

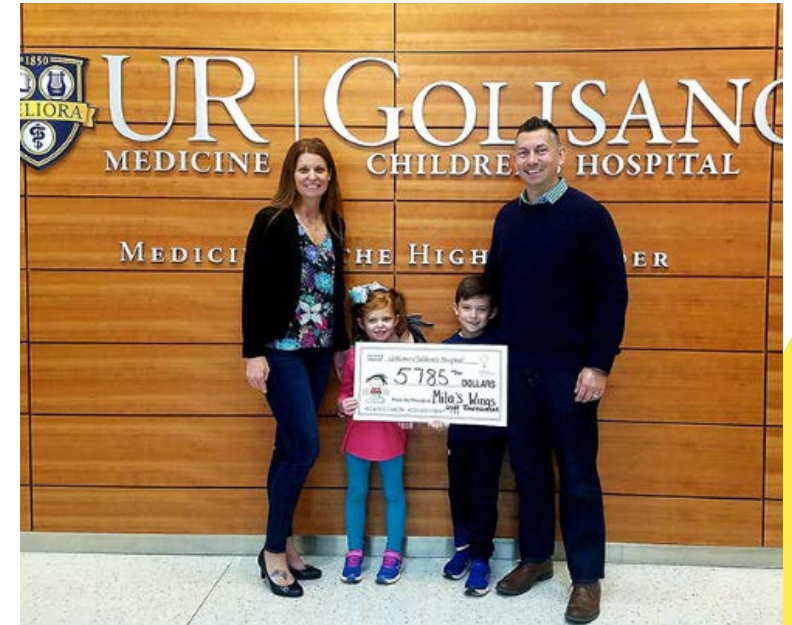
Customer Experience Excellence in Service Delivery

Jeff Reinholtz



JEFF REINHOLTZ

- Director of Client Experience with Innovative
- Vice President of Client Services with CaterTrax
- Global leader in CX of Sales & Support Training for MBUSA Mbrace
- Global sales training leader for CA Technologies (Cloud)
- Creator of Rochester Smart Biz
- Author of the Top Producer Playbook
- 3 X contributor to the Rochester Business Journal
- Creator of the Mila's Wings foundation
- Proud father and husband
- Member of the Fairport community



TODAYS TOPICS

- What is Client Experience
- Why is it important
- How are organizations measuring CX
- What is the business impact
- How to get started
- Takeaways



WHAT IS CLIENT EXPERIENCE?

- How customers perceive their interactions with your company.
- The client experience begins with the first promise and then your ability to be consistent on delivering on your promise will define how clients view their experience with you and your brand.
- No single entity owns CX.
- The biggest CX impact is frontline team members including sales, service delivery and support.



WHY IS CLIENT EXPERIENCE CRITICAL?

- Loyal customers are 5X more likely to purchase again
- 4X more likely to refer a friend to your business.
- American consumers will pay 17% more to purchase from a company with a reputation for great service
- Companies that excel at customer experience have 1.5 times more engaged employees
- 66% of companies are competing today on CX, which is up from 36% in 2010
- 73% of companies with above average CX perform better financially vs. their competition



IMPACT ON REVENUE

A promoter to your business will do the following:

- Retain you as the service provider
- Engage in new services
- Speak positively on their experience
- Promoters spend 33% more with us vs. a passive score

