






THE ANATOMY OF A CX TEAM

CUSTOMER EXPERIENCE (CX) MANAGEMENT IS AN EXCITING PROFESSION. HERE ARE SOME RANDOM OBSERVATIONS OF JUST HOW EXCITING IT CAN BE.






FAVORITE PLACE

VP CX  fending off CX wanna bes	VOC  non-stop listening at desk	CX ARCHITECT  design session with post-its galore	RETENTION  sitting behind piles of money	CUSTOMER SERVICE  between a rock and a hard spot
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RECENT GOOGLE SEARCH

VP CX	customer experience definition
VOC	ultimate survey design
CX ARCHITECT	mapping the world
CX RETENTION	hypnosis tricks
CUSTOMER SERVICE	100% self-service IVR

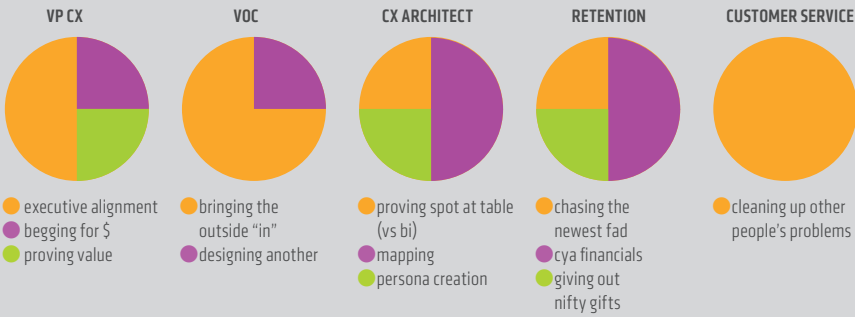
DRAWER CONTENTS

VP CX  complaint letters	VOC  data, data, data, booze	CX ARCHITECT  post-its, markers, wireframes	RETENTION  loyalty gifts	CUSTOMER SERVICE  IVR decision tree, tape measure
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MOST USED DESKTOP FILE

VP CX  exec dashboard_rev84.ppt	VOC  survey_promoters_evangelizing brand.xls	CX ARCHITECT  soccer-mom-persona_journey-map.vsd	RETENTION  chatter-feed_tier1-customers-who-get-it.crm	CUSTOMER SERVICE  script_por-espanol_por-favor-2.doc
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AVERAGE DAILY TIMESHEET



SPIRIT ANIMAL

VP CX  SHEEPDOG herding cats	VOC  OWL Whooo can take my survey?	CX ARCHITECT  BEAVER building a structure	RETENTION  BADGER renew! like us! engage!	CUSTOMER SERVICE  ANT carrying a big load
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FAVORITE PICK-UP LINE

"I CAN PLAY A MEAN GAME OF WAC-A-MOLE, AND I USUALLY WIN!"
VP CX






"HEY BABY, WANNA SEE MY DATA?"
VOC

"I'LL GIVE YOU A USER EXPERIENCE YOU'LL NEVER FORGET."
CX ARCHITECT

"YOU'LL GET AN EXPERIENCE TO LAST A LIFETIME."
RETENTION

"YOU'LL NEVER HAVE TO CALL A HANDYMAN AGAIN. I CAN FIX ANYTHING."
CUSTOMER SERVICE

BAD HABIT

VP CX  morphing everyone's job	VOC  hoarding data	CX ARCHITECT  feature creep opinions schminions	RETENTION  filling kid's stockings with freebies	CUSTOMER SERVICE  transferring call to other department
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LIKELY REACTION IN THE EVENT OF BEING FIRED

VP CX THANK GOODNESS I HAVE A [HUGE] PACKAGE	VOC I GET A RECRUITER CALL A DAY THIS IS EASY	CX ARCHITECT NOW I CAN GO BACK TO DESIGNING WEB PAGES	RETENTION I CAN MAKE A LIVING SELLING MY DRAWER FULL OF FREEBIES \$\$\$ ON EBAY \$\$\$	CUSTOMER SERVICE NOW I CAN WORK AT HOME AS A VIRTUAL AGENT OR... IN THE PHILIPPINES
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design by Telegram Studio