Examples of Our Deep Experience in Playbooks

- **Innovating** Superior Customer Experience ehandbook
- Customer Experience **Improvement** Momentum ehandbook
- **Metrics** You Can Manage for Success ehandbook
- **Questionnaire design** handbook
- **Executive listening** session handbook
- Customer **tour guide** handbook
- Customer jargon **interviewers'** handbook
- CX **root cause** improvement handbook
- **Internal customer** satisfaction handbook
- **Quality** management handbook
- Bespoke customer **health score** methodology
- **CX maturity** roadmap and playbook
- **Marketing ops maturity** roadmap and playbook

APPLIED MATERIALS®

ClearAction CONTINUUM

amazon Delivering to Phoenix 85001
Update location
All Amazon Haul Early Prime Deals
books Categories New & Trendi

Kindle Store › Kindle eBooks › Business & Money › M

Innovating Superior Customer Experience

LYNN HUNSAKER

Benchmark studies:
- **Marketing Ops** Maturity
- Global **B2B CX** Practices

24 university courses:
- **Advertising**
- **Marketing**
- **Marketing Ops**
- **Intro to Business**

2-day courses:
- **Market Research**
- **Change Management**
- **Difficult Customers**
- **Remote Communication**

What is a Playbook?

In football, it's the **teamwork plan** for guiding the ball [customer] to **its goal**.

It guides the team to be in-sync, keep their eye on the ball, and backup teammates.

A CXM playbook un-silos what's experienced by **customers + employees + partners**.

Every organization in your firm plays a vital role

for low-cost, high-value end-to-end experience for all.

Each role relies on **customer funding** for salaries + budgets + profit-sharing.

Customers' Reason for Choosing You

- **C-Suite** — General Manager
- **Strategy** — Coach
- **IT** — Left Midfielder
- **Sales** — Striker
- **Products** — Right Midfielder
- **HR** — Team Physician
- **Marketing** — Playmaker
- **Customer** — Ball
- **Operations** — Central Midfielder
- **Finance** — Holding Midfielder
- **Audit** — Left Fullback
- **Security** — Sweeper
- **CXM** — Center Back
- **Compliance** — Right Fieldback
- **Support** — Goalie
- **Goal**

Realities / Expectations

CXM Playbook vs. Other Playbooks

CXM **pulls together** your entire business for end-to-end seamless CX

The primary role of a center back (CB) in soccer is to be the last line of defense, directly protecting the goal and stopping opposing forwards from scoring. This involves tasks like intercepting passes, making tackles, winning aerial duels, and organizing the defense with strong communication. In the modern game, center backs also have a significant role in building attacks by starting plays with crisp passes or carrying the ball forward under pressure. 🔗

Center back role is pivotal in all other roles feeling like team stars.

Crisp passes to any and all players, with strong organizing communication.

Customers' Reason for Choosing You

C-Suite
General Manager

Strategy
Coach

IT
Left Midfielder

Goal

Striker
Sales

Right Midfielder
Products

HR
Team Physician

Playmaker
Marketing

Customer
Ball

Central Midfielder
Operations

Holding Midfielder
Finance

Left Fullback
Audit

Sweeper
Security

Center Back
CXM

Right Fieldback
Compliance

Support
Goalie

What   Customers   Leadership   CX+EX+PX   Next Steps

CX LEADERSHIP

Embed gap-free performance company-wide

CXM

MARKETING + UX/DX DESIGN

Engage customers to buy and recommend

Mktg

CUSTOMER SUCCESS

Ensure they got what they bought, to repurchase

Mktg **CSM**

CUSTOMER SUPPORT

Answer inquiries to stem negative word-of-mouth and churn

CSM

CXM STRATEGY

Shared vision of how customer-centered business will maximize value for all parties.
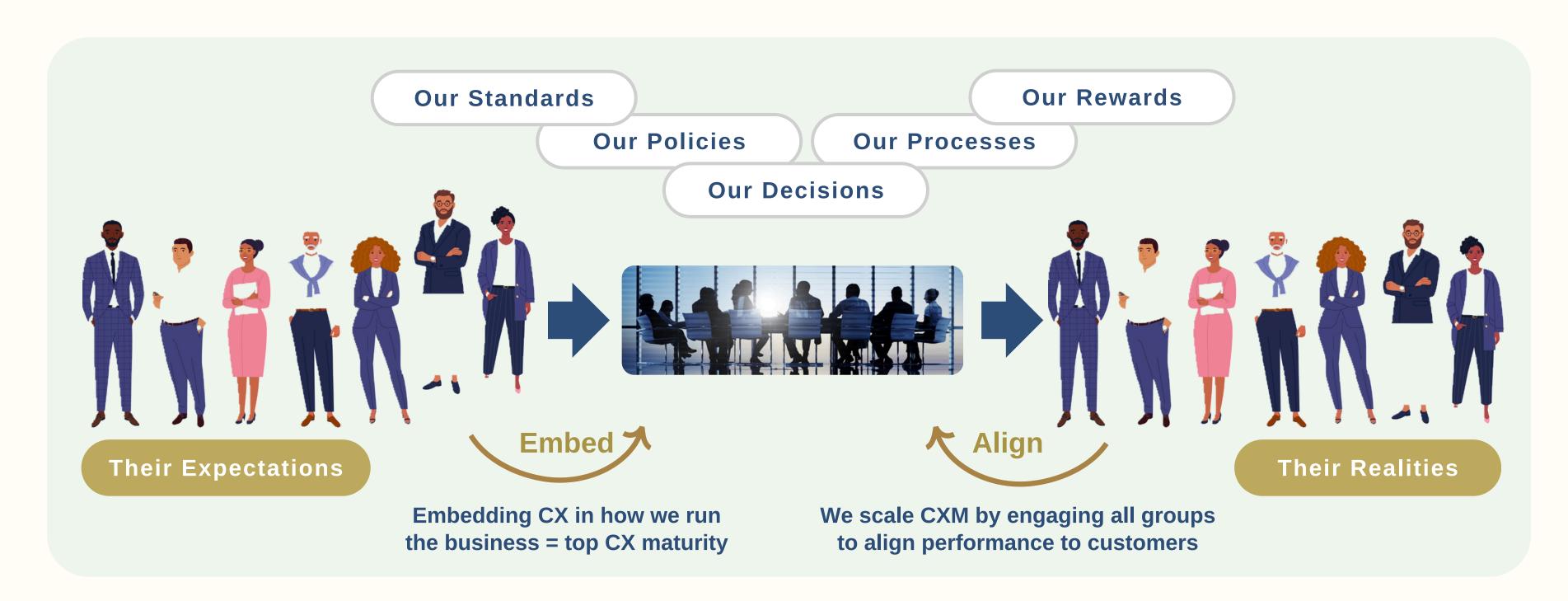
Align and Embed Right Away

