



connecting the dots of CX strategy



CX Connexion
customer experience connexion

Customer Experience

the Key to Competitive Differentiation!

In today's highly competitive business environment, where many businesses offer the same products and services at similar prices, management are actively searching for a key point of competitive differentiation to increase market share.

Research proves that companies who are winning the battle for market share, are actively focusing efforts and resources on driving a better Customer Experience.

Driving a better customer experience ultimately increases sales, improves customer loyalty and reduces churn. All the key factors that every business must be considering in order to thrive in the future.



PEOPLE

Employee experience

PROCESS

Frictionless experience

TECHNOLOGY

Omni channel experience

CUSTOMER EXPERIENCE



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7 STAGE

CUSTOMER EXPERIENCE
DESIGN STRATEGY

DECIDE

DISCOVER

DEFINE

DEVELOP

DESIGN

DELIVER

DILIGENCE

1



2



3



4



5



6



7



EXECUTIVE BUY-IN & COMMITMENT

Design and implementation of a Customer Experience Strategy is not possible without the total buy in of the Board & Exco. This phase involves a presentation to the Board about what is Customer Experience, why is it important, how do we design for CX.

SITUATIONAL ANALYSIS RESEARCH

Where are we now - what is the current customer experience we are delivering? Process involves research in the form of customer interviews, focus groups, surveys and data analysis

GAP ANALYSIS

Interactive and immersive workshops for Management and all staff to map the current customer experience to identify current pain points, obstacles to a frictionless experience and opportunities for improvement

IDEAL EXPERIENCE DESIGN

Gathering all the data and information gleaned from customer research and customer journey mapping, the team designs the ideal experience. At this point, all recommendations for improvement are assigned costs for management and task allocation accountability.

EMPLOYEE EXPERIENCE DESIGN

An ideal customer experience cannot be delivered without the buy-commitment and support of all employees. This phase takes a close look at the current employee experience and identifies opportunities for improvement.

This phase involves the design of an internal marketing and communications strategy to support the launch and roll-out of the customer experience strategy to increase employee commitment to the process, as well as maintain support of the initiative.

LAUNCH CX CAMPAIGN

During this phase, all process and technology improvements pertaining to the ideal customer experience are tested to ensure viability before launching.

DEEP DIVE DATA & DELIVERABLES

Customer and employee engagement launch of the ideal experience now delivered by the business.



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CONTACT DETAILS

Mobile : +27 82 457 5752

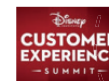
Email : lynn@cxconnexion.com

Website : www.lynnbakerspeaker.com



Lynn Baker – CEO of Customer Experience Connexion is a Certified Customer Experience Specialist (CXS) from CX University, works with businesses large and small to re-design business strategy to align corporate objectives to a customer focused organisation.

In 2006 Lynn attended the Disney Quality Service course at Disney Land in Florida and implemented many of the Disney service philosophies at Montecasino Corporate Events, which she ran at the time.



Subsequently, she has attended a Customer Experience Master Class in Dubai, trained as a Customer Journey Mapping Facilitator and attended the Disney World Customer Experience Summit 2018 in Disney World in Florida, USA. Lynn recently qualified as the first 'Customer Experience Specialist' in South Africa from CX University in the USA.

Lynn is a recognised international speaker on customer experience, facilitates customer journey mapping interventions and consults to companies on customer experience strategy design.



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