Transforming the Customer Experience

(WORKSHOP D)

10th May 2019

Andrew Privitera & Gill Kent
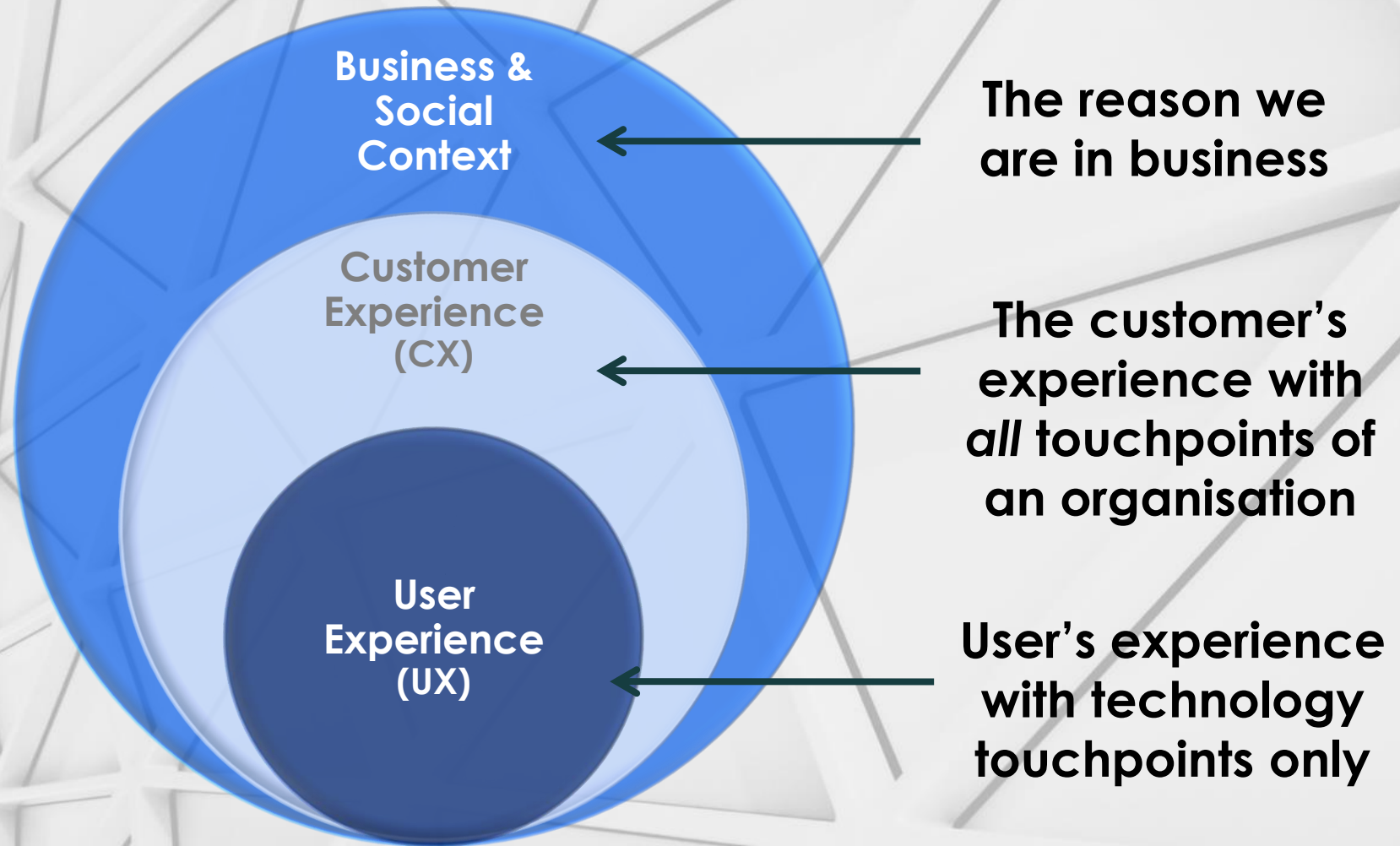**(AssistKD & Cardiff University)**

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What is customer experience?