You get what you aim for

Our Standards

Our Policies

Our Rewards

Our Processes

Our Decisions

Their Expectations

Embed

Align

Their Realities

Embedding CX in how we run
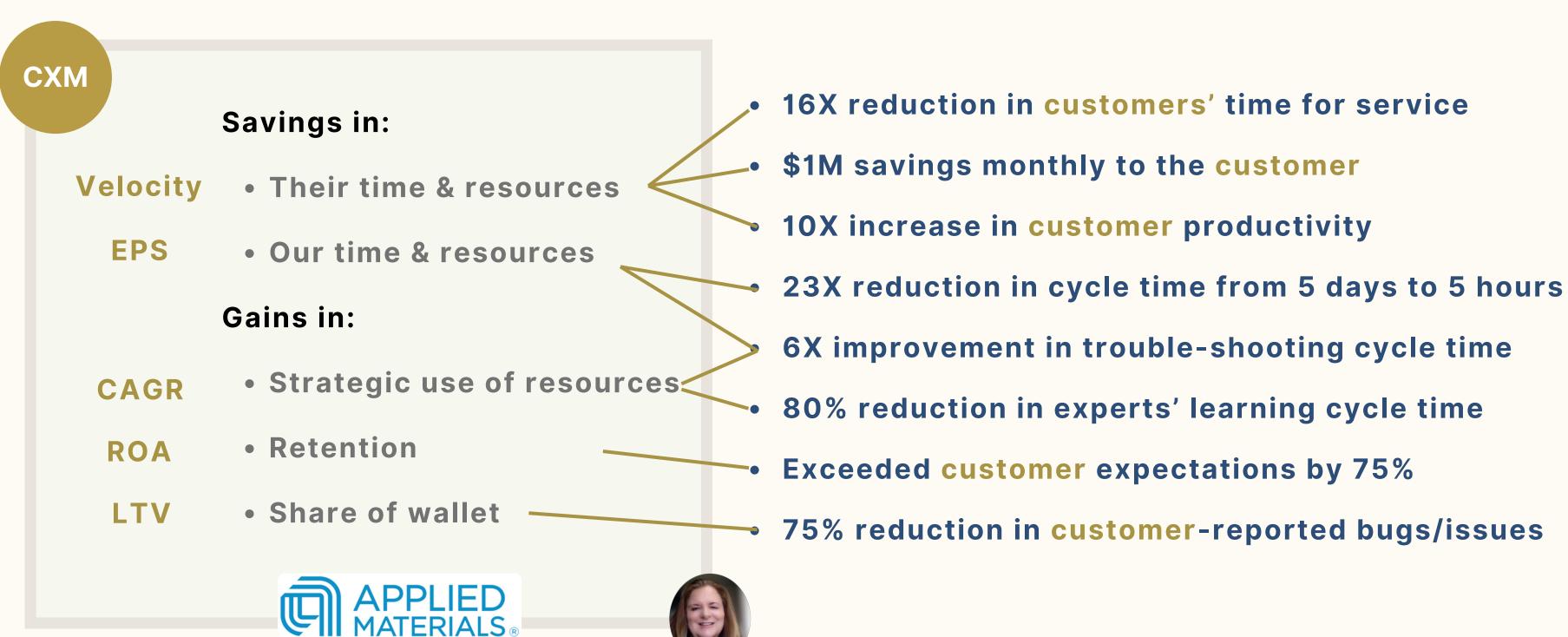the business = top CX maturity

We scale CXM by engaging all groups
to align performance to customers

CXM Playbooks Multiply CX Value

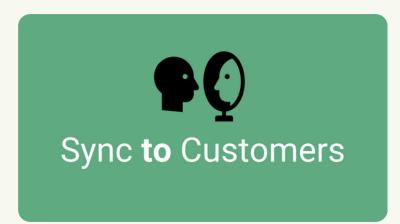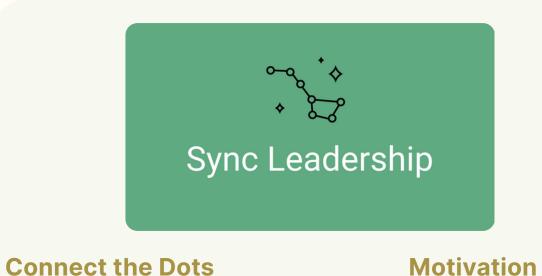By engaging all non-customer-facing + customer-facing organizations, we made **100+ achievements like this every year**

CXM

Savings in:

Velocity
- Their time & resources

EPS
- Our time & resources

Gains in:

CAGR
- Strategic use of resources

ROA
- Retention

LTV
- Share of wallet

- **16X reduction in customers' time for service**
- **$1M savings monthly to the customer**
- **10X increase in customer productivity**
- **23X reduction in cycle time from 5 days to 5 hours**
- **6X improvement in trouble-shooting cycle time**
- **80% reduction in experts' learning cycle time**
- **Exceeded customer expectations by 75%**
- **75% reduction in customer-reported bugs/issues**

APPLIED MATERIALS®

What Are Your Priorities?

Categories for a wide variety of playbooks – or request a new topic

Sync to Customers

Proving Value

Increasing Value

Getting In-Sync

Sync Leadership

Connect the Dots   **Motivation**

Stop Silos

Sync CX+EX+PX
Customers, Employees, Partners

Who You Serve

How They Serve

What's in a ClearAction Playbook?

Your **ongoing guide** for setup and deployment of low-cost, high-value permanent practices

1. Positioning for clarity to execs

2. Step-by-step guide

3. Scenario table(s)

4. Template(s) for action

5. Pitfalls to avoid

6. Value multiplier factors

7. Real-life examples of deployment

8. Ongoing discussions in CX Value Multipliers Forum

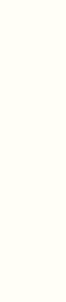**ClearAction Playbook**

Affordable, immediately actionable do-it-yourself guide

Tailored to your situation

Optional Coaching or Train-the-Trainer

Solutions otherwise arranged as USD $9K-25K consulting

Peek into Playbooks

Concise, straightforward do-it-yourself strategy

1. Positioning for clarity to execs

2. Step-by-step guide

3. Scenario table(s)

4. Template(s) for action

5. Pitfalls to avoid

6. Value multiplier factors

7. Real-life examples of deployment

8. CX Value Multipliers Forum Friends Access

Tailored to your situation

Q3-Q4

Culture — Big Picture, Cultu...
Insights — Respect, H...
Design — Actions, D...
Engagement — Champion, Kee...
Metrics — Pr...

