

**Get started on
your customer
program with a
CX Diagnostic.**

Remove the barriers between what is and what is possible.

Enabling superior customer experience is not an easy task. Companies need to understand where they are on the customer experience journey and whether or not they are adequately geared up with the required internal capabilities.

They often believe that **Voice of Customer (VOC)** analysis solely can answer all their customer woes. If only it were that simple.

However, Voice of Customer programs while very good, only address an external view of the customer journey. Not what is causing it.

Obtaining an external end customer perspective on your services, products, or delivered experience is certainly valuable. Drilling down further and addressing the key internal root causes stopping you improving the staff and customer experience is necessary if you want to do something about it.

Elements of the CX Diagnostic

METRICS AND MEASUREMENT

Use journeys to define metrics and governance system

CUSTOMER INSIGHTS & UNDERSTANDING

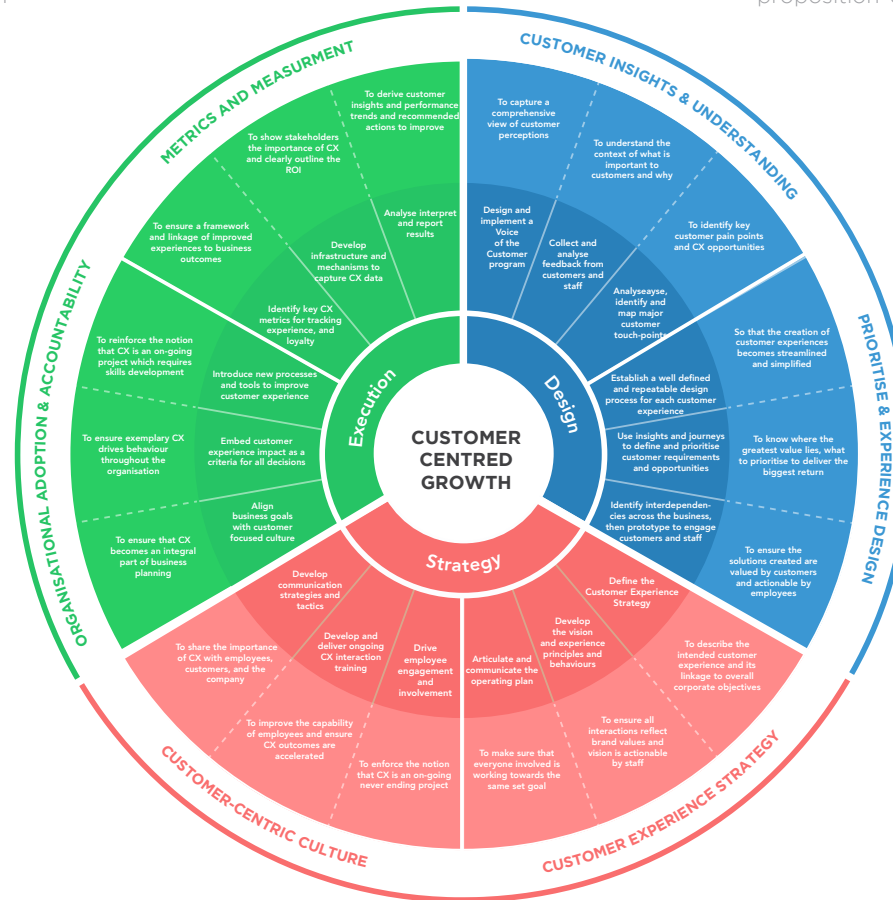
Define a clear, compelling value proposition-delivered through journeys

ORGANISATIONAL ADOPTION & ACCOUNTABILITY

Align business goals with customer-focused culture

EXPERIENCE DESIGN & IMPROVEMENT

Know the Journeys that matter and why they matter



CUSTOMER-CENTRIC CULTURE

Use journeys to reinforce front-line culture

CUSTOMER EXPERIENCE STRATEGY

Continuously innovate the end-to-end journey experiences

The Six Essential CX Capabilities

DESIGN

VOC, CUSTOMER INSIGHT & UNDERSTANDING

Building collective insight into customer needs, wants, perceptions, and preferences through the capture and analysis of the voice of the customer.

