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Customer Experience Gains



Operational Gains

- **Competitive advantage**
- Customer loyalty and retention
- Smarter resource expansion
- Effective, efficient operations
- Greater customer acquisition



Organizational Gains

- **Workplace of choice**
- Happier employees
- Employee loyalty
- Organizational alignment



Social Gains

- **Admirable growth**
- **Improved legacy**
- **Uplifted reputation**
- Positive word-of-mouth



Financial Gains

- **Stock value**
- ROI, ROE, and CLV
- Revenue and profit
- Cost savings



cxpa.org/grow-your-knowledge/whatiscx

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ClearAction.com/customer-experience-team --
how to influence customer-centered
management by all work groups

Customer Experience Savings - Operational



Operational Gains

- Customer loyalty and retention
- Smarter resource expansion
- Effective, efficient operations
- Greater customer acquisition
- **Competitive advantage**



Operational Savings

- Less customer churn
- Longer customer retention
- Lower cost of acquisition
- Less negative word of mouth
- Reduced demand for Support
- Less returns, refunds, remedies
- Fewer and shorter escalations
- Less scrap and lost opportunities
- Shorter cycle times (yours, theirs)
- Fewer defects
- Re-engineering (processes, orgs, policies, business models) inspired and guided by CX insights



Absorb Customer Comments

- LTV and right 1st time mindset
- Seamless processes
- Mistake-proof processes, policies
- Performance criteria
 - for efficiency endeavors
 - for reviews (ops, org, people)
 - for approvals



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Costs of Poor Experience

Prevailing CX Issue

Customer Service Costs

Remedy Costs

Escalation Costs

Churn Costs

Trust Costs

Sunk Costs

Cut in Half?

Cost to Cut in Half?



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Maximize Use of CX Insights

Operational Savings

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How Our CX Insights Can Guide Efficiency



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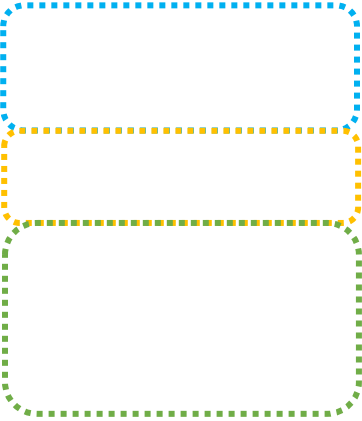
Customer Experience Metrics for Each Layer

Operational Savings

- Less customer churn
- Longer customer retention
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Your Balance



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Customer Experience Savings - Organizational



Organizational Gains

- Happier employees
- Employee loyalty
- Organizational alignment
- **Workplace of choice**



Organizational Savings

- Less employee churn
- Longer employee tenure
- Lower cost of acquisition
- Less negative word of mouth
- Faster time to competency
- Reduced sick days, quiet quitting
- Fewer silos
- Less re-work and duplicated effort
- More cross-skilling
- More collaboration and coordination
- Charters and job performance standards inspired and guided by CX insights



Emphasize Trust

- LTV and right 1st time mindset
- Respect for interdependencies
- Follow-through accountability
- CX performance criteria
 - for every decision and handoff
 - for reviews (ops, org, people)
 - for approvals



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Customer Experience Savings - Organizational

