is trying to be a "memory." With Apple, it's all about making the next decision to work with them easier; it's about dedication and service. It's about the customer having a consistent experience. If you never heard of it. It's what also birthed the 'Apple way'

STORY THREE

The customer's relationship with your shared values

73% of customers are more likely to remain loyal to a brand if they have a positive emotional connection

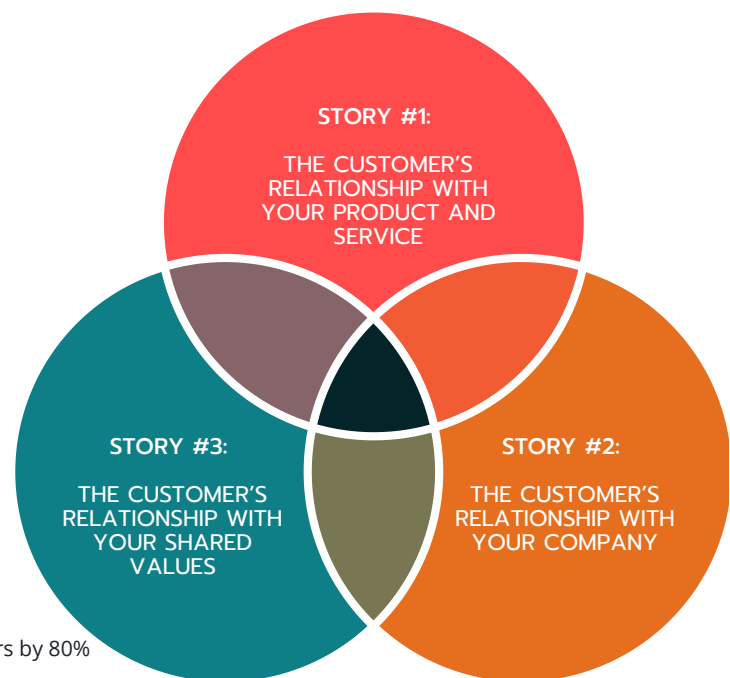
Not all customers say they want it but every customer expects it. They want to know that you care and that they can trust your future intent. This area is probably the least talked about and understood story but it has tremendous power. It's about connection. A powerful way to show this is through demonstrated values.

Example: Tom's shoes

Tom's uses shared values to connect with its customers. Toms has a variety of social responsibility initiatives, including donating a pair of shoes when one pair is bought. It has not only changed the lives of millions of children but Tom's boasts one of the highest repeat purchase rates.

CX STORY FRAMEWORK

The CX story framework is the supporting foundation or lens in which you view every CX initiative a business creates. Without it programmes fall, results are inconsistent and customer results rarely improve. There are three stories that must be considered.



CX STORY GUIDE

CX STORY TEMPLATE

YOUR CX STORY TEMPLATE - 60 MIN BRAINSTORM

IMPORTANT: This exercise is not the finished process. It is designed to get you as a leadership team and business to consider the CX story as an important lens to challenging current practice and discovering new opportunities. Each of the sections you review add a new component and thinking. At the end you'll have important talk points to consider. Remember this needs to be thought about in respect to a customer's journey / *lifecycle* with you. Consider an area you know to be important in your customer interactions and begin there.

STORY ONE

Question

Where can we improve in the area of CUSTOMER EFFORT?

E.g. We can improve 'effort' the way we collect information upfront with customers so they don't have to repeat what is not necessary for validation later.

STORY TWO

Question

Where can we improve in the area of CUSTOMER ALIGNMENT?

E.g. We can improve 'alignment' by assessing how clearly understood and practiced customer service is across the business.

STORY THREE

Question

Where can we improve in the area of CUSTOMER CONNECTION?

E.g. We can improve 'connection' by reviewing where our values with our clients are shared and discover opportunity to partner.

STORY ONE

Question

Pick 2 ideas: What positive outcome (s) does this produce for the customer?

Question

What one idea could you work on today?

STORY TWO

Question

Pick 2 ideas: What positive outcome (s) does this produce for the customer?

Question

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STORY THREE

Question

Pick 2 ideas: What positive outcome (s) does this produce for the customer?

Question

What one idea could you work on today?



CUSTOMER EXPERIENCE IS A KEY BUSINESS GROWTH DRIVER

BY INVESTING IN EFFORT, ALIGNMENT, AND CONNECTION WITH YOUR CUSTOMER, YOU CAN PROVIDE A BETTER CUSTOMER EXPERIENCE AND ULTIMATE BETTER BUSINESS OUTCOMES.

Want to know how you apply the full CX Story framework in your business?

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