EXPERIENCE DESIGN & IMPROVEMENT

Implementing practices and approaches to continuously improve, design and differentiate customer experiences.

STRATEGY

CUSTOMER EXPERIENCE STRATEGY

Development of a strategy that articulates a clear vision of the experience that a company seeks to create in support of the company's brand values, including its direct linkage to CX activities, resources and investments.

CUSTOMER-CENTRIC CULTURE

Creating and nurturing culture, through behaviours, practices and standards that encourages all employees to focus on delivering outstanding customer experiences.

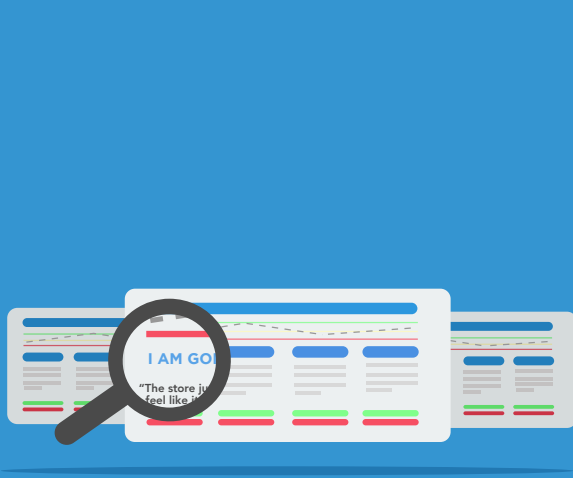
EXECUTION

ORGANISATIONAL ADOPTION & ACCOUNTABILITY

Driving change and developing cross-company experience accountability from the C-suite to the front line.

METRICS, MEASUREMENT & ROI

Creation and reporting of the measures of CX success including their use in business cases to illustrate the ROI and business value of customer experience.



Example CX Diagnostic Report

Your CX Score Card

Experience Design

LEGEND:
Potential Focus Areas



SCORE

75

45

55

20

100

60

SCORE

25

40

25

35

100

75

55

1. CUSTOMER INSIGHT & UNDERSTANDING

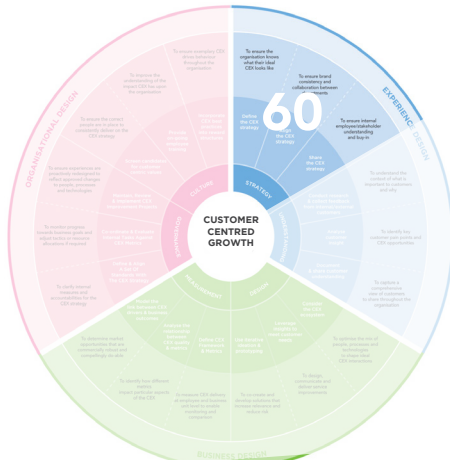
Have you designed and implemented a Voice of Customer program (solicited through surveys, focus groups, communities, etc.)?

Are you collecting unsolicited experience feedback from customers (by mining calls, web data, emails, etc.)?

Do you gather input from employees about customer experiences and opportunities for improvement?

Are you using the Voice of Customer feedback drawn across sources to identify customer pain points and opportunities to improve and differentiate?

Have you identified and map major customer touch-points in the customer experience?



2. EXPERIENCE DESIGN AND IMPROVEMENT

Have you established and follow a well-defined design process each time an experience is created or changed?

Do you use customer insights to define and prioritise experience requirements and opportunities for improvement?

Do you use journey mapping to improve most relevant moments of truth?

Do you assess, document, track, and report resolution of experience gaps across touch points?

Have you identified interdependencies across people, process and technology that impact design of the customer experience?

Do you use iterative ideation and prototyping (e.g., design thinking) to engage customers and employees in the co-creation of enhanced or innovative experiences?



