Abstract

After two years of researching my new book “What Customers Crave”, I discovered some interesting attributes of the best organizations in the world. These attributes turned out to be the secret to their overwhelming business growth and customer loyalty. In this short report, I will provide you an abstract of these attributes so that you can begin to fold them into your organizational strategy. These attributes are the building blocks of the best customer experience strategies in the world and they ultimately become part of your organizational DNA. I will also provide you a short list of common pitfalls in this report that will allow you to think more introspectively about your current state of customer experience readiness.

Don’t put your customers first!

The best managed organizations in the world, not surprisingly deliver the best customer experiences. In order to deliver the best customer experiences you need to have extreme quality of work life that attracts and keeps the best team members. Auto glass company, Safelite® enjoyed explosive growth because their CEO realized that they needed to put their employees first if they wanted to create the life support system to deliver exceptional customer experiences. Today they are the best managed organization in the world with unprecedented growth, employee and customer satisfaction and profitability.

Know your customer types

One of the biggest causes of customer experience initiative failure, is the lack of accurate and complete customer insights. 90% of organizations simply develop a customer experience plan that is targeted to the “monolithic customer” and as a result it always fails. Our research shows, that the best organizations have identified their customer types not through old-fashioned CRM, VOC and market demographic approaches, but rather through customer typing. Customer typing identifies your customers by type, based on the things they hate and love across their journey. Without this insight, anything that you create will be way off target and most importantly irrelevant to a significant percentage of your customers.
Invent across the Five Key Customer Touch Points

Journey Mapping has been around for the last decade or so, but unfortunately is almost always misused despite its' powerful potential. I've found that the best organizations have simplified the way in which they catalogued their customers journey so that they can use this great new tool to deliver the best experiences. In other words, these companies set up listening posts, social analytics, contact point innovation and a wide range of other systems to identify what their customers love and hate across their customer types throughout the five key touch points. The five key touch points include the pre-touch (research phase), the second touch (the first impression phase), the core touch (the value delivery phase), the last touch (make them want for more phase), and the last touch (delivering meaningful value without selling phase) these well-defined touch points ensure the success of the best organizations in the world.

Blend it!

It doesn’t matter what kind of an organization you are, your customers are engaging you across their journey in both digital and non-digital experiences. As much as 80% of consumer decisions are made through micro mobile moments. In other words, consumers are routinely leveraging connected technology as part of a blended experience with your service, product and brand. The best organizations in the world have carefully blended these two worlds to deliver a seamless and exquisite experiences for their customers.
Learn to invent

In the old days we looked at innovation as the creation of bright shiny objects. Today organizations like Uber, are reinventing the human experience and permanently displacing an entire industry. There is no question about the fact that learning how to be a disruptive innovator and bringing innovation best practice into your business is the key to your customer experience success. A simple way to look at customer experience innovation is to simply start by observing your customer types across each of the five customer touch points. Once you’ve observed what they hate and what they love you can use contact point innovation to create innovations that go far beyond your customers baseline level of expectation. We discovered that the best organizations in the world have hardwired this process into their organization. The four steps are simple. 1.) Navigate to where your customers are across their journey. 2.) Observe what they hate and love. 3.) Design (invent) a far better experience. 4.) Execute the innovation with measurements.

Invent exceptional customer experiences

Digital ubiquity gives consumers unlimited information about how well you treat your customers. It also provides almost unlimited choices in terms of price, quality and features. The best organizations in the world have enjoyed unprecedented levels of growth by continuously delivering exceptional human experiences across the customer's journey. In the old days, organizations could grow and thrive if they were good. Today, good is out and exceptional rules the day. If you’re just delivering what your customer expects you will quickly be displaced by disruptive innovators that are committed to consistently delivering exceptional human experiences.
Don’t Do This!
Sometimes the best thing to do is... knowing what not to do! This is my short list of the most common mistakes that organizations make when deploying on customer experience planning and implementation.

The top reasons why customer experience initiatives fail

- The company sees customer experience as a software solution – and it fails
- The company delivers one monolithic experience to its wide range of customers – and it fails
- The CEO is not truly committed to making customer centrism part of their organizational culture – and it fails
- The organization assumes that by JUST training customer facing stakeholders they can deliver exceptional customer experiences – and it fails
- The company puts together a fractional plan that doesn’t include all of the life-support systems for customer experience design – and it fails
- The organization is not willing to look at its many customer punitive policies – and it fails
- The organization sees customer experience as a short-term enterprise initiative, rather than a long-term enterprise mandate – and it fails
- The organization lives in an echo chamber and is unwilling to get outside assessments to determine their current state of customer experience excellence – and it fails
- The organization does not provide the people and budget necessary to deploy on customer experience excellence - and it fails
- The organization deploys a customer experience plan without measurements – and it fails
- The organization has not established a well-defined mission and internal brand around customer experience – and it fails
- The organization was never really committed to delivering exceptional customer experiences – and it fails
- The organization does not honor and respect its stakeholders – and it fails

What Customers Crave

Don’t forget to pick up your copy of *What Customers Crave*, to get the latest research on how to build out the perfect customer experience strategy. *What Customers Crave*, will be available in bookstores worldwide October 2016. To book Nicholas Webb, to speak at one of your upcoming events visit www.nickwebb.com

For information on our full range of customer experience consulting services visit www.whatcustomerscrave.com