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The Business End of Customer Experience

Learn how CX is not a cost centre

Qaalfa Dibeethi, VP – Customer Experience 

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The currency of customer experience is Loyalty



Retention loyalty

The likelihood that a customer will **keep existing business with the company**



Enrichment loyalty

The likelihood that a customer will **buy additional products and services from the company**



Advocacy loyalty

The likelihood that a customer will **recommend the company to others**

Tenure does not mean loyalty

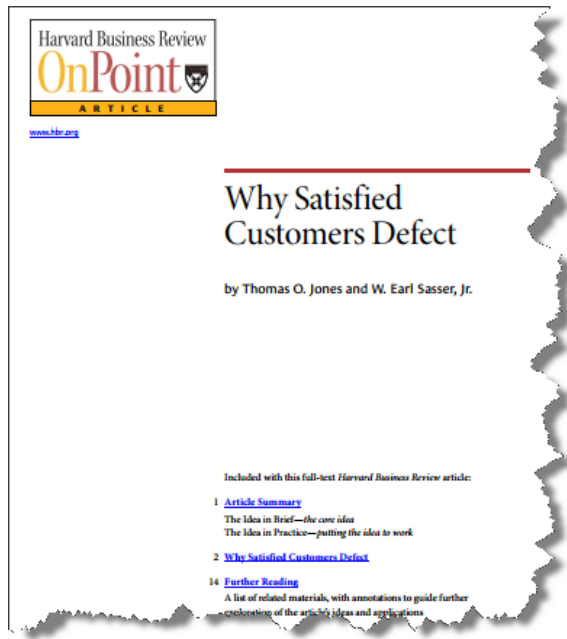
Loyalty always means tenure

**But for many firms,
the CX bark is bigger
than the bite...**

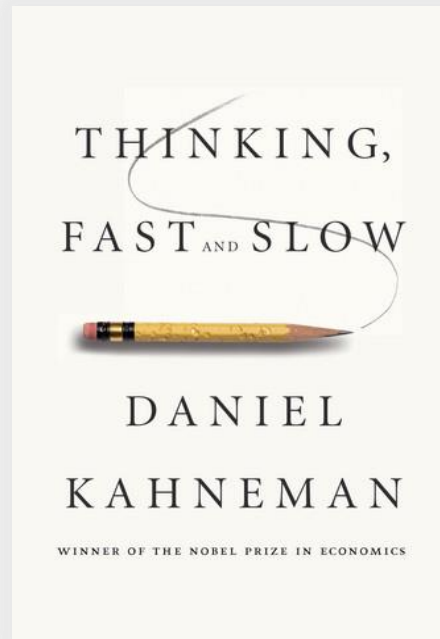
90% of firms say
customer experience is a
top strategic priority for
their company.

11% manage to
create an
excellent customer
experience.

