



# Customer Results

Enabling Business Success Through A Passionate Focus On Reliable,  
Predictable Customer Experience Improvement

Because Results Matter<sup>SM</sup>

Graham V Clark, Founder & Digital & CX Transformation Lead

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 grahamvclark

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- About You
- What We Believe & Do
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# About Us – CXSWAT (CX & Digital Specialists With Tools)

20% Direct To Clients & 80% Indirect – “We Make Them Better”



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# About You - Today Your Customers Are In Charge



Whether B2B or B2C today's Digital First But Not Digital Only Multichannel defines what you need

Business 2 Consumer



Business 2 Business



They are all 'Digital First But Not Digital Only Multichannel ... PEOPLE' <sup>SM</sup>

# Success is about meeting your customers needs

To succeed you must meet and exceed your customers' expectations and your competitors' abilities



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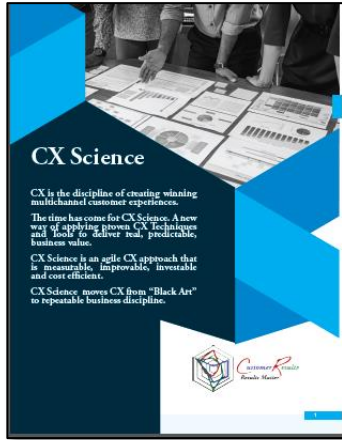
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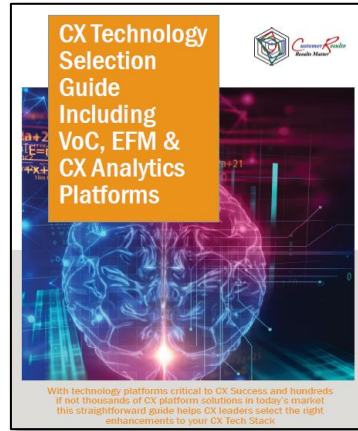
# What Do We Believe & Do



Available for download at <http://www.customerresults.com/cxscience/>



**CX Art To CX Science**



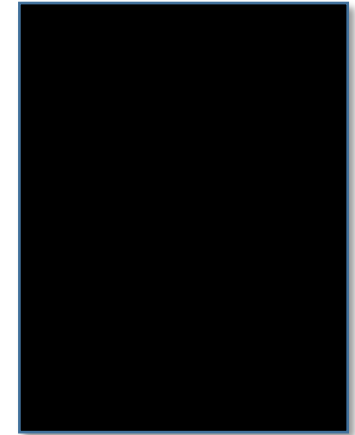
**Selecting CX / VoC / EFM Tech**



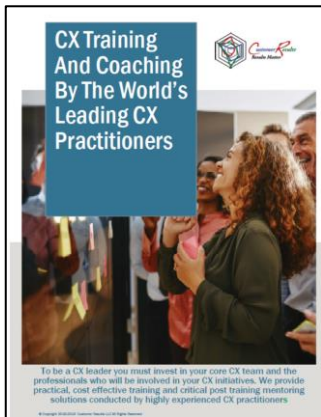
**The CX Tech Stack**



**Building CX Capabilities**



**Journey Orchestration, Analytics and Portfolio Management Coming Soon**



**CX Training**



**Virtual CX Training**



**VoC / EFM / XM Systems Building**



**With McorpCX CX Strategy**



**With McorpCX CX Metrics Activation**

# We Do Two Things

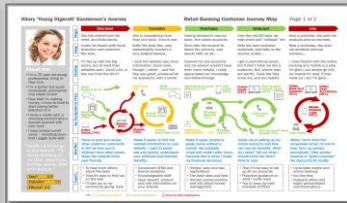


## Improve Targeted Experiences

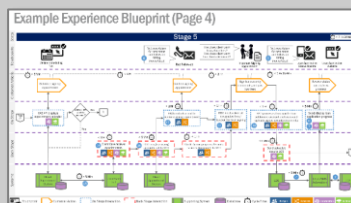
Applying CX/XM techniques and approaches and our guides, playbooks and frameworks, capabilities and and staff to help deepen customer understanding, design and activate improved experiences.



