

Join the Experience Value Exchange clearaction.com/team-sport

We're helping organizations of all kinds implement CX+EX+PX as a team sport

- Customer experience (CX) is shaped by employee experience (EX) and partner experience (PX).
 - Value is *created* mostly by non-customer-facing groups. They originate most service issues.
 - Value is *communicated, delivered, and rescued* by customer-facing groups.
 - This is why CX is a **team sport**. Every role in your company is an essential player.

Ease of Work & Ease of Business are vital to 2020s growth

- Ease is about preventing negative surprises, matching what's experienced with what's expected.
 - **Ease of Work** is shaped by *follow-through, respect for interdependencies, and being on the same page*.
 - **Ease of Business** is shaped by *lifetime value mindset, acting on CX+EX+PX insights, and company-wide use of CX+PX+EX*.
- Ease of Work & Business are crucial to retention of employees, partners, customers, investors.



Experience Value Exchange is your mentor for navigating cultural, political, and personality gaps

- Resources are specific to Marketing, Customer Success, Customer Care, UX, EX, PX, CX roles.
 - **Solve-Spaces™** – interactive templates for a new perspective to solve challenges.
 - **Webcast Conversations™** – 5-minute slide presentation + 5-minute conversation x 3.
 - **Events** – Community Calls, Hackathons, Roundtables, Webcast Conversations™.
 - **Open Forum** – post questions, files, and comments to all members.
 - **Insights Vault** – articles, courses, videos, podcasts, handbooks, studies, templates.
- Focus on 6 Ease of Work and Ease of Business competencies as **customized** on your home page.
 - Your home page is based on your answers to the introductory profile questionnaire.
 - Earn a badge when you reach 300 points. Add it to LinkedIn profile, email signature, etc.

FOR CX, CS, EX & MARKETING TEAMS

JOIN TODAY!
EXPERIENCE VALUE EXCHANGE

Experience leadership is a team sport!

SKILL-BUILDING COMMUNITY

CUSTOMER-CENTERED ACTION

LIFETIME VALUE MINDSET

CONSISTENCY TO INTENTIONS

ENTERPRISE USE OF INSIGHTS

ALIGNED MOTIVATIONS

RESPECTING INTERDEPENDENCIES

Why?

- Close the gap between what's promised and what's delivered.
 - Influence cross-org collaboration that *resolves and prevents* thorny issues.
 - Save money, time, reputation, turnover, etc. for customers, partners, employees.
 - Differentiates and give your brand magnetic attraction; sustains revenue growth.
- Streamline mentoring of high-potential talent. Build workforce-of-the-future capabilities.
 - Expose high-level, mid-level and entry-level talent to one another's thought processes.
 - ClearAction is a CXPA-Recognized Training Provider. Earn CRCs for every Exchange hour.

Join the Experience Value Exchange today!
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