1) Objective
This playbook describes Employe...

2) What Success Looks Like
Intended outcomes of your Coun...
that your Council is effective whe...
praise for the Council in the Empl...
programs, and improvement effor...

3) Pitfalls to Avoid
Skin-deep actioning: this happens...
Setup closed-loop systems from t...
Why: You can grow morale, prod...

Misrepresentation: this happens...
Select high-potential employees ...
Ensure representation across ger...
Setup ways for employees at-larg...
Encourage Council members to i...
Why: You can gain a balanced, a...

HR focus: this happens when top...
Acknowledge that factors affectin...

4) Council Plays

A) Representation of Employees
(1) Build-in transparency and repr...
    Post Council minutes on Intran...
Why: You will hear Council advice...

(2) Hear the voice of the least-hea...
Why: You will expand your aware...

(3) Ensure diversity of situations a...
Why: You gain insights that affec...

B) Tie-in to Actioning Opportunitie...
(1) Add to agendas of QBRs/Ops ...
Why: You get regular review of e...

(2) Link directly to continuous imp...
Why: Your Council's views and ne...

C) Accountability & Transparency
(1) Ask about Council insight abo...
Why: You will drive adoption of Co...

Peek into Playbooks

Scenario tables, templates for action, and real-life examples of deployment

1. Positioning for clarity to execs

2. Step-by-step guide

3. Scenario table(s)

4. Template(s) for action

5. Pitfalls to avoid

6. Value multiplier factors

7. Real-life examples of deployment

8. CX Value Multipliers Forum Friends Access

Tailored to your situation

How to use this: (1) By thinking about your job in (a) sales-enabling and (b) strategic roles you can make decisions about how to necessary attention for greater success. (2) Recommendations are intended to take your strategic impact to the next level. (3) By roles side by side, you may discover synergies and efficiencies to expand the impact of your resources. (4) This is a framework f modification.

	Roles		Responsibilities	R
Marketing Operations	*Fundamental Sales-Enabling Roles:* Drive Marketing ROI Track Metrics		Redirect spend to highest value opportunity. Report performance visibly and accurately	Research com ranked MQL c Track alignme

Roles with Other Functional Areas

How to use this: (1) This is a checklist for conversations between Marketing and other organizations, (2) Each organization could ra respective deliverables and hand-offs, prompting clear requirements definitions, consistent execution, and stronger collaboration.

Other Functions	Initiated by Marketing	Supported by Mar
Enterprise Revenue and Online Revenue	Research advisories, competitive analysis, unique value proposition New product introduction, product documentation, media/analysts Sales training, sales and customer retention tools, promotions	Joint planning, account penetration Lead scoring and conversion Forecasting

Coordination Across Functions

How to use this: (1) Each function should ensure timely and effective hand-offs to one another, (2) The deliverables received sh (3) The receiving function should take initiative to clearly communicate any changes in their requirements.

	Demand Gen's Deliverables
To Region Marketing	Strategy for leads and market
To Corp Communications	Webinar timeline, results repor
To Content & Social	Timelines for campaigns and v
To Product Marketing	Analytics, results reporting

Optional Coaching or Train-the Trainer

What

Your Process

You can get started right away

1. **Peruse the list** of playbook topics

   ○ You can request a **bespoke** topic

   ○ We can **chat** to help you decide

   ○ Use our **quiz to prioritize** your choices

Categories

https://ClearAction.com/playbooks

Sync **to** Customers

Sync Leadership

Sync CX+EX+PX
Customers, Employees, Partners

Chat https://ClearAction.com/oneonone/get-acquainted

Request email Success@ClearAction.com
or LinkedIn.com/in/lynnhunsaker

Your Process

You can get started right away

1. Peruse the list of playbook topics

   ○ You can request a bespoke topic

   ○ We can chat to help you decide

   ○ Use our quiz to prioritize your choices

2. Buy the **gold** or **platinum** playbook level

3. You'll get an online **link to select your specific** Playbook topic

4. Your selection opens the **self-assessment that we'll use to customize** your Playbook to your situation

5. You'll receive your **customized Playbook** within a week, or possibly the same day

Categories

https://ClearAction.com/playbooks

| Sync **to** Customers | Sync Leadership | Sync CX+EX+PX Customers, Employees, Partners |

Chat https://ClearAction.com/oneonone/get-acquainted

Request email Success@ClearAction.com or LinkedIn.com/in/lynnhunsaker

Platinum complex topic with extensive procedures

What   Customers   Leadership   CX+EX+PX   Next Steps

Why Sync **to** Customers?

https://ClearAction.com/playbooks
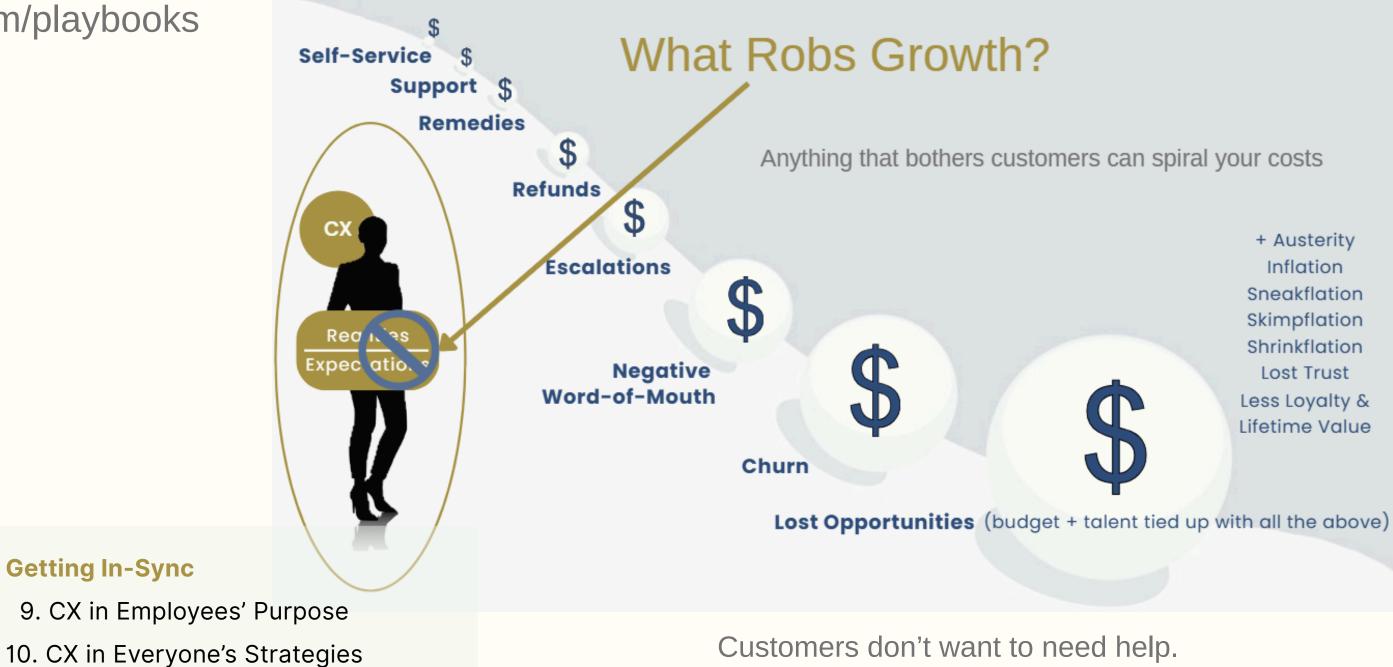
Sync **to** Customers