Your Results Summary

CX Diagnostic

Suggested initiatives for you:

RIGHT SERVICE, RIGHT TIME, RIGHT WAY

EASY FOR YOU

CUSTOMER INSIGHTS & UNDERSTANDING

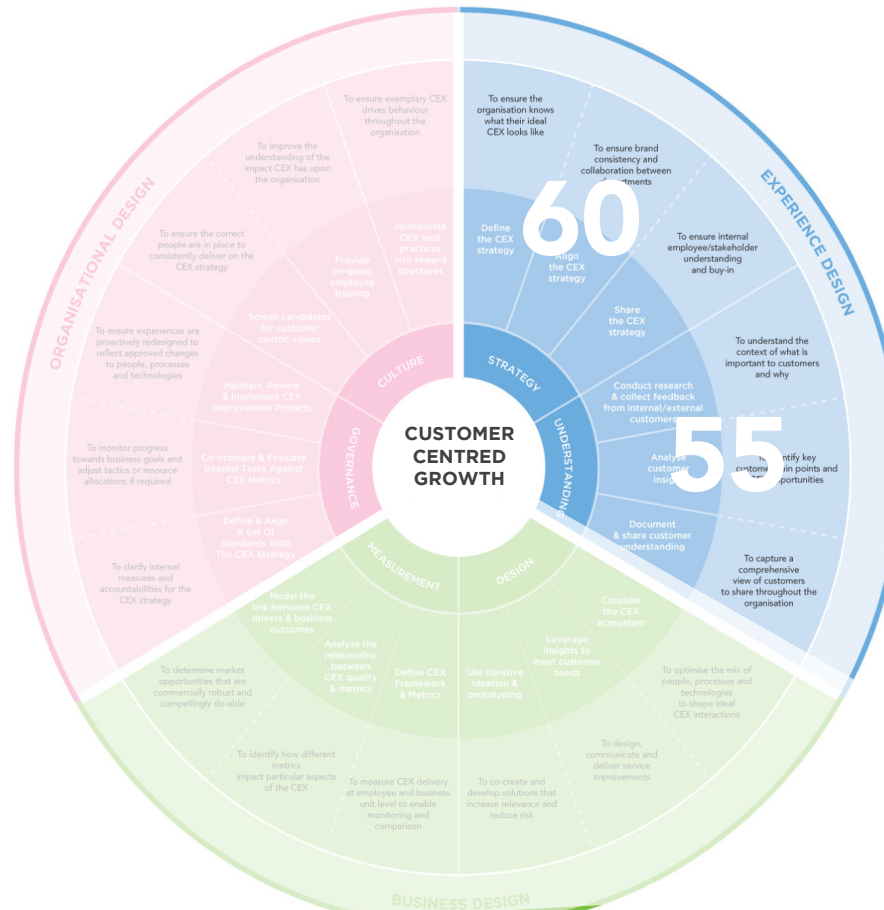
Define a clear, compelling value proposition-delivered through customer

PRIORITISE & EXPERIENCE DESIGN

Know the Journeys that matter and why they matter

ASK US ABOUT GETTING A FULL DIAGNOSTIC

Like to know all your scores? Go to the last page of this document and click the link.



Your Results Summary

Suggested Initiatives

2. RIGHT SERVICE, RIGHT WAY, THE FIRST TIME



MOST RELEVANT INITIATIVE:
WHAT YOU SEE IS WHAT YOU GET



MINDSET SHIFT

We collect a vast amount of personal data and information about each of our customers every day. Customers provide us with their data with the expectation that once they do, we will use their data effectively, we will then provide them with what they need when they need it and if things don't work the first time, we will work to resolve their problems as we have promised. Making them retell us the same information is just plain frustrating.

We need to ensure we get our systems right so that the information customers have entrusted to us is accurate, and we can adequately solve their problems. We have the opportunity to ensure each customer's data is entered into the system right the first time, and if it's not, it becomes our responsibility to proactively rectify the problem so that it is not left in the hands of customers to solve. Imagine how much better we could make our customers' lives if we provided the right service, in the right way, first time, every time.