Detractors

0 - 6



Passives

7 / 8

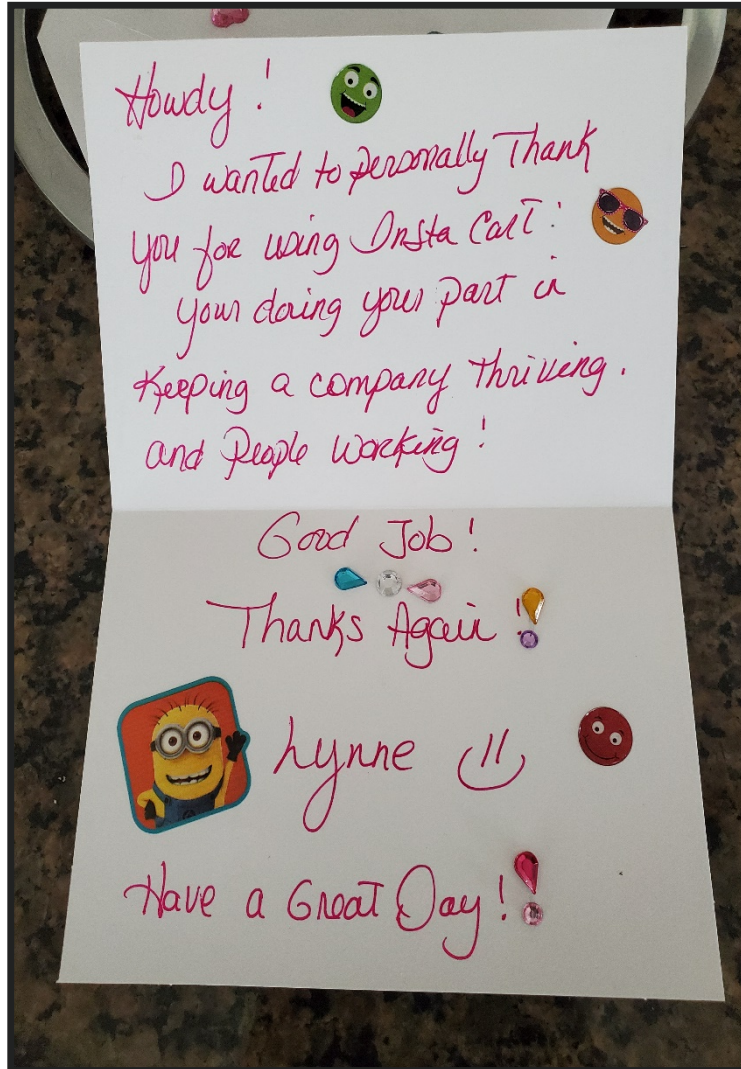


Promoters

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LITTLE GESTURES MAKE BIG IMPACT



Hello Jeffrey,

Thank you for contacting Bauer Hockey. That part is not available as a separate item to purchase, it only comes with the helmet to use when heat molding the fit plate. We may have some at our office but it is unfortunately still closed due to Covid and only slowly starting to open back up. I have a coworker going into the office in two weeks, if you'd like to provide your full mailing address he can send one out to you if we have any extra available.

Regards,

Brent Hawkins- Fit Expert - Bauer Hockey

Sent to
Jeff Reinholz
44 SHANNON GLN
FAIRPORT, NY 14450-9177
Phone: 5853179361

Paid with

Summary	
Item(s) Subtotal:	\$0.00
Flat-Rate Shipping:	FREE
Sales Tax:	\$0.00
Order Total:	\$0.00



KONG Cozie Marvin the Moose Plush Dog Toy, Medium
\$0.00

[Add to Cart](#)

[Add to Autoship](#)

[Write a Review >](#)

Shipped Wed, Aug 12

[Track Package](#)

MAKE SURE TO DO WHAT WAS PROMISED

The client promise:

- Differentiation starts with action
- Be purposeful in follow-up
- Take the time to personalize
- Don't let the client know more than you



HOW PEOPLE ARE SHARING

Word of mouth

Social media

Friends & family

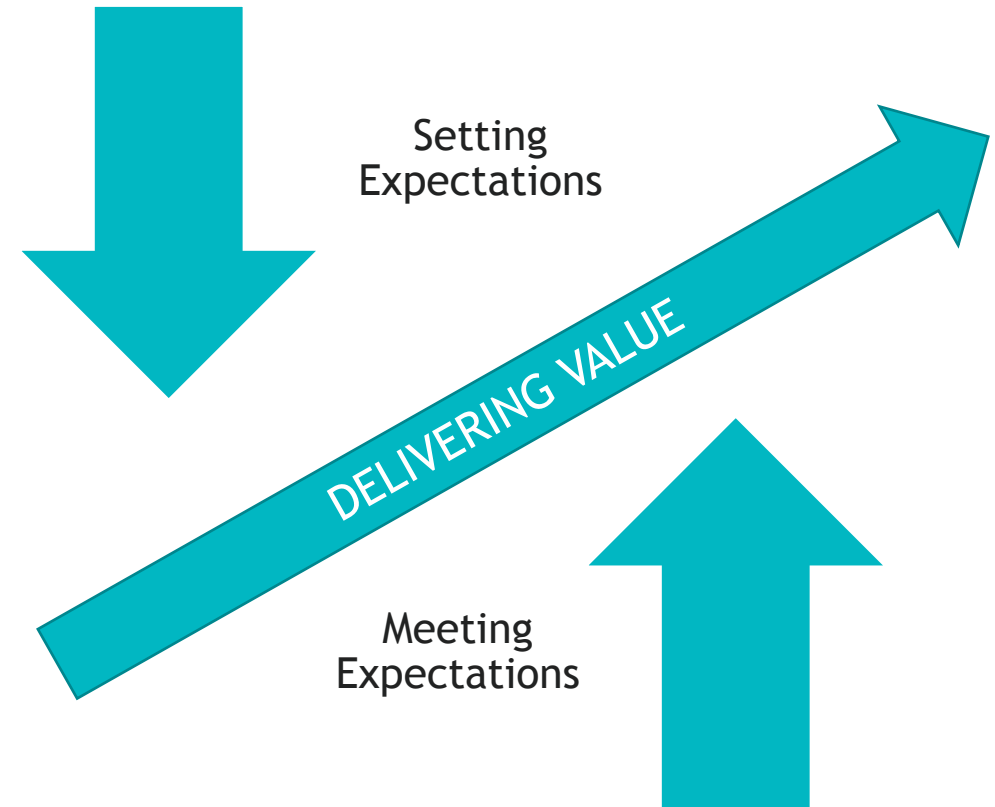
Professional network

With their \$



WHERE WE ENGAGE

- Social media
- TV advertising
- Radio advertising
- Print advertising
- Email
- Website
- Physical location
- IVR
- Call Center
- Product
- Service
- Sales
- Chatbots