Proving Value

1. Calculate CX Design Value
2. Calculate Support Value
3. Calculate VoC Value
4. Customer Lifetime Value

Increasing Value

5. Core-Growth Customers
6. Customers' Ultimate Aims
7. Close Top Gaps' Root Causes
8. 6 A's Workshops

Getting In-Sync

9. CX in Employees' Purpose
10. CX in Everyone's Strategies
11. Value Proposition = Actual Journey
12. Intentional CX = North Star

What Robs Growth?

Anything that bothers customers can spiral your costs

Self-Service $ $
Support $
Remedies
Refunds $
Escalations $
Negative Word-of-Mouth $
Churn
Lost Opportunities (budget + talent tied up with all the above)

CX

Realities
Expectations

+ Austerity
Inflation
Sneakflation
Skimpflation
Shrinkflation
Lost Trust
Less Loyalty &
Lifetime Value

Customers don't want to need help.
Anything out-of-sync with expectations
causes a spiral of costs that sap budgets for growth.

Playbooks to Sync **to** Customers

Proving Value

Calculate Value of CX Design
Playbook
PROVE VALUE

Quantify money value of enhancements, UX, DX, HCD, CJM, orchestration, etc. and link to business goals + business results.

Calculate Value of Support
Playbook
PROVE VALUE

Quantify money value of FCR, AHT, CES, CSAT, KM, self-service, channels, etc. and link to business goals + business results.

Calculate Value of VoC
Playbook
PROVE VALUE

Quantify money value of VoC, NPS, CJM, analyses, personas, etc. and link to business goals + business results.

Customer Lifetime Value
Platinum Playbook
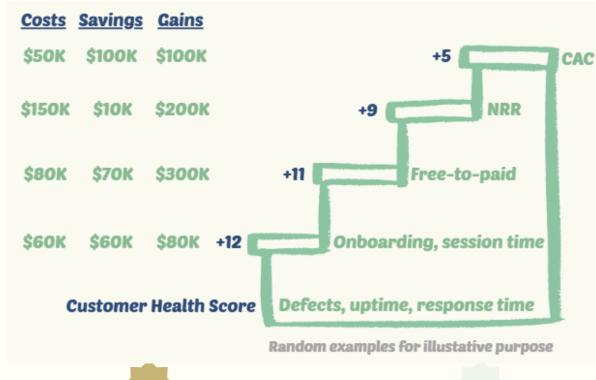
Identify profit-takers and profit-makers; 6 ways to prioritize efforts for customers; current, future, and strategic profitability.
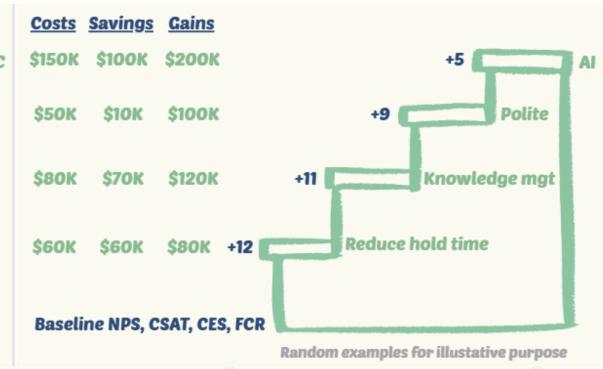
Always use money value for anything you present to managers.

Link it to what's happening in management's goals.

Learn how to use partial data to motivate and be valued.

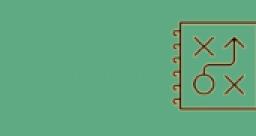| Costs	Savings	Gains		
$50K	$100K	$100K	+5	CAC
$150K	$10K	$200K	+9	NRR
$80K	$70K	$300K	+11	Free-to-paid
$60K	$60K	$80K	+12	Onboarding, session time

Customer Health Score — Defects, uptime, response time

Random examples for illustative purpose

Costs	Savings	Gains		
$150K	$100K	$200K	+5	AI
$50K	$10K	$100K	+9	Polite
$80K	$70K	$120K	+11	Knowledge mgt
$60K	$60K	$80K	+12	Reduce hold time

Baseline NPS, CSAT, CES, FCR

Random examples for illustative purpose

Playbooks to Sync **to** Customers

Increasing Value

Core-Growth Customers
Playbook
SYNC TO CUSTOMERS

Influence business development to focus on trends in intersection of customers' spend x costs to serve.

Customers' Ultimate Aims
Playbook
SYNC TO CUSTOMERS

Guide all you do by top 2-3 themes for what customers + employees + partners pursue in their life or business.

Close Top Gaps Root Causes
Playbook
SYNC TO CUSTOMERS

Show each department company-wide their top 2 ways to stop bad CX/EX/PX and create new value in CX/EX/PX.
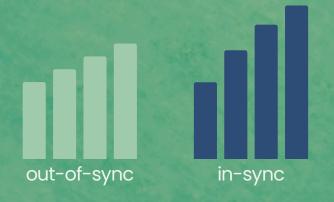
6 A's Workshops
Playbook
SYNC TO CUSTOMERS

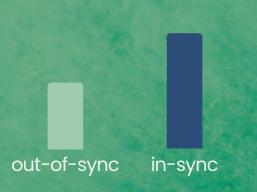Absorb what's Asked, Adopt responsibility, plan how to Apply root cause action, and Account and Applaud progress.