Quotes from Customers

"Huge mistakes made with me being signed up at my son's address. Correspondence was confused, having to explain everything every time to a different person. I still had mail going to my son's address. When I finally cancelled my contract I received a letter congratulating me for signing up! It was a horrible mess."

"I have notified on many occasions of the incorrect address on my bill. Even after 3 weeks, no change and continually given the runaround from them. I have had solar panels installed but can't get my meter upgraded due to the incorrect address. I am changing providers now and highly recommend others to avoid connecting due to their incompetence to resolve Customer Complaints/issues."

"I rang to change my postal address. I had to spell my location over and over again because the girl at the call centre could not understand English, asked for a supervisor 7 times to no avail, after 25 minutes it was not changed to new address, had to ring back again. Don't bother with this lot, crap service."

Why is it valuable to the customer?

Proactive responses and accuracy will allow the customers to gain confidence in the service provided and minimise privacy concerns. Customers will view the organisation as 'switched on' and 'doing the work for them'.

Why is it valuable?

Missing or incorrect information can raise concerns with customers, and make them doubt us, just at the point we need them to trust us the most. Getting information right will help customers gain confidence and trust in the company, knowing that their personal information is in the right hands and they have made the right long-term choice.

How does the customer feel?

"I was approached by a helpful salesman whom I provided all my information to; they gave me a great deal which would support my needs. I was happy to then receive confirmation of becoming a new customer with a welcome pack which confirmed that all my details were correct. I felt like they were looking out for me."

3. EASY FOR YOU



MOST RELEVANT INITIATIVE:
EASY AS 1,2,3



MINDSET SHIFT

There is nothing worse than undertaking a complex set of processes to get something done, to then end up only somewhat confident in the solution. We want to change our customers' perception that Energy makes it "convenient for , and difficult for me". How will we do this? By switching our operating principle from "easy for us, to easy for our customers".

We want to arm our customers with the communications, choice, tools and flexibility to efficiently manage their services so that it works best for them, not best for us. Our goal should be to work hard behind the scenes so our customers can interact with us where they want to, when they want to and how they want to. Rather than waiting for our customers to ask us for help, we need to anticipate when our customers may need support and assist them by stepping forward to help in a way that doesn't allow them to feel undervalued.

Quotes from Customers

"Tried to transfer electricity to Energy. Failed miserably. These guys asked for all the details under the sun. Most importantly the National Meter Identifier (NMI), which was correctly given to them, but they set the account up for a similar address with a completely different NMI. They have not been able to resolve the issue or get me signed up yet. Have called multiple times. Support staff have not been capable of resolving the issue and the lack of understanding of the issue. Time(\$\$) wasted. Still paying more for power. Back to square one."

"Received my first bill without pensioner concession. OK. Applied through the local government branch and thought that was done with it. The second bill still had no government discount. Many phone calls to both and the government department. I found out it is guilty party. They played dumb like they didn't receive a notification about my discount. Different calls, different excuses. If I had known, I would have stayed with my previous provider. Now they have told me I have to pay this bill and the next one will be with all discounts applied. Would like to see that. If I don't see them on the next bill, I'll go to the higher level to solve these greedy tactics. Not happy at all."

Why is it valuable to the customer?

Being able to manage communications services how they want to and with minimal effort means there is one less thing to worry about.

Why is it valuable?

Customers appreciate, advocate and become highly loyal to service providers that make things easy for them.

How does the customer feel?

"I felt understood from the start, and the few times I needed to contact Energy I was able to communicate with them quickly and seamlessly. When I contacted them, they followed up to ensure my enquiry was actually resolved. It was so easy."

ASK US ABOUT GETTING A FULL DIAGNOSTIC

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Get Your Own Full Diagnostic

Proto Partners offers a full CX diagnostic that assesses CX program maturity against the Six Competencies of CX Success—our proven methodology for CX program success.

As part of this diagnostic evaluation, companies receive an immediate, personalised report with a full description of what they can do to improve their CX program to achieve better customer and financial results. The report also includes a maturity score in relation to each of the six CX competencies and an overall company rating compared to state-of-the-art CX program standards.

[START HERE](#)