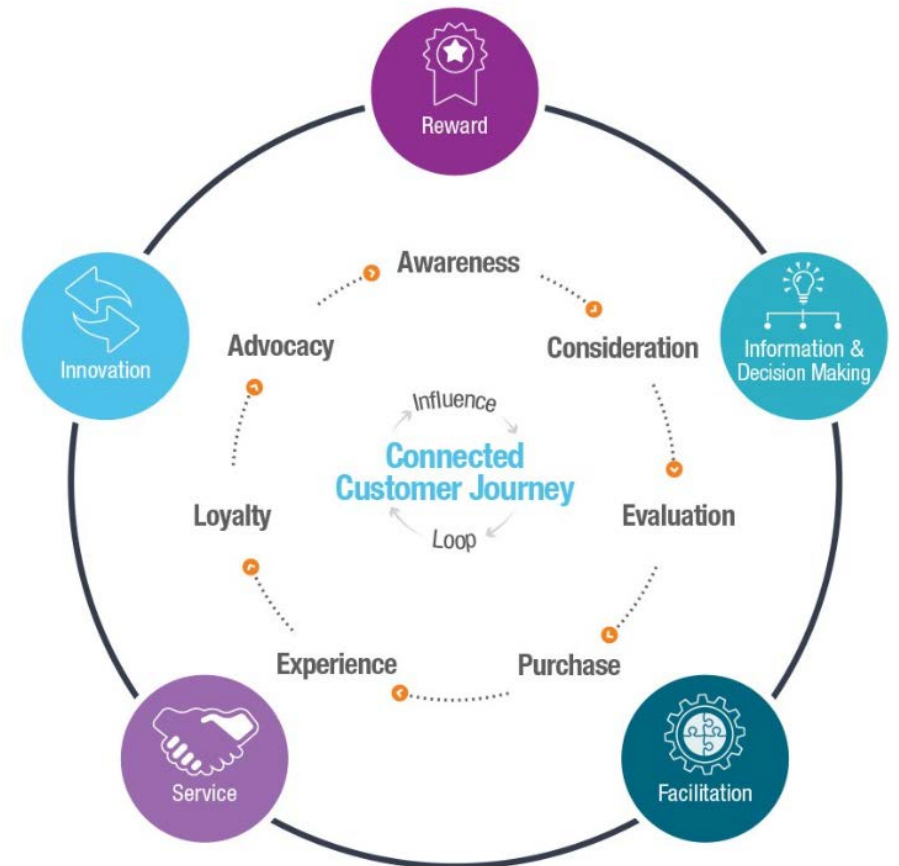
CURRENT STATE OF MOST ORGANIZATIONS

- Don't have a strategy
- Don't know where to begin
- Don't understand the business impact
- Can't quantify the value



TAKE THE CUSTOMER JOURNEY

- Experience each phase of the customer journey
- Ask yourself 2 questions:
 - Does this experience stand out positive
 - What would you keep or change?



GETTING STARTED

- Define your brand message and promise to the client
- Be consistent in your marketing of the brand promise
- Set guidelines with your team
- Train and continue educate your team on expectations
- Inspect those expectations
- Build an accountable culture
- Create incentives for employees who deliver great experiences
- Incentivize clients to leave favorable reviews on the web
- Welcome feedback from clients
- Decide what you want to listen to



STRATEGIES

Decide on what you want to ask

- Customer effort scoring (CES)
- Customer satisfaction (CSAT)
- Net promoter score (NPS)
- Focus Groups

Who you want to ask

- Focus on the decision maker
- Understand if you have influencers

When do you want to ask

- Real time
- Weekly
- Monthly
- Quarterly

And most importantly..... Know your Why!!!!



CX MATURITY MODEL

The CX maturity model has been created to better explain how the businesses become customer centric.

The six stages will better explain how companies evolve through these 6 different stages of the journey.

The goal is to eventually master the core four CX competencies.

STAGE ONE
IGNORE

STAGE TWO
EXPLORE

STAGE THREE
MOBILIZE

STAGE FOUR
OPERATIONALIZE

STAGE FIVE
ALIGN

CUSTOMER
CENTRIC

STAGE SIX
EMBED



ITS YOUR TURN

- Take the time to find your “why”
- Understand your industry benchmark
- Work with a team that is coachable
- Ask for feedback from clients & employees
- Be willing to implement positive change

THANK YOU

Q & A

Feel free to reach out

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