Value of syncing **to** customers

Realities
Expectations

out-of-sync   in-sync

out-of-sync   in-sync

out-of-sync   in-sync

50% shorter time from
idea to product launch
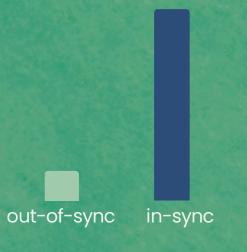
58% faster
revenue growth

72% higher
profit

2.2X
customer retention

16.8X
engaged employees

Playbooks to Sync **to** Customers

Getting In-Sync

CX in Employees' Purpose	CX in Everyone's Strategies	Value Prop ≠ Journey	Intentional CX = North Star
Playbook	**Playbook**	**Playbook**	**Playbook**
PERFORMANCE REVENUE ROADBLOCKS	STRATEGIES REVENUE ROADBLOCKS	STRATEGIES REVENUE ROADBLOCKS	STRATEGIES REVENUE ROADBLOCKS
How to relate any role to customer experience wins and losses. Show them why customers pay for their salary.	How to guide non-customer-facing and touchpoint groups in syncing their annual strategy to core-growth customers' goals.	How to revise value propositions to match realities of customers' end-to-end journey, and vice versa.	Define how customers want to feel across their end-to-end journey and simplify this for everyone's decision-making.

Why it Matters

- Dysfunction starts when purpose, strategies, and decisions are out-of-sync

- Orient everything to customers' aims from the start to free-up time and resources

- Save millions from otherwise endless bandages on dysfunction

- This expands budgets for growth: untapped opportunities, salary increases, hiring, empowerment, profit-sharing

Why Sync Leadership?

https://ClearAction.com/playbooks

Sync Leadership

Connect the Dots

1. Bonus Criteria
2. Internal Customer Experience
3. Executive Listening Sessions
4. CX in Meeting Agendas
5. CX in Strategic Pillars
6. Policies Sync to CX+EX+PX

Stop Silos

7. Silos Choking Growth
8. Siloed Cost Containment
9. Chronic Issues Sap Budgets

Stop Silos

10. Shrinkflation
11. Accountability
12. Throw Over the Fence Handoffs

Motivation

13. CX = Business Outcomes
14. CX in Reviews & Rewards
15. Self-Report Team Recognition
16. Cross-org Inter-dependencies

Customers experience outcomes from everyone across your firm. Silos are kryptonite to your profits and upward growth.

Realities / Expectations

Handoffs · Employee Experience · Incentives · Prices · Data · Suppliers · Partners · Plans · Policies · Processes · Products · Environs · Interactions · Attitudes

Playbooks to Sync Leadership
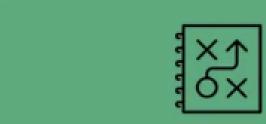
Connect the Dots

Bonus Criteria
Playbook
SYNC LEADERSHIP

Emphasize action progress to improve value to customers, employees, and partners.

Internal Customer Experience
Playbook
SYNC LEADERSHIP

Guide managers to sync for efficiency and effectiveness with internal groups who rely upon outcomes of their work.

Executive Listening Sessions
Playbook
SYNC LEADERSHIP

VPs/Chiefs visit and listen to their counterpart to drive internal organizational learning.
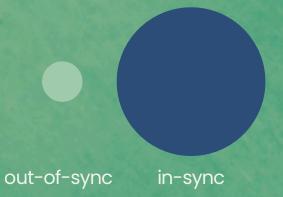
CX in Meeting Agendas
Playbook
SYNC LEADERSHIP
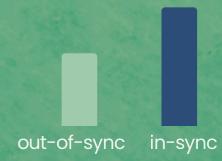
Get CX/EX/PX regularly on the agenda of everyone's staff meetings and reviews of all kinds.

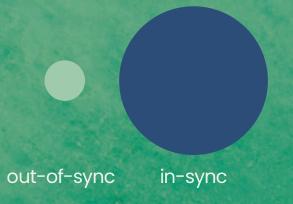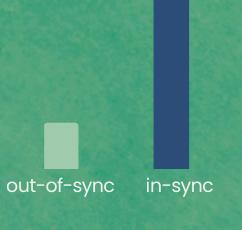## Value of getting everyone on the same page

Realities
Expectations

out-of-sync   in-sync

737% more likely
innovation in the face of obstacles

out-of-sync   in-sync

158% higher
revenue

out-of-sync   in-sync

699% more
engaged employees

out-of-sync   in-sync

460% more likely to
be a promoter

Playbooks to Sync Leadership

Stop Silos

CX in Strategic Pillars
Playbook
SYNC LEADERSHIP

Bring high visibility to pillars' dependence upon and benefits from customers, employees, and partners.

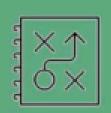## Policies Sync to CX+EX+PX
Playbook
SYNC LEADERSHIP

Analyze what's in-sync and out-of-sync with CX/EX/PX in external and internal policies of all kinds, and closet gaps.

Silos Choking Growth
Playbook
STRATEGIES REVENUE ROADBLOCKS

4 universal keys to smoothing 5 execution silos and 5 operational silos, plus keys for each of these 10 silos.

Siloed Cost-Containment
Playbook
EFFICIENCIES REVENUE ROADBLOCKS

Customer intelligence as basis for cost containment analyses and decisions, to avoid value damage, and increase value.

Why it Matters

- How you run the business *is* what customers experience and what employees experience – and partners.
- All decisions are levers in what's received (or missing) for customers, employees, partners, and investors.

Playbooks to Sync Leadership

Stop Silos

Chronic Issues Sap Budgets	Shrinkflation	Accountability	Throw Over the Fence
Playbook	**Playbook**	**Playbook**	**Playbook**
EFFICIENCIES REVENUE ROADBLOCKS	EFFICIENCIES REVENUE ROADBLOCKS	EFFICIENCIES REVENUE ROADBLOCKS	PERFORMANCE REVENUE ROADBLOCKS
How to expand budgets in challenging circumstances by reducing causes of chronic issues bothering customers.	How to avoid shrinkflation, skimpflation, sneakflation, and inflation by focusing managers on causes of price pressure.	How to influence strong accountability of organizations and individuals, regardless of your managerial level or scope.	Stop sloppy handoffs where problematic work process outcomes are thrown over the fence to touchpoints.

