

Customer Informed, Business-Led Transformation Model

The best organisations commit to deeply understanding their customers and translate that understanding into sustained growth. We have observed a five phase framework that organisations typically follow when successfully delivering customer-informed, business-led transformation. It starts with Customer Intelligence and requires undertaking a set of consistent steps to design and deliver improved customer experience and business outcomes.

1. BUILD THE FOUNDATION

2. GET THE BASICS RIGHT

3. DELIVER ON THE PROMISE

4. DIFFERENTIATE

5. BEST IN CLASS

Set-up builds the foundation for growth and improvement by gaining alignment, buy-in and creating a vision and strategy for what a Future State could look and feel like.

Getting the Basics right acknowledges that the majority of time, being sexy can wait. In most cases, customers and staff just want simple (and important to them) things fixed so they are free to get on with their life and jobs.

Delivering on the Promise is when the Vision turns into Value. It's when large sectors of the organisation understand the importance of customers, and action this understanding on a day-to-day basis.

Differentiating your offer is when the Service Experience for your customers is but truly different and valuable to your customers and you are becoming the company your customers want you to be.

Being Best in Class means you always aims to deliver a frictionless experience. You both want and work to help customers navigate the ins and outs of every interaction with ease, understanding, and appreciation.

Goals

Key goals for each phase.	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid red; border-radius: 10px; padding: 5px; background-color: #f08080;">Educated Leadership</div> <div style="border: 1px solid red; border-radius: 10px; padding: 5px; background-color: #f08080;">Understand the scope of what needs fixing</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;">Fixing the high priority pain points</div> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;">Gain credibility across teams</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;">Fixing the end-to-end Journey</div> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;">Heavy Lifting</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid blue; border-radius: 10px; padding: 5px; background-color: #add8e6;">Great at 2 or 3 things</div> <div style="border: 1px solid blue; border-radius: 10px; padding: 5px; background-color: #add8e6;">Telling the world</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid green; border-radius: 10px; padding: 5px; background-color: #c1e1c1;">A true customer-led business</div> <div style="border: 1px solid green; border-radius: 10px; padding: 5px; background-color: #c1e1c1;">Growth by advocacy</div> </div>
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Understanding & insight

The set of practices that create a consistent shared understanding of who your customers are, what they want and need, and how they perceive the interactions they're having with you today.	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid red; border-radius: 10px; padding: 5px; background-color: #f08080;"> <p>What do customers value?</p> </div> <div style="border: 1px solid red; border-radius: 10px; padding: 5px; background-color: #f08080;"> <p>Getting the data behind the Gut Feel</p> </div> <div style="border: 1px solid red; border-radius: 10px; padding: 5px; background-color: #f08080;"> <p>Employee Response vs Customer view of the employee</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;"> <p>Share the customers stories</p> </div> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;"> <p>Start thinking about staff</p> </div> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;"> <p>Walk in the shoes of the customer</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;"> <p>Understanding by segment & by journey</p> </div> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;"> <p>Grasping what is needed to satisfy and DELIGHT</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid blue; border-radius: 10px; padding: 5px; background-color: #add8e6;"> <p>Understand our most valuable customers & their needs</p> </div> <div style="border: 1px solid blue; border-radius: 10px; padding: 5px; background-color: #add8e6;"> <p>We now know why our customers LOVE US</p> </div> <div style="border: 1px solid blue; border-radius: 10px; padding: 5px; background-color: #add8e6;"> <p>Understanding Customer Lifetime Value</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid green; border-radius: 10px; padding: 5px; background-color: #c1e1c1;"> <p>We know what to do by segment, by journey, by key experience, what customers value</p> </div> <div style="border: 1px solid green; border-radius: 10px; padding: 5px; background-color: #c1e1c1;"> <p>All our staff use customer insights in their day to day roles</p> </div> </div>
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Strategy & Vision

The set of practices that help you craft your customer experience strategy.	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid red; border-radius: 10px; padding: 5px; background-color: #f08080;"> <p>What is driving Customer Experience?</p> </div> <div style="border: 1px solid red; border-radius: 10px; padding: 5px; background-color: #f08080;"> <p>Link to Business Strategy</p> </div> <div style="border: 1px solid red; border-radius: 10px; padding: 5px; background-color: #f08080;"> <p>What should I do first and why?</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;"> <p>Creating an achievable game plan that feels realistic</p> </div> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;"> <p>Define CX Principles to live by</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;"> <p>Quantifiable benefits for both our customers and our business</p> </div> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;"> <p>A vision where people feel engaged and motivated</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid blue; border-radius: 10px; padding: 5px; background-color: #add8e6;"> <p>Inspiring everyone to pull in the same direction</p> </div> <div style="border: 1px solid blue; border-radius: 10px; padding: 5px; background-color: #add8e6;"> <p>Our vision is gaining momentum by unblocking concerns</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid green; border-radius: 10px; padding: 5px; background-color: #c1e1c1;"> <p>Rallying people around vision so they feel ownership of its success</p> </div> <div style="border: 1px solid green; border-radius: 10px; padding: 5px; background-color: #c1e1c1;"> <p>Our staff can tell us what our customer strategy is and why its valuable</p> </div> </div>
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Design & Delivery