For prioritized customer persona



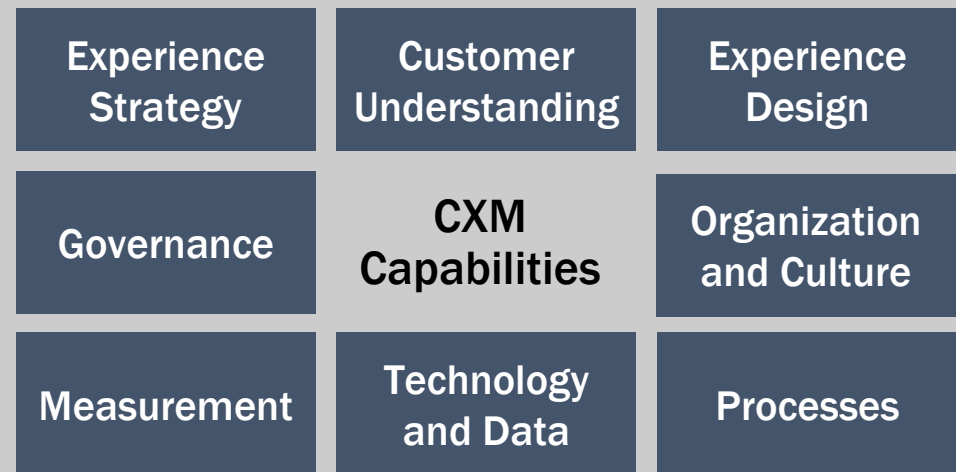
Across prioritized customer journeys



Linked to the actions, systems and capabilities to Improve

## Build CXM Capabilities

Assessing maturity, defining improvement roadmaps and activating some or all of the 8 key CX best practice capability areas (and 48 key capabilities) to help you deliver improved business results



Elevated By Digital Transformation, Digital Culture & Upskilling

# Experience Design that 'lands'

The right fidelity persona and journeys but always mapped to your operating model to inform real world business impact

## From low to high fidelity personas and maps

**Segment name:** Married with children

- 1-3 children
- Household Income: \$40,000 - \$60,000 per year
- Location: USA
- Age: 30-45 years

**Looking for:**

- A reliable credit card provider
- A competitive rate.

**Positive Feeling** (Gratify) vs **Time**

1. Store location & appearance  
2. In-store promotion  
3. Coffee varieties  
4. Coffee smell & background music  
5. Friendly & knowledgeable staff  
6. Coupon to buy coffee  
7. Coffee varieties  
8. Seat comfort & tidiness  
9. Coffee taste & packing  
10. Serve yourself milk & sugar  
11. Accept credit cards  
12. Not easy to find a get coffee seat  
13. Limited magazines, no internet kiosk  
14. Washroom  
15. 'See and be seen'  
16. Free trial of new products  
17. 'so-so'  
18. Goodbye with genuine smile  
19. 20.

**"I know I should be planning for the future and start thinking about saving, but I want to enjoy life now."**

**Hilary 'Young Digerati' Sanderson**  
"Ideally I'd never have to go the branch - it'd be great if I could do all my banking on my time, from wherever - mobile, or online."

**About me:**

- I'm a 26 year old young professional, living in New York.
- I work at CBRE, where I'm training to be a commercial real estate broker.
- Because I put myself through college, I understand the true value of money.

**My financial situation:**

- I have a credit card, a checking account and a deposit account with your bank.
- I have several credit cards - including yours - that I can juggle quite well.

**My goals are:**

- Now that I'm making money, I know it's time to start paying better attention to it.
- I'm starting to make some fat commissions - and I need help making smart financial decisions, given my situation and my plans.
- I'm thinking about going to business school, and getting an MBA.
- I'd like to start paying off my student loans so they're not hanging over me later.

**Hilary 'Young Digerati' Sanderson's Journey**

**Discover** | **Consider** | **Purchase** | **Onboard** | **User**

**Discover:** Your website needs a serious revamp, and you need to raise your profile as an efficient, highly educated and actively engaged person.

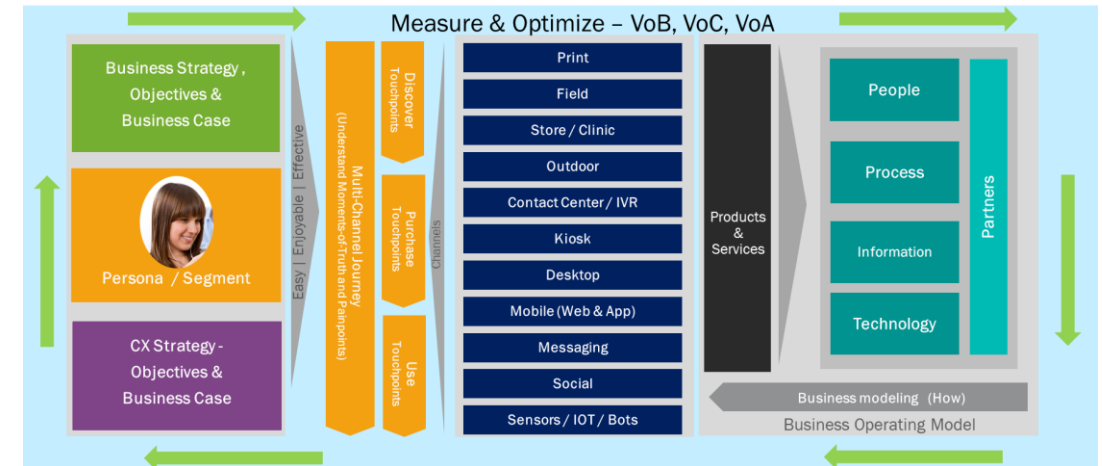
**Consider:** I found an institution I want to hear about you both branches and mobile and the web.