"..customer experience is a **multidimensional construct** focusing on a customer's cognitive, emotional, behavioural, sensorial, and social responses to a firm's offerings during the **entire customer** purchase **journey**."

Katherine Lemon & Peter Verhoef, *"Understanding Customer Experience Throughout the Customer Journey"*

Difference between UX & CX

Business & Social Context — The reason we are in business

Customer Experience (CX) — The customer's experience with *all* touchpoints of an organisation

User Experience (UX) — User's experience with technology touchpoints only

The output of service is
an experience

Experience is
subjective

Deep understanding
of customer needs –
what is valuable to
them?

The *entire* customer
journey

Service Thinking in focus..

Experience will
involve multiple
touchpoints
that may leave
a 'lasting
impression'

Why is CX important?

Customers have higher expectations

If a customer likes you, they will come back & recommend you!

Paradigm shift from Product to Service Centricity..

Shift from Product to Service Centricity

86% buyers will pay more for a better customer experience

By **2020** customer experience will overtake price as the key brand differentiator

Growth of CX

▶ Companies earning more than $1billion annually can expect to **earn an additional $700 million within 3 years of investing in CX**

Source: Temkin Group

If you want customers to stay loyal, you have to invest in the experience!

Activity in groups

Within your group discuss the following questions..

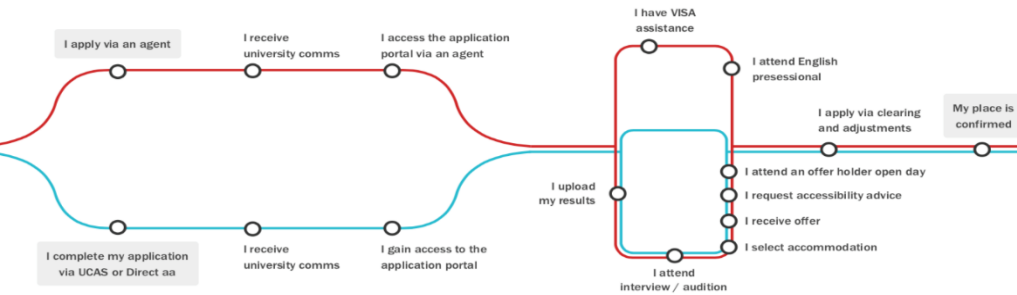Talk to a fellow delegate(s) about your own particular customer experience, and the impressions you were left with.