Why it Matters

- Everyone wants more budget: opportunities are infinite, yet resources are finite.

- Budget and dysfunction are personally motivating topics, whereas revenue is impersonal.

Playbooks to Sync Leadership

Motivation

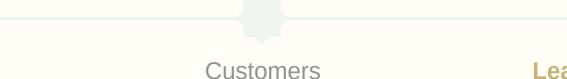| CX = Business Outcomes	CX in Reviews & Rewards	Self-Report Team Recognition	Cross-Org Interdependencies
Playbook PERFORMANCE REVENUE ROADBLOCKS	**Playbook** PERFORMANCE REVENUE ROADBLOCKS	**Platinum Playbook**	**Platinum Playbook**
Guide managers' communication habits to always link customers' costs and gains to business costs and gains, and vice versa.	How to embed customer-focus in reviews of all kinds and rewards of all kinds across your company.	How to set up reward teams who make new value, prevent issues, and solve root causes for internal and external customers.	For each organization: who depends upon whom, why, when, so what ... for charters, performance criteria, reviews, rewards.

Why it Matters

- Link personal outcomes to customers' outcomes for highest ROI on compensation budget.

- Motivate decisions and actions to contribute positively customers' pains and gains.

- Always increasing value to customers – external and internal – builds organizational agility.
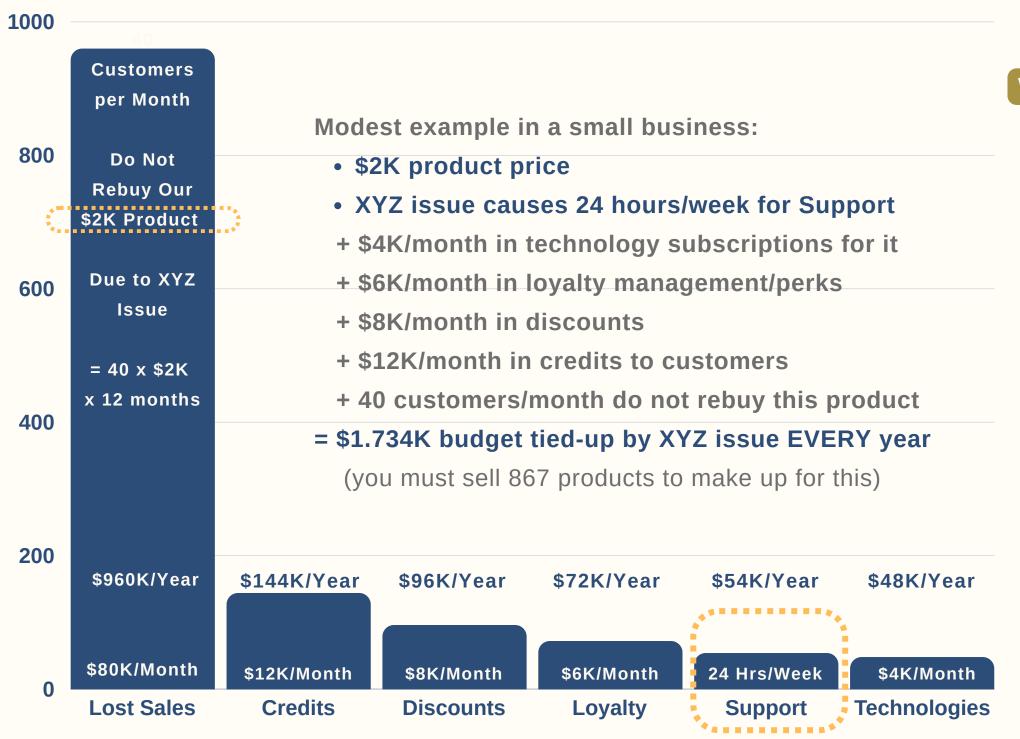
Every Manager Can Increase Profit & Revenue

Position each Senior Leader as a CX Champion

Modest example in a small business:

- **$2K product price**
- **XYZ issue causes 24 hours/week for Support**
- **+ $4K/month in technology subscriptions for it**
- **+ $6K/month in loyalty management/perks**
- **+ $8K/month in discounts**
- **+ $12K/month in credits to customers**
- **+ 40 customers/month do not rebuy this product**

= $1.734K budget tied-up by XYZ issue EVERY year

(you must sell 867 products to make up for this)

Chart

	Lost Sales	Credits	Discounts	Loyalty	Support	Technologies
Per Year	$960K/Year	$144K/Year	$96K/Year	$72K/Year	$54K/Year	$48K/Year
Per Month	$80K/Month	$12K/Month	$8K/Month	$6K/Month	24 Hrs/Week	$4K/Month

Y-axis: 0, 200, 400, 600, 800, 1000

Lost Sales bar label: Customers per Month / Do Not Rebuy Our / **$2K Product** / Due to XYZ Issue / = 40 x $2K x 12 months

Why this estimate is just the tip of the iceberg:

XYZ chronic issue ties up $1.734M budget every year

+ Higher in upcoming years as you add more customers.

+ Longer sales cycle and lower conversion due to doubts of buyers from negative word-of-mouth of customers affected by XYZ issue.

+ Lower productivity of talent tied-up with this issue.

+ Staff burnout and turnover, etc.

By solving XYZ issue, you re-assign $1.7M+ to growth opportunities

= CX ROI will continue to multiply year after year!

https://ClearAction.com/quantify-cx-roi

What   Customers   **Leadership**   CX+EX+PX   Next Steps

Expand Budgets for Growth

Solve root causes of what's bothering customers to free-up funds and talent

	Budget Expansion		
Re-Allocate Freed-Up $$	**Year 1**	**Years 1+2+3**	
Increase Salaries	$433,500	$520,200	Allocate 10%
Increase Hiring	$433,500	$1.56M	Allocate 30%
Empower Spending	$433,500	$2.08M	Allocate 40%
Increase Profit-Sharing	$433,500	$1.04M	Allocate 20%
	=$1.73M	**=$5.2M**	**= CX Annuities**

Why Sync CX+EX+PX?

https://ClearAction.com/playbooks
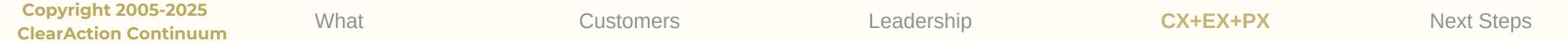
Every enterprise's existence relies on 3 stakeholders.
Respect these 3 as the hand that feeds investors.

