

5 Foundational Elements to Help Rebuild Your CX Program

It's no secret that customer experience (CX) programs are striving to function at full capacity, but often fall short of best practices. The recent market disruption has made it more important to take inventory of your experience management program—and pivot to an approach that truly puts the customer at the center of everything you do.

Though every organisation needs a customer experience solution tailored to its own industry, challenges, and strengths, there are several fundamental traits that all successful CX programs share.

In our recent webinar, [“Now is the Time to Assess and Reinvent Your CX Program”](#) with Forrester Senior Analyst Faith Adams, Eric Smuda described five elements that together define world-class CX initiatives and can enable organisations to achieve transformational success:



Evolve your surveys



Ground your program in an economic framework



Empower employees to maximise the customer experience



Make your data available across the business



Re-organise your program for success

Evolve Your Surveys

If an organisation hopes to discover meaningful learnings from its CX program, it needs to ensure that every bit of data gathered through that program is relevant to the experience it seeks to provide.

Companies can help ensure their data is truly customer-centric in a number of ways. First, it always helps to design feedback channels in such a way that customers can share what they think is most important about an experience, not just what a brand considers most prudent. For example, open-ended survey questions and media upload opportunities are just a few ways to help make this happen. These methods are key to ensuring more CX-centric data.



“In the Asia-Pacific market, technology advancement is empowering businesses to go digital more than ever before, which is now amplified by COVID-19. Brands need to embrace this landscape and use it to engage directly, capture and incorporate customer voice, and provide personalised experiences that matter. We’re all familiar with the business concept of adapting to survive – just make sure your decisions are armed with insight.”

David Blakers, InMoment’s Managing Director of Asia-Pacific

Ground Your Program in an Economic Framework

The best CX programs both help brands identify opportunities for meaningful improvement and serve as cornerstones of a companies’ economic aspirations. Thus, it pays for organisations to be mindful not only of how to provide a better experience, but also how that improved experience can help brands climb to the top of their vertical and provide new opportunities for growth.

Organisations can help their CX programs stay rooted in an economic framework by anchoring it in four economic pillars. First, companies need to ask how CX programs can help them acquire new customers. They also need to consider how those same programs can improve customer retention, identify opportunities to cross-sell/upsell within existing pools of customers, and, finally, lower cost to serve. This paradigm can help keep customer experience within an economic framework and, ultimately, improve an organisation’s standing in its marketplace and with customers.

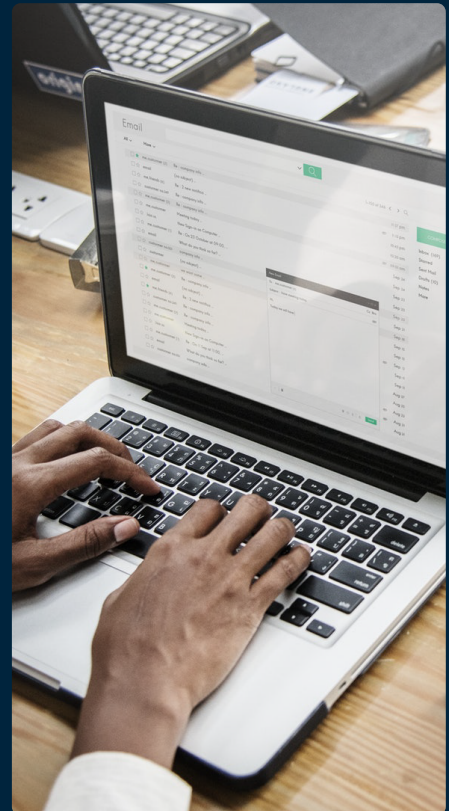
Empower Employees to Maximise the Customer Experience

Employees are an integral part of any successful CX effort. Thus, brands that want to be customer experience leaders need to empower their employees to take part in that endeavor.

How exactly can companies accomplish this? For starters, it pays to recognise the employees who are part of the feedback process. This means incentivising and rewarding customer-facing employees who go above and beyond to listen to customer concerns and reassure those individuals that their feedback is being heard.

CASE STUDY

In the wake of the pandemic, New Zealand Post saw its survey responses sky-rocket by +385% as the community rallied around this essential service and its frontline employees. To celebrate employees, New Zealand Post has started printing posters of the feedback and creating ‘you’re a legend!’ emails for the depot managers. CEO Dave Walsh started regularly using feedback directly from the platform to recognise couriers by name and congratulate them on the extraordinary effort they put in to safely deliver packages to the entire community.



Additionally, once companies implement meaningful improvement(s) based on customer feedback, they need to circle back to the employees who helped collect that info to let them know what took place as a result of their dedication. This can help employees find greater meaning in their work and become more impassioned about their brand. After all, employee passion is a key component of any world-class CX program.

Make Your Data Available Across the Business

The more accessible a company's CX data is, the easier it becomes for CX practitioners and stakeholders to understand where their company's experience effort is and where it needs to go to achieve meaningful improvement.

It's also important for companies to de-silo their data. Departments should never work in a bubble when it comes to soliciting feedback—rather, they need to ensure that their feedback methods aren't running over each other and are working in concert toward a holistic understanding of the customer experience.

When departments and stakeholders collect CX data by themselves, they risk creating skewed views of their company's CX efforts and may even trample over each other's attempts to gather meaningful information. The companies with the best CX programs recognise the importance of having departments and practitioners work together toward a single understanding of the experience they provide. They can then make that understanding available for all stakeholders.

Re-Organise Your Program for Success

Experience management leaders will play a critical role in helping businesses reassess and reinvent their CX programs. This undertaking will require brands to re-evaluate a successful economic framework, empower employees across the business and ensure that CX information is accessible to all relevant stakeholders. When each of these elements have been considered, businesses will be ready to turn customer feedback into actionable insights and, thus, be organised to attain transformational success.

In conclusion, the current environment presents an opportunity to reassess and reinvent your business' experience management program. While none of these tasks is a small endeavor, companies that work toward achieving them will not only see an improved CX program, but also get the most out of that effort. Doing so can help any company reach the top of its vertical and continuously achieve meaningful improvement for itself and its customers.

Interested in learning more about how to build a world-class CX program? Check out our webinar, "Now Is the Time to Assess and Reinvent Your CX Program" [here](#).

About InMoment

InMoment™ helps organisations deliver more valuable and inspiring experiences to their customers and employees at every moment in their journey. Our clients gain the wisdom of our experts—who bring deep domain knowledge in experience design and delivery—coupled with our award-winning Experience Intelligence (XI)™ platform that continually analyses and evaluates enterprise experience data and customer feedback. Recognised as a leader and innovator in our sector, we collaborate with the world's leading brands to attract, engage and retain their customers. We are fiercely proud that our clients continually tell us they love the experience of working with our company, as we constantly stretch to exceed their expectations. Take a moment, and learn more at inmoment.com

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