Be prepared to feedback your thoughts. Use post it's and flip-charts provided
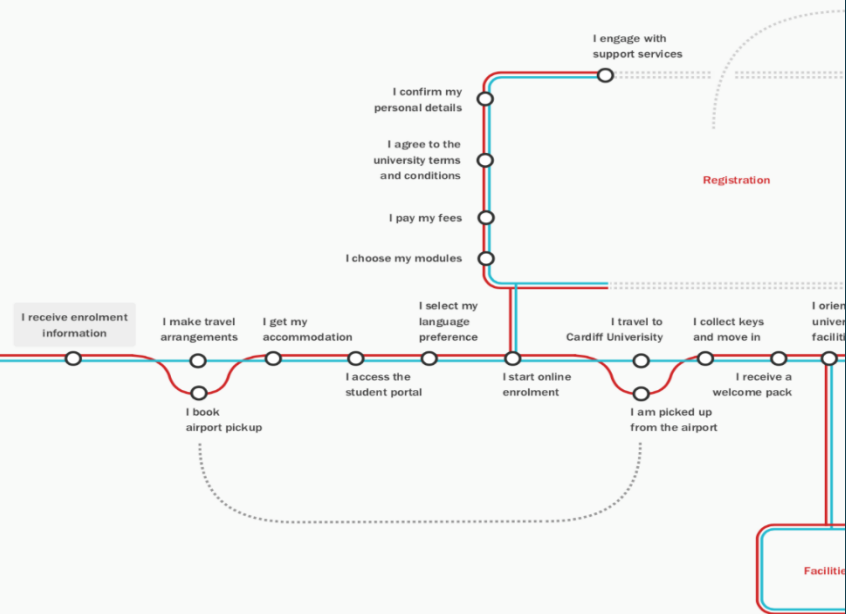
Service Thinking – Customer Student Journey
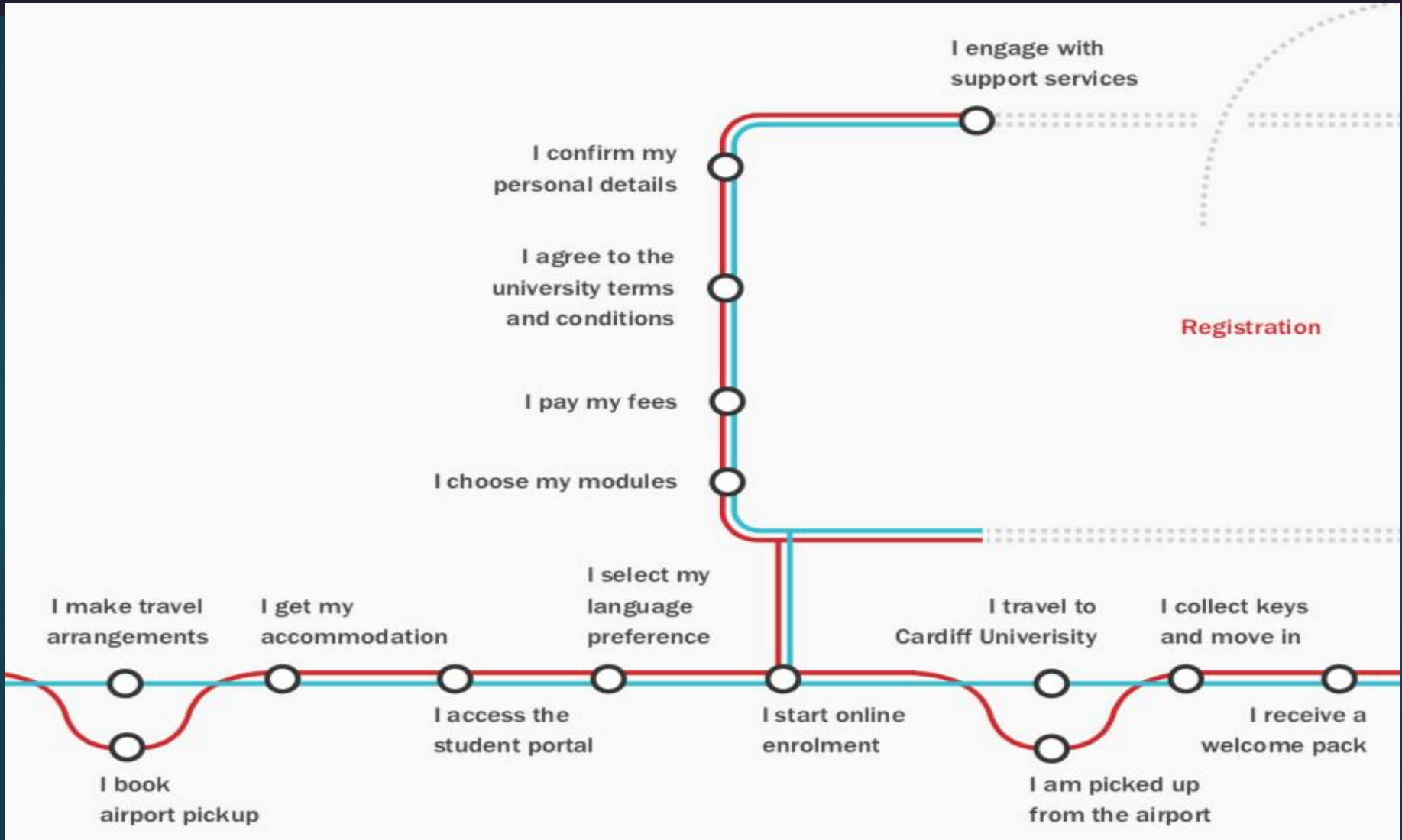
Extending Business Analysis To Service Design

Business Analysis

- Business Analysis works from a business, technical or operational viewpoint.