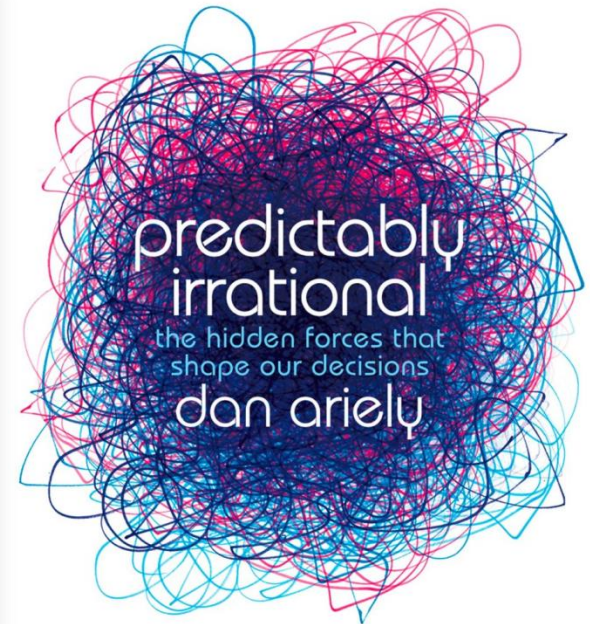




1995



2002

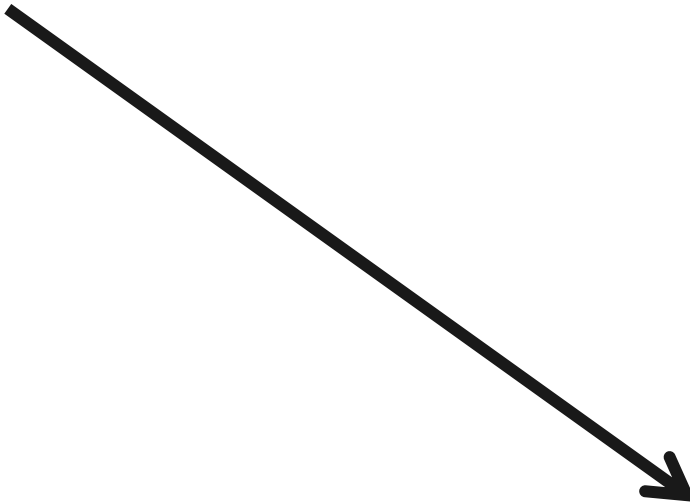


2008

Old World: Focus on what the business does and thinks

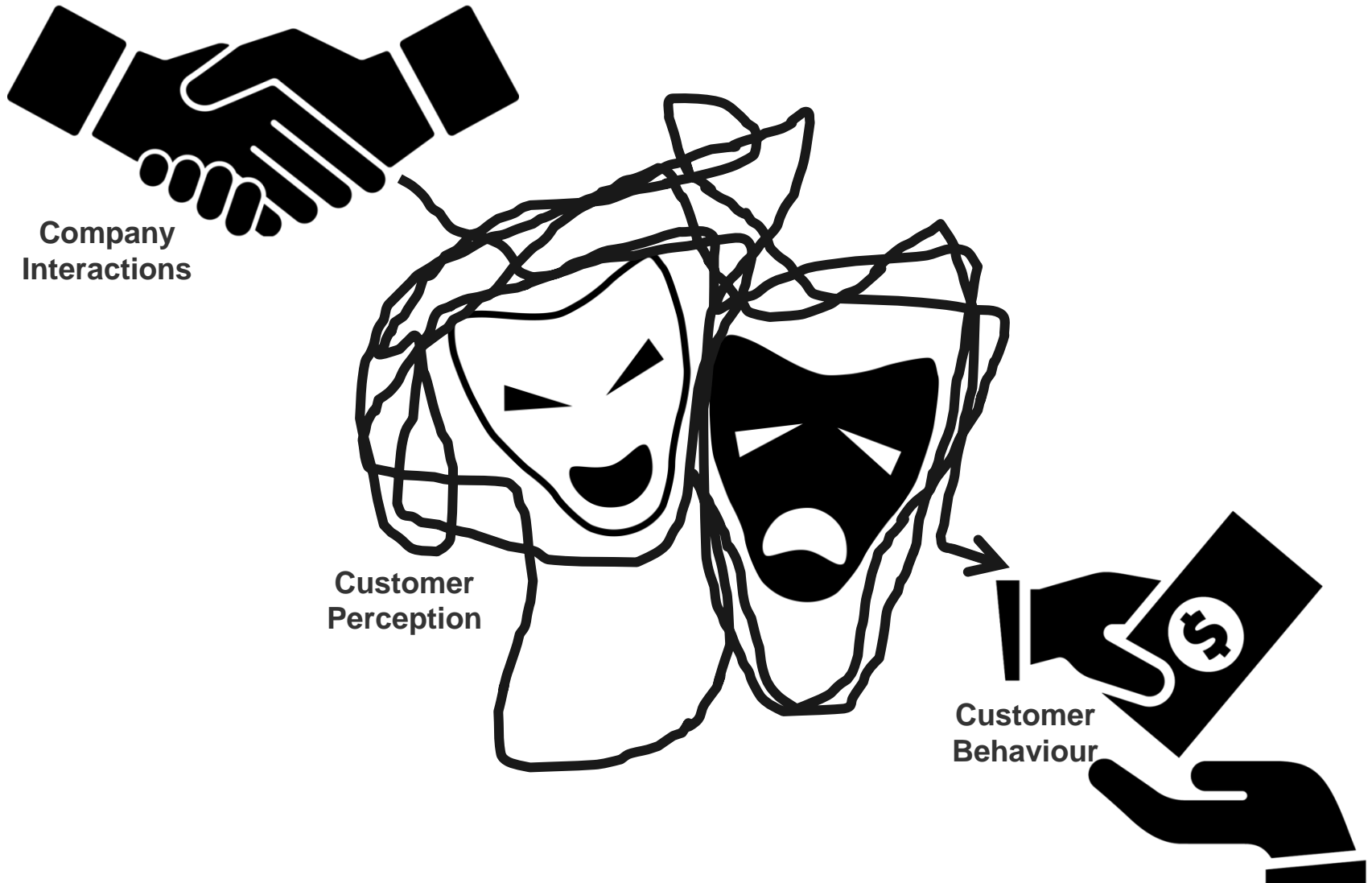


**Company
Interactions**



**Customer
Behaviour**

New World: Focus on what the customer does and thinks



Outside-In

Customer perceptions

Customer “moments that matter”

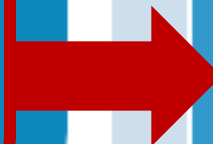
Customer value

Inside-Out

Company perceptions

Company “moments that matter”

Company value



Customer Experience (CX):

**How customers perceive
their interactions with
your organization**



The CX forms along 3 dimensions (the 3Es)