Sync CX+EX+PX
Customers, Employees, Partners

Who You Serve

1. Stakeholder Inventory
2. Stakeholder Lingo
3. Internal Marketing for CXM
4. CX+EX+PX Sync

How They Serve

5. Intended Outcome Partnering
6. CX+EX+PX Council
7. CX Champions
8. CX+EX+PX Strategy

Aim for equal progress

Customer Experience   **Employee Experience**   **Partner Experience**

4x3 Dashboard

1) **Measure money value to them** (their goals, values, time, costs, worry, effort, opportunities)
2) **Measure what's being done** operationally to improve value to them
3) **Validate these measures** via marketing metrics (NPS, CES, NRR, etc.)
4) **Quantify money value** you gain (your differentiation, time, costs, resources, opportunities)

Playbooks to Sync CX+EX+PX

Who You Serve

Stakeholder Inventory
Playbook
SYNC TO CX+EX+PX

Your personal guide for motivating and removing roadblocks for everyone you depend upon for great CX/EX/PX.

Stakeholder Lingo
Playbook
SYNC TO CX+EX+PX

Discuss and report CX/EX/PX in phrasing and rhythms of each organization inside your company.

Internal Marketing for CXM
Playbook
SYNC TO CX+EX+PX

Translate CX/EX/PX care-abouts to managers' care-abouts to engage them via a portfolio of channels/communications.

CX+EX+PX Sync
Playbook
SYNC TO CX+EX+PX

Guide to syncing approaches for customers and employees and partners experience management.

Why it Matters

- It's impossible for any size CX/CS/EX/Marketing team to guarantee good experiences.
- You rely on all managers company-wide to avoid mis-steps: bad costs and PR fiascos.
- Managers' customer-centricity depends on you to inform and guide them.

Playbooks to Sync CX+EX+PX

How They Serve

Intended Outcome Partnering	CX+EX+PX Council	CX Champions	CX+EX+PX Strategy
Intended Outcome Partnering Playbook SYNC TO CX+EX+PX	**CX+EX+PX Council** Playbook SYNC TO CX+EX+PX	**CX Champions** Playbook SYNC TO CX+EX+PX	**CX+EX+PX Strategy** Platinum Playbook
How you come across to your stakeholders, and how to increase their engagement with CXM for intended outcomes.	Raise their mission to silo-smoothing, empowerment governance, syncing accountability..	Selection, communication, development, and engagement with CXM core team and within their own organizations.	Shared vision for customer-centered business maximizing value: outline your CX+EX+PX management approach.

Why it Matters

- You multiply your impact when you work through others to stop revenue roadblocks.

- Your value is multiplied when you prevent silos.

- You create synergies with consistent approach to customer, employee, and partner experience management.

What   Customers   Leadership   CX+EX+PX   Next Steps
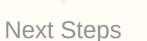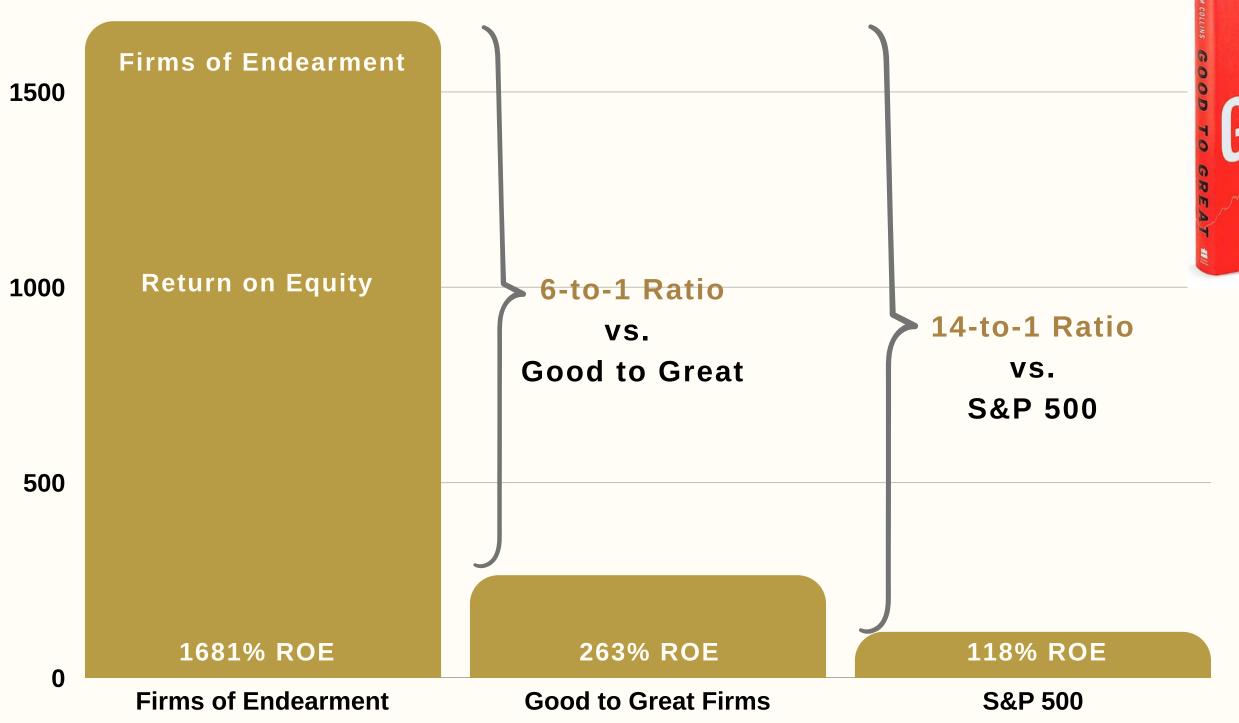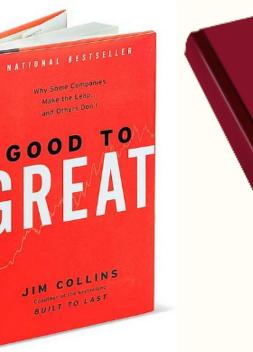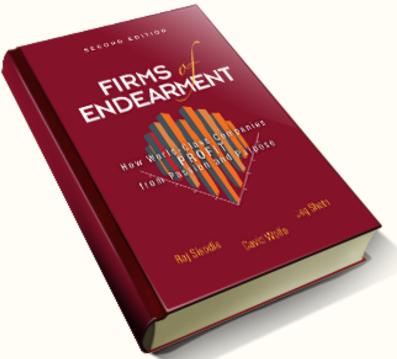
"They actively <u>align</u> the interests of all stakeholder groups, not just balance them …

and can do seemingly contradictory things such as

pay high wages, charge low prices, and get higher profitability."

