As part of "The 330" podcast series from TribeCX, David Hicks, TribeCX CEO, talks with Dave Mingle, CX Lead at Qualtrics, Tim Sharman CX Practice Leader at Mastercard Advisors, and Chad Raube, CEO, Info-Pro Lender Services, about engaging customers, driving business performance and the struggle between customer needs and wants versus pushing products. In addition, the three customer experience leaders address what they wish they'd known at the start of their careers, the importance of measuring the outputs and not the inputs, and the key to alignment when implementing a CX program.

"The 330" is a series of podcasts dealing specifically with customer experience. If you want to drive improved performance directly from CX, you need to talk to proven CX practitioners. That's what "The 330" is about: proven senior CX practitioners discussing how to succeed and what pitfalls to avoid while improving your businesses performance through customer experience.

Alignment is key when implementing a CX program

Customers aren't the only audience in a customer experience program – your employees must also be on board. Ensure that all employees feel empowered by your customer experience program.

Further still, understand your third party's activities. If you use vendors at any point during customer interaction (e.g., call centers, billing), remember that, as far as customers and colleagues are concerned, they're part of your brand.

Be proactive when securing vendors – ask them for their net promoter score (NPS) and make sure that your visions are aligned. Remember to deliver a consistent brand experience – at every customer touchpoint, you need colleagues and third parties aligned to do their part delivering your CX vision.

CX RAW TIP

Create a panel consisting of employees and vendors that represent "the voice of the customer".

Measure the outputs, not the inputs

A well thought-out CX program will lead to a strong return on investment through improved business efficiency and better customer relations. It will engage customers at a rational and emotional level for growth opportunities. It elevates your brand and increases new customer acquisition through referrals. It also empowers employees and reduces turnover.

Far too often, we believe customer experience is just about revenue generation from direct sales of products – don't confuse customer needs and wants with pushing products, as they are not the same thing.

CX RAW TIP

Don't force the cross-sell – allow it to happen holistically, which is the outcome of delivering great CX.

Juggling is an unnecessary skill for a CX program

Zero in on one or two real issues for customers and colleagues. CX leaders often try to accomplish too much and get spread too thinly. Instead, pick your battles, focus on the one or two key issues that matter most to customers and colleagues to implement. So double down on two pain points rather than starting and stopping many initiatives.

CX RAW TIP

Start at the end and work backwards. Have a concrete CX proof point in mind and then implement the steps to deliver it and secure the hard evidence so that CX can drive business outcomes.

David Hicks, CEO

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Until its recent sale I was founder and CEO of Mulberry Consulting, the largest international Customer Experience consulting business. I led the business for over 12 years, taking it from start-up to a global player with a Fortune 500 client base. I have coached global companies on Customer Experience from UPS to the UK Police. And I've worked globally with over 300 organisations in telecommunications, finance, retail, publishing and technology. Before starting Mulberry, I led the development of the specification for Customer Experience delivery at Royal Mail to deliver an integrated experience across 280k colleagues. As a speaker at industry events, I enjoy telling the story of customer experience transformation, from both practitioner perspective and sharing details of best practice.

TribeCX, for CX people by CX people

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