Effectiveness

Customers get value from the experience

Ease

Customers get value from the experience without difficulty

Emotion

Customers feel engaged by the experience

Quality

Usability

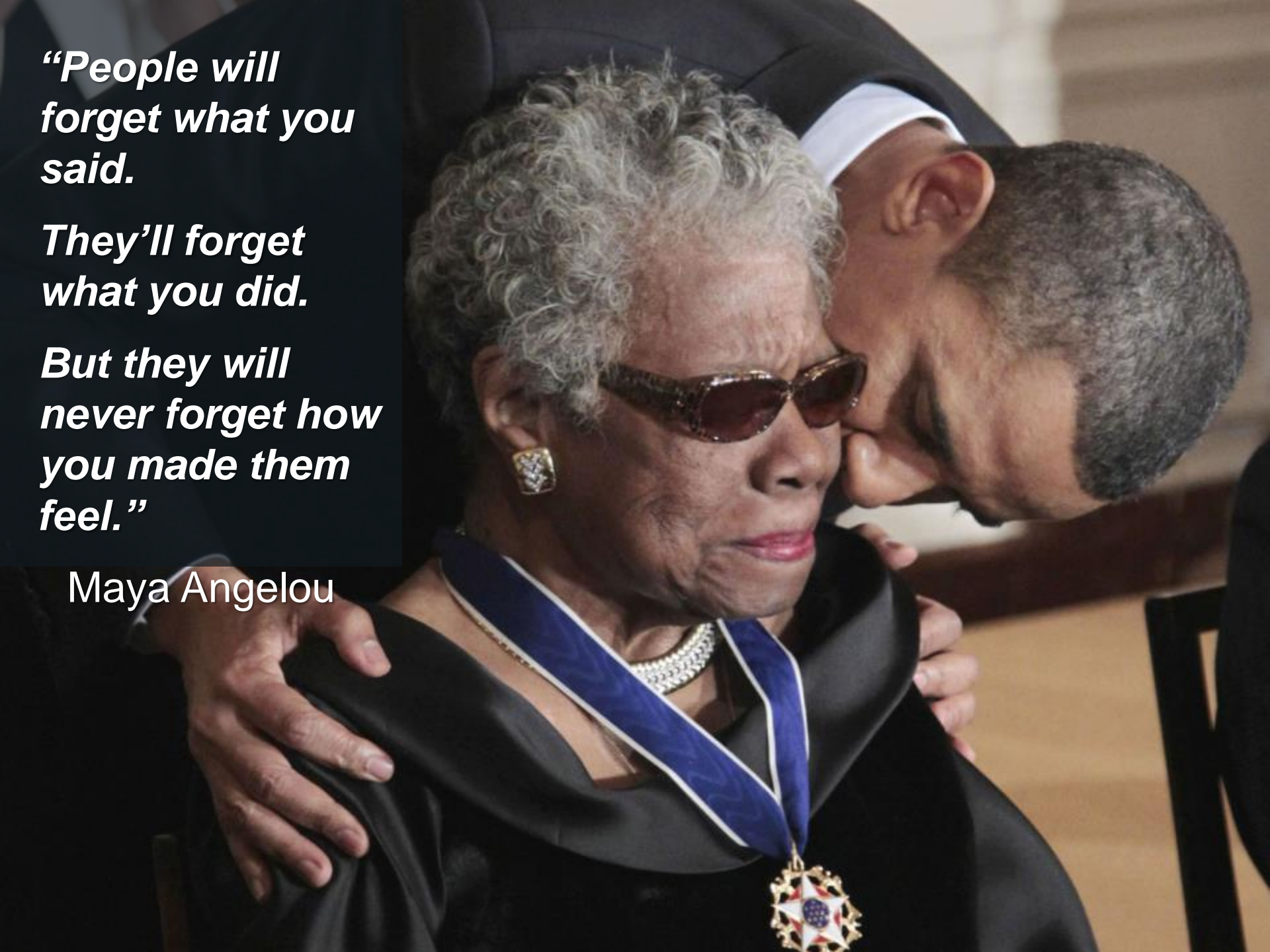
Experience

***“People will
forget what you
said.***

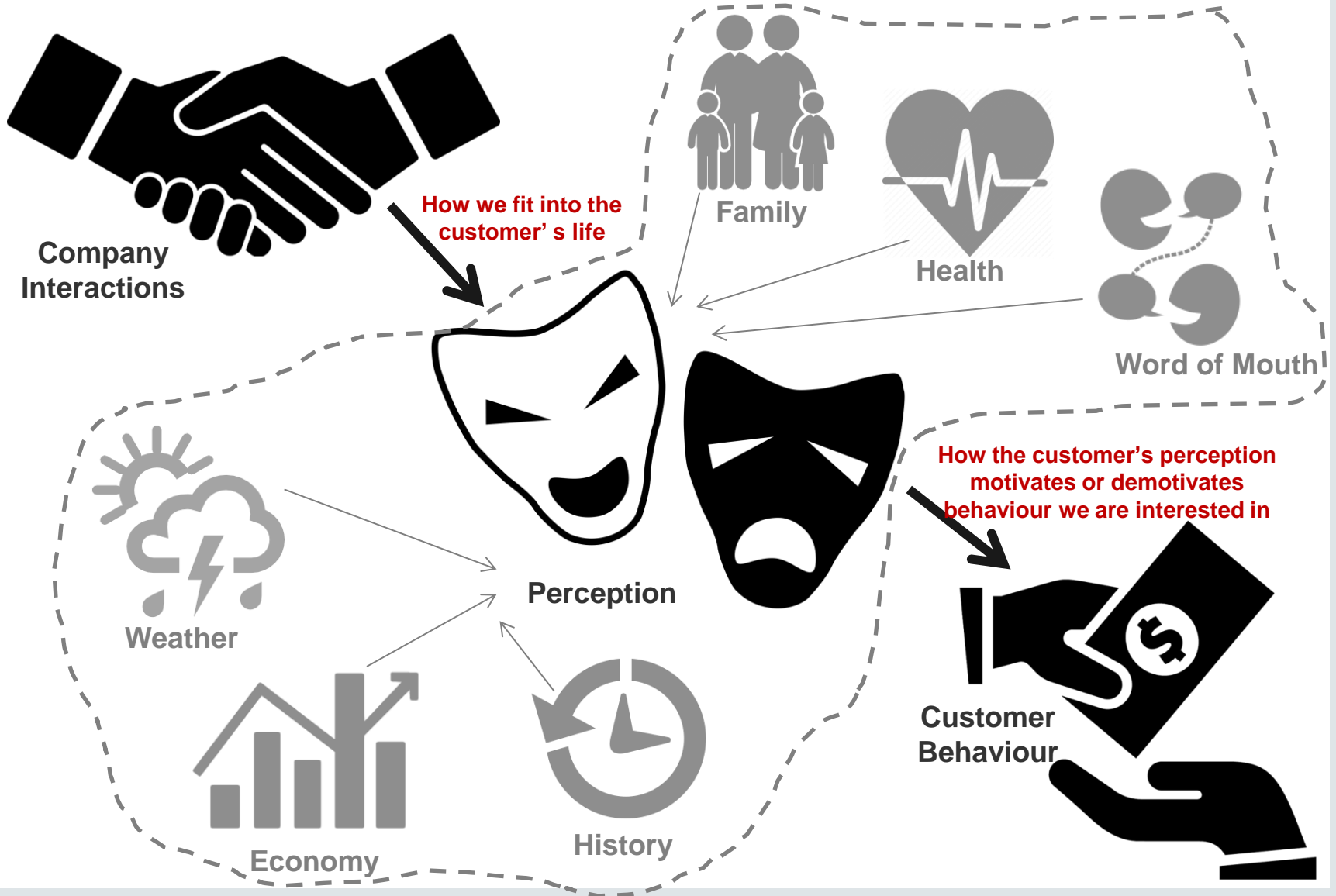
***They’ll forget
what you did.***