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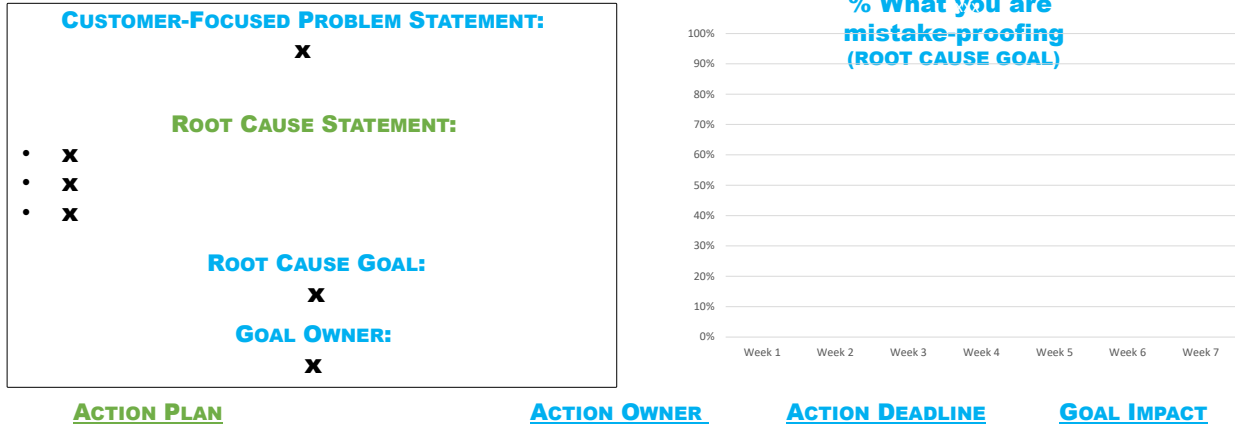
How to Engage Every Manager's Efficiency



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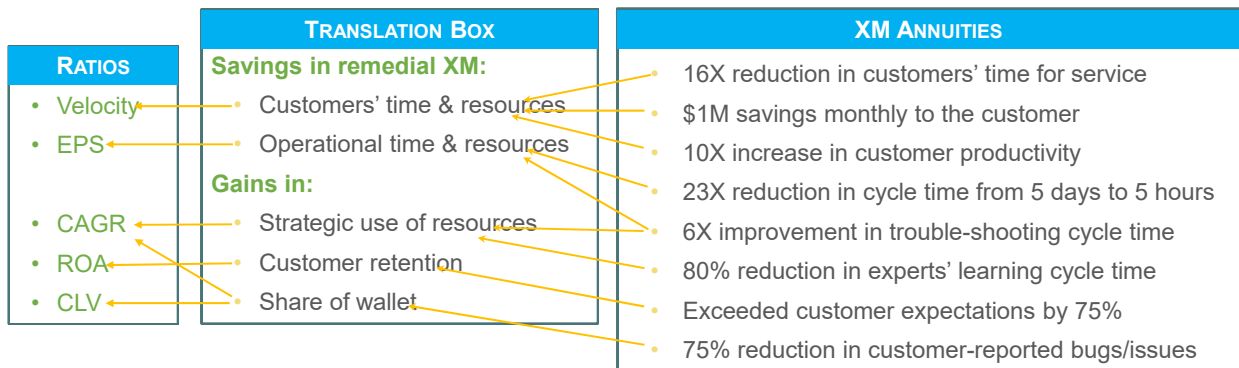
Single-Page Action Plan for CX Savings



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Massive Gains via CX Savings



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Operational & Organizational Savings



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Report Your Experience Annuities

Prevailing CX Issue

Remedial Costs Stopped	Freed-Up Budget	Redeploy Resources	Free-Up Customers
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Value



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Your Untapped Opportunities

- Prevent issues: operational & organizational
- Increase trust
- Speak CEO's language
- Focus everyone on XM annuities

See how to use templates like these at
ClearAction.com/masterminds
ClearAction.com/team-sport

Let's discuss your situation!
Lynn.Hunsaker@ClearAction.com

ClearAction.com/experience-leadership-mastery



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Catapult Your Influence

How to do everything
 ClearAction recommends,
 augmented with YOUR wisdom



MASTERMINDS: PLAYBOOKS

How to Quantify CX \$ for Buy-In & ROI
How to apply costs and/or revenue to ANYTHING you are doing.
 Mondays 90 minutes WORLDWIDE (plus Sunday evenings Americas)
ClearAction.com/masterminds

CX Leaders Masterminds
Collaboration playbook, silos playbook, and growth playbook.
 Mondays 2 Oct to 18 Dec 90 minutes
ClearAction.com/chief

Involve Internally for CX ROI & Maturity
Speak every group's language, personality bridges, accountability.
 Th/Fri November 2-3 Phoenix Arizona
ClearAction.com/retreat

EXPERIENCE VALUE EXCHANGE ClearAction.com/team-sport

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 how to influence customer-centered
 management by all work groups