Firms of Endearment

Return on Equity

1500	
1000	
500	
0	

6-to-1 Ratio
vs.
Good to Great

14-to-1 Ratio
vs.
S&P 500

1681% ROE

263% ROE

118% ROE

Firms of Endearment

Good to Great Firms

S&P 500

GOOD TO GREAT — JIM COLLINS

FIRMS of ENDEARMENT

Firms of Endearment:
BMW, Cipla, Fabindia, Femsa, Gemalta, Honda, Inditex, Ikea, Mahindra, Marico, Novo Nordisk, Posco, Tata, Toyota, Unilever, 3M, Adobe, Amazon, Autodesk, CarMax, Chipotle, Cognizant, Colgate Palmolive, Costco, Disney, FedEx, Gore, IDEO, Jordan's Furniture, LL Bean, Method, New Balance, Nordstrom, Panera, Patagonia, Qualcomm, REI, SAS, SC Johnson, Shlumberger, Southwest, Starbucks, T Rowe Price, Timberland, Toms, Trader Joe's, UPS, USAA, Wegmans, Whole Foods.

What   Customers   Leadership   CX+EX+PX   Next Steps

What's in a ClearAction Playbook?

Your **ongoing guide** for setup and deployment of low-cost, high-value permanent practices

1. Positioning for clarity to execs

2. Step-by-step guide

3. Scenario table(s)

4. Template(s) for action

5. Pitfalls to avoid

6. Value multiplier factors

7. Real-life examples of deployment
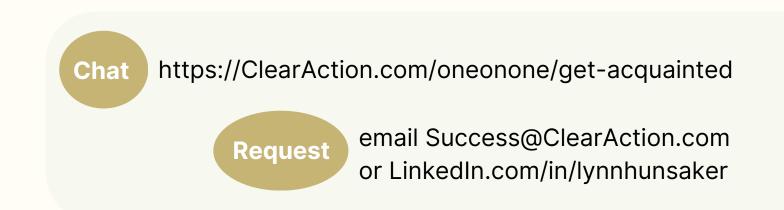
8. Ongoing discussions in CX Value Multipliers Forum

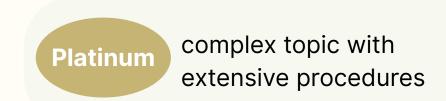**ClearAction Playbook**

Affordable, immediately actionable do-it-yourself guide

Tailored to your situation

Optional Coaching or Train-the-Trainer

Solutions otherwise arranged as USD $9K-25K consulting

Your Process

Your **ongoing guide** for setup and deployment of low-cost, high-value permanent practices

1. **Peruse the list** of playbook topics

   - You can request a **bespoke** topic

   - We can **chat** to help you decide

   - Use our **quiz to prioritize** your choices

2. Buy the **gold** or **platinum** playbook level

3. You'll get an online **link to select your specific** Playbook topic

4. Your selection opens the **self-assessment** that we'll use to customize your Playbook to your situation

5. You'll receive your **customized Playbook** within a week, or possibly the same day

Chat https://ClearAction.com/oneonone/get-acquainted

Request email Success@ClearAction.com
or LinkedIn.com/in/lynnhunsaker

Platinum complex topic with extensive procedures

What   Customers   Leadership   CX+EX+PX   **Next Steps**

🔒 **Log-in or Buy to Unlock**

To get access to this content:

- **Already purchased?** <u>Log in</u> to CX Value Multipliers Forum.
- **New here?** Buy now to unlock instant access.

CX+EX+PX Playbooks

STEP-BY-STEP GUIDES

Playbooks

For customer experience (CX), employee experience (EX), partner experience (PX)

Playbooks to Mutliply Value

Your fastest way to world-class practices for higher growth.

A. Sync Customers
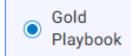
B. Sync Leadership

C. Sync CX+EX+PX Management

. . . .

What is a Playbook?

In football, a "playbook" is about guiding the ball (customer) to the goal (solution to their needs).

These playbooks guide players to (a) be **in-sync**, (b) keep their eye on the ball, and (c) backup

⦿ Gold Playbook	$900.00
◯ Platinum Playbook	$1,800.00
◯ Gold Playbook + 1 Hour Coaching	$1,200.00
◯ Gold Playbook + 90 Minutes Train-the-Trainer	$1,500.00
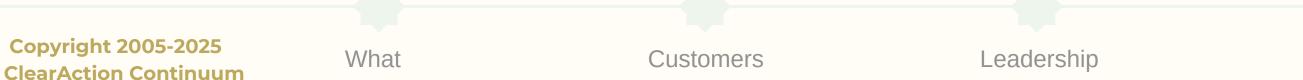
Buy Now

Let's Get Started

https://ClearAction.com/products/playbooks

Sync **to** Customers

Proving Value
1. Calculate CX Design Value
2. Calculate Support Value
3. Calculate VoC Value
4. Customer Lifetime Value

Increasing Value
5. Core-Growth Customers
6. Customers' Ultimate Aims
7. Close Top Gaps' Root Causes
8. 6 A's Workshops

Sync Leadership

Getting In-Sync
9. CX in Employees' Purpose
10. CX in Everyone's Strategies
11. Value Proposition = Actual Journey
12. Intentional CX = North Star

Connect the Dots
1. Bonus Criteria
2. Internal Customer Experience
3. Executive Listening Sessions
4. CX in Meeting Agendas
5. CX in Strategic Pillars
6. Policies Sync to CX+EX+PX

Stop Silos
7. Silos Choking Growth
8. Siloed Cost Containment
9. Chronic Issues Sap Budgets
10. Shrinkflation
11. Accountability
12. Over the Fence Handoffs

Motivation
13. CX = Business Outcomes
14. CX in Reviews & Rewards
15. Self-Report Team Recognition
16. Cross-org Inter-dependencies

Sync CX+EX+PX
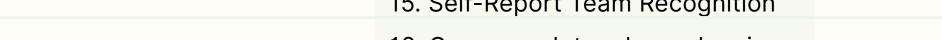### Customers, Employees, Partners

Who You Serve
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2. Stakeholder Lingo
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How They Serve
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6. CX+EX+PX Council
7. CX Champions
8. CX+EX+PX Strategy

What

Next Steps

Get Your Playbooks

Align and Embed CX in 2026

ClearAction.com/playbooks

https://LinkedIn.com/in/lynnhunsaker