***But they will
never forget how
you made them
feel.”***

Maya Angelou



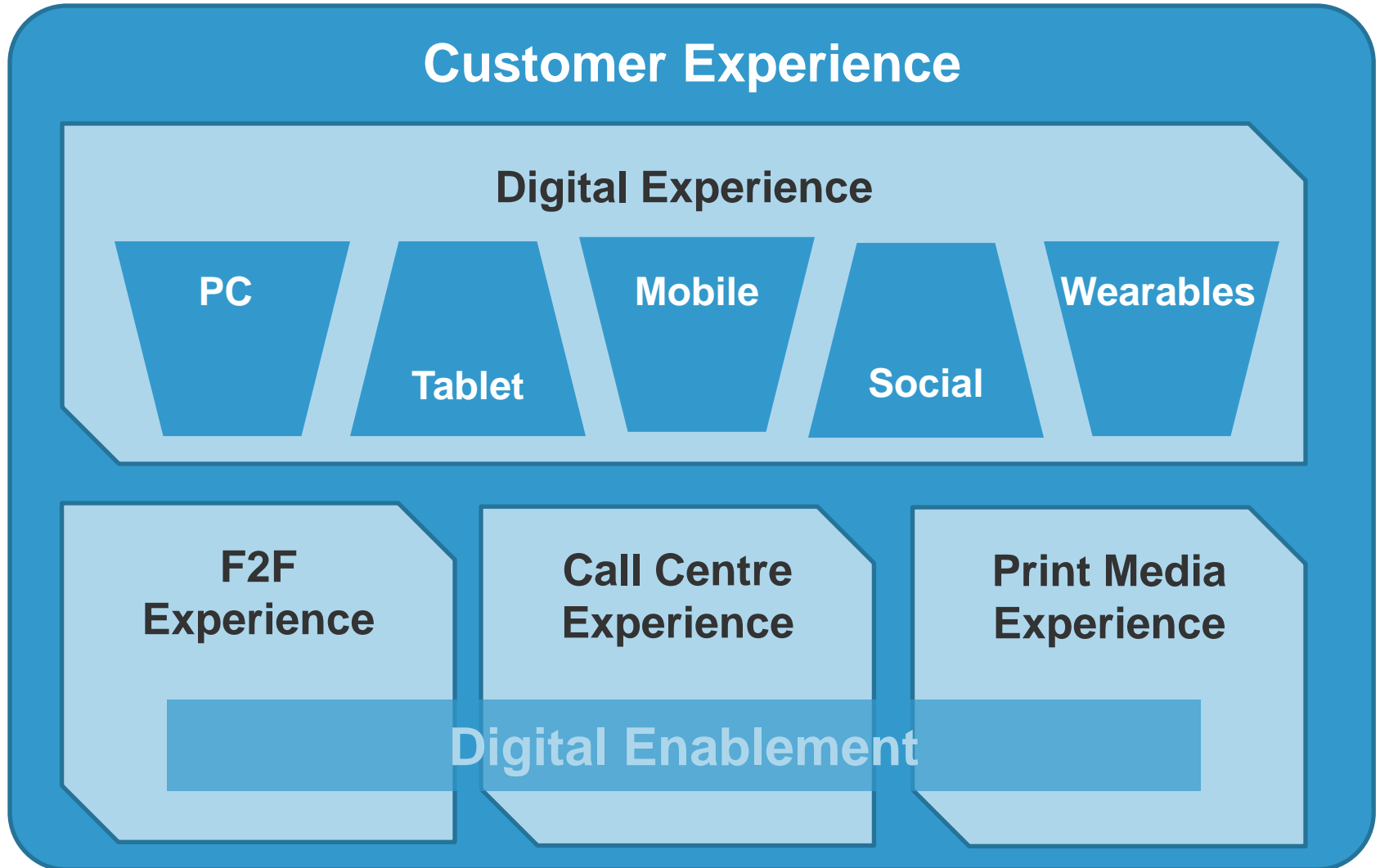
In the Real World: Focus on the customer's needs & motivations







