

The CCO Unites the Silos On:

Customer Experience **Reliability** Competencies....

Managing the Customer as an Asset:

Strategic Customer Management to connect customer value to ROI

Customer Listening

Across the silos and channels

Collaborative Customer Experience Improvement

Cross-company accountability & improvement

Customer Experience **Innovation** Competencies....

Customer Lifecycle

Company-wide alignment and adoption to lifecycle and priority points of contact ("moments of truth")

Operations & Experience Innovation Driven by What Customers Value

Experience creation driven by customer priorities

United Annual Planning

Prioritize investments to increase customer value and deliver high value experiences

Customer Experience Reliability Competencies

- ▶ Managing The Customer as an Asset
- ▶ Customer Listening – Cross Silos/Channels
- ▶ Collaborative Problem Resolution Process

Customer Experience Reliability Agreements

Unify Data, Systems, Infrastructure	Unite Our Methodology	Coordinate Data/ Reporting	Build Toward a Common Infrastructure	Beta First?
Managing Customer as an Asset: Consistent definition of customers, measurement of the customer asset. Scorecard and review process.				
Customer Listening: Customer Initiated Unaided Feedback from Call Centers, Letters, Web, etc. Commonly categorized, tracked and trended.				
Customer Listening: Company Initiated Find smart, cost effective, existing communication to ask customer feedback. Ex: NPS question on back of envelope.				
Closed Loop Feedback Process Contacts to “detractor” or dissatisfied customers.				
Annual Customer Investments/Plan Coordinated prioritization and phasing of data, systems, infrastructure to optimize resources across business units				

Customer Experience Innovation Competencies

- ▶ Customer Lifecycle – Companywide Commitment
- ▶ Key Touch points – Clarity on co dependencies, accountability
- ▶ Understand What Customers Value Across, Silos, Channels
- ▶ Annual Planning Priorities

Customer Experience Innovation Agreements

Unify Experience Development & Accountability	Unite Our Methodology	Coordinate Data/ Reporting	Build Toward a Common Infrastructure	Beta First?
<p>Common Customer Experience Language and Framework Experience Stages, Customer Touch points, etc.</p>				
<p>Agreement: Priority Customer Interactions / Dependencies Includes validating research, etc. to know what customers value, identify priorities.</p>				
<p>Experience Improvement Process: Priority Interactions Operational Accountability</p>				
<p>Customer Experience Accountability: Cross-Company Reporting and Engagement</p>				