- Present data to show how things currently work

- Focus on process mapping

Service Design

- What is the Customer Experience?

- Service Design understands the full end to end service and its operation.

- Create opportunities for how things could work

- Create prototypes and improve with user feedback

A Customer Focus

- What will customers expect in 5 years time?

- What will the business be doing in 5 years time?

- Government Digital Services have good maturity and a clear idea of business objectives and customer expectations.
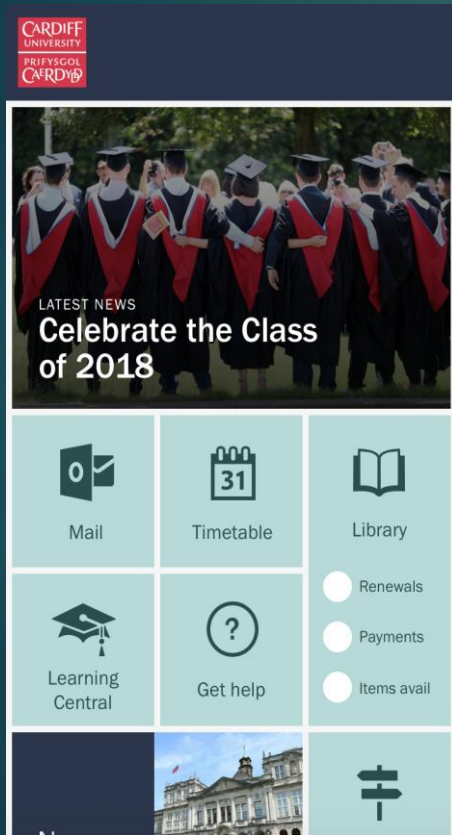
  The HE sector is beginning to do the same.

  These are exciting times!

- Opportunity to do more valuable things and spend less time on transactional processes and 'spreadsheet anarchy'

Customer Journeys & Strategic Service Thinking Ideas

- University services can seem remote and depersonalised, students now expect a more personalised experience.

- Learning analytics isn't just about preventing students from dropping out.

  It can also support teaching and learning outcomes

- How do universities respond to the 'age of unbundling'?

  A 'pick and mix' education.

  Offering just the content that the student is interested in,

  not always a whole degree

Student App Business Model Canvas

Activity in groups

Within your group discuss the following questions..

What is your organisation's view of customer experience?
Is this a particular focus of the organisation and why?

Be prepared to feedback your thoughts. Use post it's and flip-charts provided

How do you improve CX?

"You've got to start with the customer experience and work backwards to the technology. You can't start with the technology and try to figure out where you're going to sell it"

Steve Jobs

Consider all touchpoints

*"A touchpoint is a point of interaction involving a **specific human need** in a specific time and place".*

'*Unsucking the touchpoints*', Chris Risdon

Consider Moments of Truth

Positive   **Negative**

Gains

Pains

Listen

Empathise

The basis for CX improvement

Strategy & Value Proposition

People

Quality Measurement/ Improvement

Customer Experience Framework

Understand Why the Business Exists

Define Voice of the Customer

Assess Customer Experience Current State

Design & Implement Customer Experience

Measure Customer Experience Quality

Adjust & Embed CX

What is the Organisation's vision?

Research & 'listen' to the customer
Gain deeper insights

Assess current-level against quality dimensions

Design customer experience to match value expectations

Measure quality of uplifted CX

Adjust & embed CX culture

**Continuous improvement**

Activity in groups

Within your group discuss the following questions..

Which techniques & approaches have your organisation used to analyse & improve the experience provided to customers?