The set of practices that help envision and then implement customer interactions that meet or exceed customer needs.	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid red; border-radius: 10px; padding: 5px; background-color: #f08080;"> <p>Determine our internal capability</p> </div> <div style="border: 1px solid red; border-radius: 10px; padding: 5px; background-color: #f08080;"> <p>Identify key moments of truth</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;"> <p>Customer Journey Mapping</p> </div> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;"> <p>Identify fixes for quick wins</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;"> <p>Prototyping and piloting to prove viability</p> </div> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;"> <p>Detailed design and delivery</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid blue; border-radius: 10px; padding: 5px; background-color: #add8e6;"> <p>Differentiate on 1 or 2 things by journey</p> </div> <div style="border: 1px solid blue; border-radius: 10px; padding: 5px; background-color: #add8e6;"> <p>Make it surprisingly simple</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid green; border-radius: 10px; padding: 5px; background-color: #c1e1c1;"> <p>Our competitors attempt to mimic our customer experience</p> </div> <div style="border: 1px solid green; border-radius: 10px; padding: 5px; background-color: #c1e1c1;"> <p>Our staff proactively make customer-led improvements</p> </div> </div>
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Measurement & Prioritisation

The set of practices that let you quantify, prioritise and manage customer experience in a proactive and systematic way.	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid red; border-radius: 10px; padding: 5px; background-color: #f08080;"> <p>Start measuring Put a line in the sand</p> </div> <div style="border: 1px solid red; border-radius: 10px; padding: 5px; background-color: #f08080;"> <p>Understanding our CX Maturity</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;"> <p>Top priorities from the Customer's point of view</p> </div> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;"> <p>Measure & compare to baseline</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;"> <p>Link customer metrics to KPIs</p> </div> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;"> <p>Transactional NPS and Relational NPS</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid blue; border-radius: 10px; padding: 5px; background-color: #add8e6;"> <p>Constant measurement of key experiences</p> </div> <div style="border: 1px solid blue; border-radius: 10px; padding: 5px; background-color: #add8e6;"> <p>Defined plans for dealing with feedback</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid green; border-radius: 10px; padding: 5px; background-color: #c1e1c1;"> <p>Moving from ZEROES to HEROES</p> </div> <div style="border: 1px solid green; border-radius: 10px; padding: 5px; background-color: #c1e1c1;"> <p>Our customer feedback is a source of pride and opportunity for progress</p> </div> </div>
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Leadership & Culture

The set of practices that create a system of shared values and behaviours, which focus your employees on delivering a great customer experience.	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid red; border-radius: 10px; padding: 5px; background-color: #f08080;"> <p>Visible engagement of leaders</p> </div> <div style="border: 1px solid red; border-radius: 10px; padding: 5px; background-color: #f08080;"> <p>Give people reasons to believe in the cause</p> </div> </div> <div style="border: 1px solid red; border-radius: 10px; padding: 5px; background-color: #f08080; margin-top: 10px; text-align: center;"> <p>Co-creation is King</p> <p>Time to collaborate</p> </div>	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;"> <p>Clarify what customer-centred culture is to you</p> </div> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;"> <p>Empowering employees to think & resolve for the customer</p> </div> </div> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99; margin-top: 10px; text-align: center;"> <p>1 - 2 Big Changes Staff will NOTICE</p> </div>	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;"> <p>Link career progression to the customer</p> </div> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99;"> <p>Relentlessly communicate CX Principles</p> </div> </div> <div style="border: 1px solid orange; border-radius: 10px; padding: 5px; background-color: #ffcc99; margin-top: 10px; text-align: center;"> <p>Recognising customer-centric behaviour</p> </div>	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid blue; border-radius: 10px; padding: 5px; background-color: #add8e6;"> <p>Cross-functional leadership</p> </div> <div style="border: 1px solid blue; border-radius: 10px; padding: 5px; background-color: #add8e6;"> <p>Recognising Heroes A core group of willing and motivated people.</p> </div> </div> <div style="border: 1px solid blue; border-radius: 10px; padding: 5px; background-color: #add8e6; margin-top: 10px; text-align: center;"> <p>Reinforce culture by talking about CX violations</p> </div>	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid green; border-radius: 10px; padding: 5px; background-color: #c1e1c1;"> <p>Water cooler conversations are focused on positive customer stories</p> </div> <div style="border: 1px solid green; border-radius: 10px; padding: 5px; background-color: #c1e1c1;"> <p>Our leadership link business goods to customer needs & values</p> </div> </div>
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