**Purchase:** I need you to be transparent before, not just on my website, but on my phone and my account.

**Onboard:** Help me get the most from my new account, and my advisor doesn't seem to be helpful. I really appreciate her knowledge.

**User:** I wish the website was more substantive. Good news though, I called - and the app was great, at least at first.

## Informed by and informing your operating model



# What do we do in Detail?

Real solutions to help you meet real world challenges and deliver real world benefit

<p><b>1</b> Help you drive business improvement through CX Science</p>	<p><b>2</b> Enhance your CX Capabilities &amp; Elevate Your CX Self Sufficiency</p>	<p><b>3</b> Improve your Customer Experience Understanding &amp; Strategies</p>	<p><b>4</b> Help You Capture CX ROI</p>
<ul style="list-style-type: none"> <li>▪ Apply CX Science delivering business impact:             <ul style="list-style-type: none"> <li>▪ ‘Why’ of Business Strategy, CX Strategy and CX ROI</li> <li>▪ ‘Who’ of Personas, Segments &amp; Audiences</li> <li>▪ ‘What’ of Customer Journeys</li> <li>▪ Improving ‘How’ of Operating Model People, Process, Information &amp; Technology</li> <li>▪ Enabled by Experience &amp; Service Design</li> <li>▪ Measured by improved Customer Listening &amp; CX Metrics Programs &amp; Capability</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ CX Skills Training and Knowledge transfer</li> <li>▪ CX Playbooks</li> <li>▪ Project Execution Assistance</li> <li>▪ CX Assessments, Clinics, Audits &amp; Improvement</li> <li>▪ Transformation Plans/Roadmaps,</li> <li>▪ Business Readiness and Customer Centricity &amp; Cultural Change Planning</li> <li>▪ Applying Advanced CX Tools (e.g. CX Analytics &amp; Orchestration)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Develop Customer Centric Strategy</li> <li>▪ Conduct Customer Research</li> <li>▪ Design customer experiences through Persona, Journey Mapping and Experience Blueprinting</li> <li>▪ Enable Voice-of-the Customer (VoC), Voice of Analytics (VoA) and Voice of Employee (Employee)</li> <li>▪ Clarify your Customer Experience Operating Model</li> </ul>	<ul style="list-style-type: none"> <li>▪ CX Business Case creation</li> <li>▪ Strategize, select, implement and apply CX Tech &amp; Data Stack improvements</li> <li>▪ CX Data &amp; Analytics Strategy</li> <li>▪ CX Metrics &amp; Measurement Systems</li> <li>▪ CX Program &amp; Change Management</li> <li>▪ CX Talent &amp; Staffing including CX Project Management, CX Analysts, CX Strategists, CX Tech Archs, CX Metrics, CX &amp; XM Designers and others</li> </ul>

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# Who Are We – Deeply Experienced Practitioners



**Graham Clark – Founder, Chief Customer Experience Officer & Digital (CX) Transformation Lead** - 35 years of operationalizing metrics and analytics driven, technology enabled, multichannel customer experience operating models. Recognized CX thought leader and innovations such as the Digital Customer Company & Digital First But Not Digital Only Multichannel CX Operating Models .



**Jonathan Greenwood – CX Metrics Driven Business Improvement Lead** – Certified CX professional & Net Promoter Certified Associate. Previously led enterprise customer centric transformation at Schneider Electric, leading global loyalty and CSAT. Jonathan has also served as a thought leader in multiple Customer Results partners including co-authoring of McorpCX’s CX Metrics Activation Playbook <https://bit.ly/2Tfby6l>



**Catherine Glover – Digital & Workplace Transformation Lead**

20 years of agency, brand, digital, social media, CX analytics, CX activation and workplace transformation experience with leadership positions at Ogilvy Social and most recently at AIG in NYC. Recently participated in customer centric transformation and strategy work at \$4b financial services company and \$50b retail leader.



**Suzi Earhart – Customer Support, Operations Specialist & Program Leader**

Customer Support / Operations / IT Executive skillful at implementing multi-channel customer experience solutions with a heavy emphasis on self-service with American Express, AT&T, Asurion, Avaya, HireRight, Sprint, TMobile and Verizon. Recently worked in multiline financial services and automotive components.



# Viva La CX Revolution!



*Customer Results* Because Results Matter<sup>SM</sup>

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