Be prepared to feedback your thoughts. Use post it's and flip-charts provided
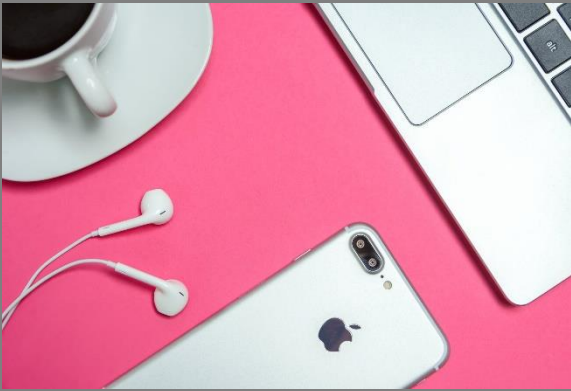
The emerging BA role?

Business Analysis

Design & Service Thinking techniques
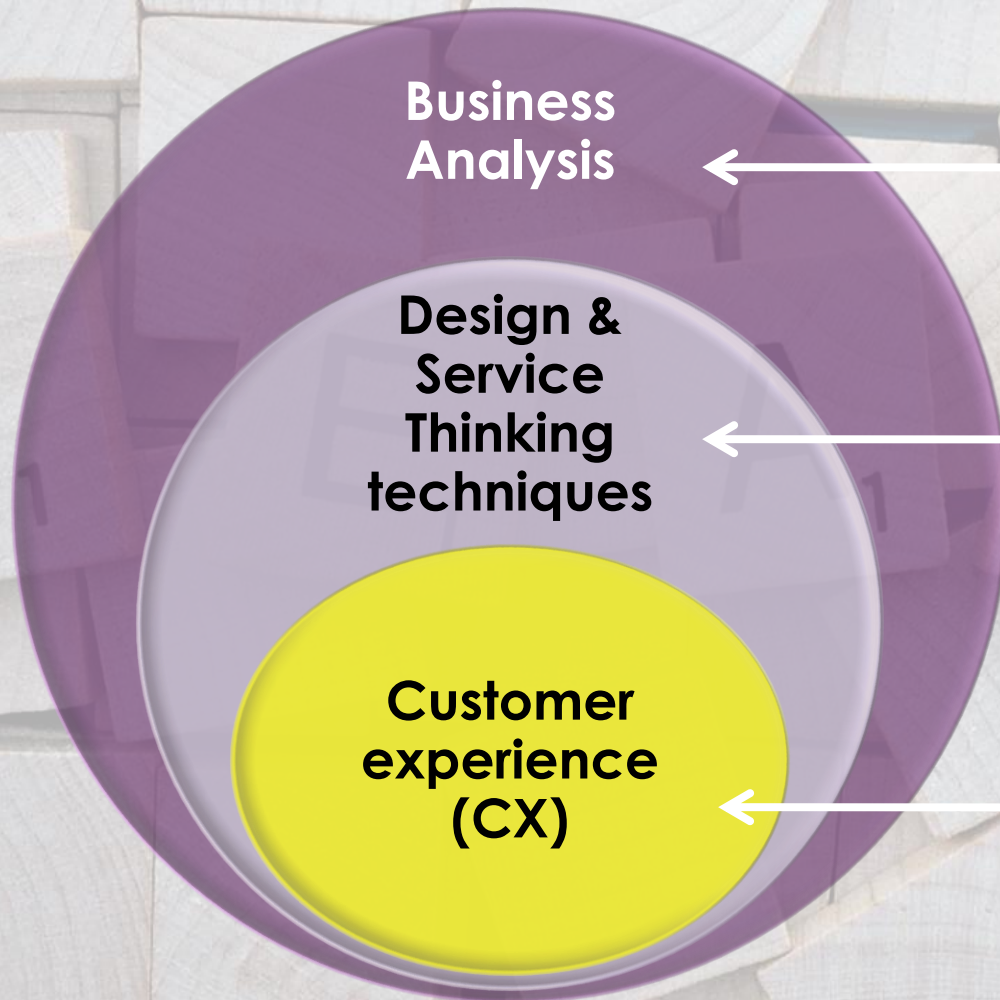
Customer experience (CX)

The potential BA role needs to embrace…

novel thinking approaches to understand what customers need through considering...

The entire customer journey at all touchpoints with an organisation

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