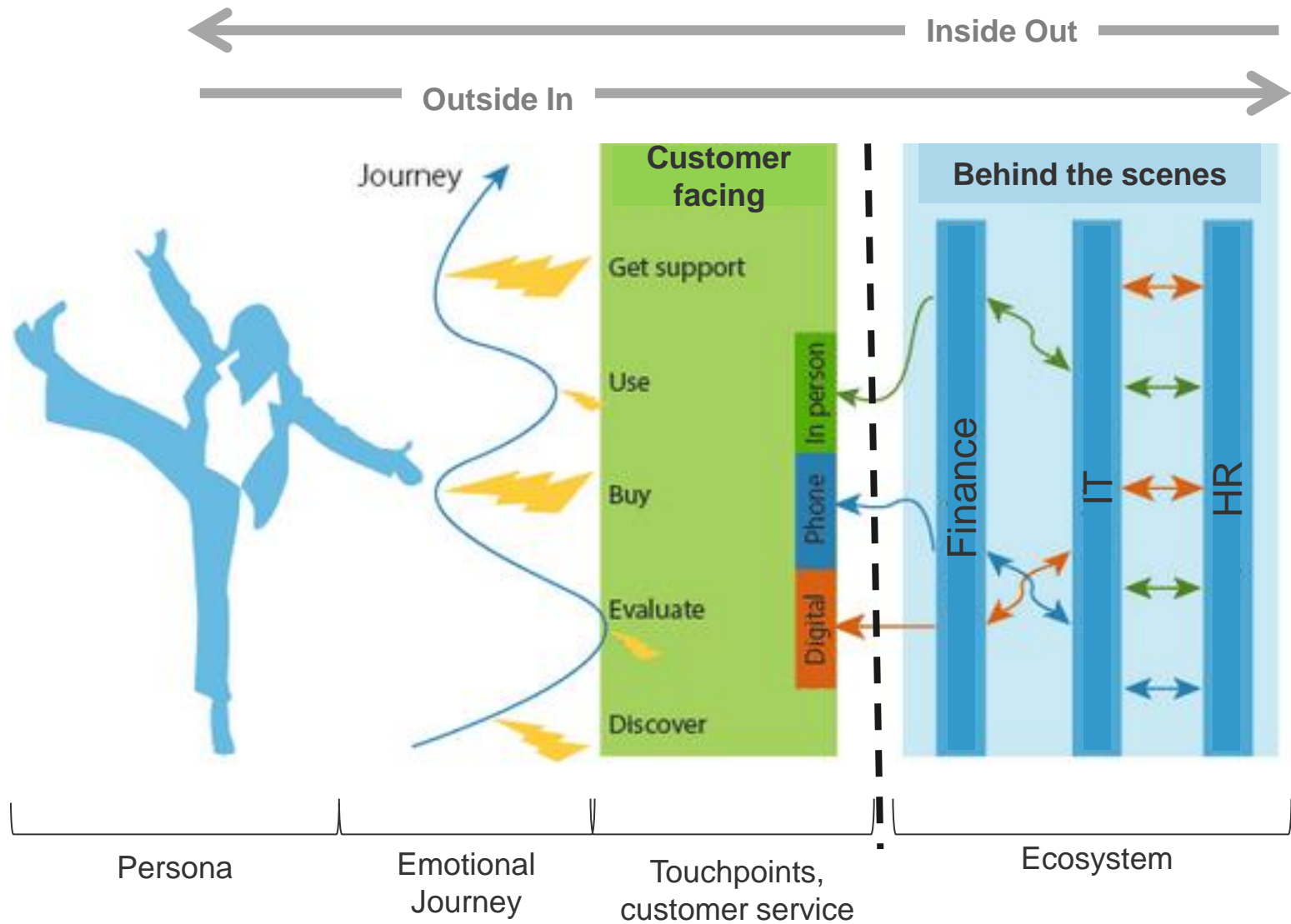
DX is but one part of CX







Basics



Customer Experience Management

Persona



Thank you

Qaalfa Dibeehi
qdibeehi@forrester.com



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