WHY CUSTOMER EXPERIENCE IS THE KEY TO THRIVING IN UNCERTAIN ECONOMIC TIMES

February 28, 2023

Agenda

- What you will learn

- Introductions

- Human-centered experience management

- Why organizations need OCEM

- Demonstration of customer experience solution

- Questions and answers

- Closing

Presenters

Tabitha Daugherty

Manager, Human-Centered Design, RSM

Tabitha leverages her extensive research background and understanding of human behavior to develop innovative solutions that will optimize outcomes and transform the customer experience.

Ron Giblin

Customer Experience Solution Consultant, RSM

Ron exercises business and technical acumen in customer-facing roles, allowing him to collaborate with diversely skilled members of the customer's organization to design and create solutions.

Casey Levine

Senior Director, Medallia

Casey has led Fortune 500 companies on technical solution design and architecture for over a decade, helping these organizations to transform the experiences of their customers and employees with best-in-class technology.

Paul Duckworth

Customer Experience Solution Consultant, RSM

Paul works with clients to solve their business issues by using technology and process improvement.

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Learning objectives

- Determine customer satisfaction with the services/products provided

- Identify strategies that can be implemented to increase customer retention and spend

- Explain why employee experience is also important to keeping talent and motivating a workforce

- Detail how to assess customer experience maturity

TABITHA DAUGHERTY

A HUMAN-CENTERED APPROACH TO EXPERIENCE DESIGN

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What does human-centered mean?

Being **human-centered** means designing and building empathetic experiences upon a foundation of **deep understanding**.

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People are complex

Their feelings, motivations, goals, and behaviors don't always fit into a single box. That's why stories and context – not just numbers– lead our approach to human understanding.

- Research, surveys, workshops

- Personas and behavioral segmentation

- Empathy maps

- Stakeholder maps

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What is customer experience?

PRODUCTS / SERVICES
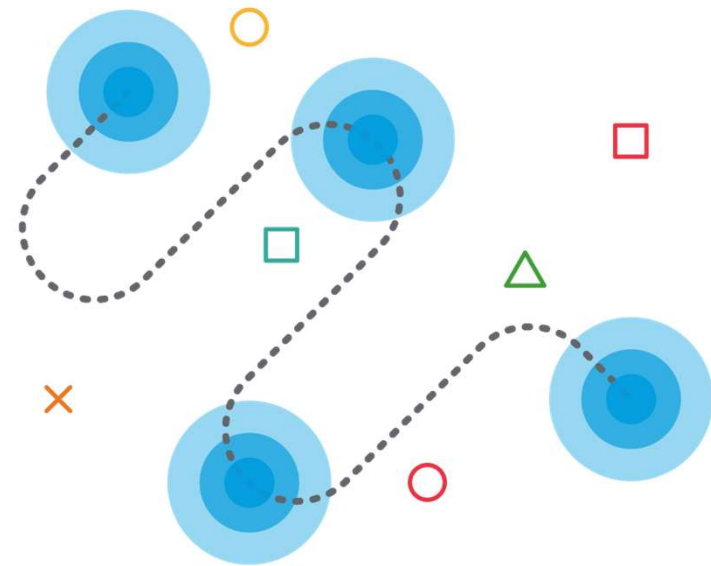
EMPLOYEES

PRINT & SOCIAL MEDIA

"The customer's perceptions and related feelings created by interactions with an organization."

Gartner

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The customer journey

- Phases of the journey
  - awareness
  - consideration
  - conversion
  - engagement / service
  - loyalty & advocacy
- Multiple Interactions
  - saying/doing/thinking/feeling (empathy maps)
- Opportunities and gaps

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# RON GIBLIN

Why do organizations need OCEM?

A disconnect exists between the service customers expect and the service they're getting.

73% of customers say **customer experience is important** in their purchasing decision.

49% However, **only 49% say companies succeed** in delivering good customer experiences.

CX Laggards

5X **CX Leaders**

CX Leaders have **5X greater revenue growth** over CX Laggards.
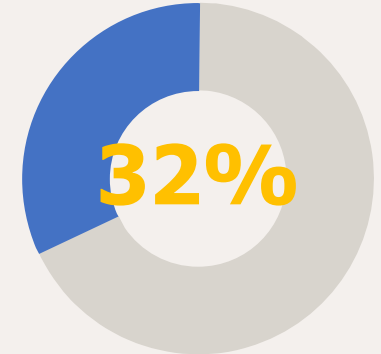
32% of customers **will walk away from a brand they love** after just one bad experience.

Source: Forrester, PwC

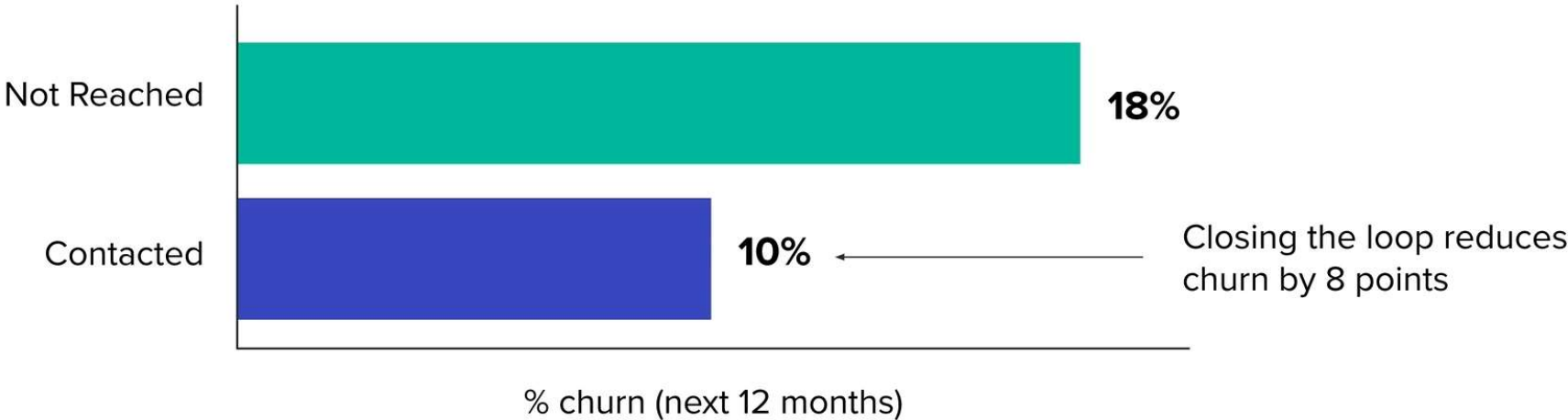**RSM**

Net promoter score

The net promoter score is a single, easy-to-understand metric that provides feedback on customer satisfaction, and significantly, predicts overall company growth and customer lifetime value.

Improving CX is a good bet as building positive customer referrals is a way to avoid racing to the bottom on price.

6.1 Detractor

7.2 Passives

9.3 Promoter

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Closing the loop to reduce churn

Churn rates after closed loop attempts

Not Reached — 18%

Contacted — 10% ← Closing the loop reduces churn by 8 points

% churn (next 12 months)

Not reached (n=1090) vs Contacted (n=866) difference is statistically significant at p<0.001
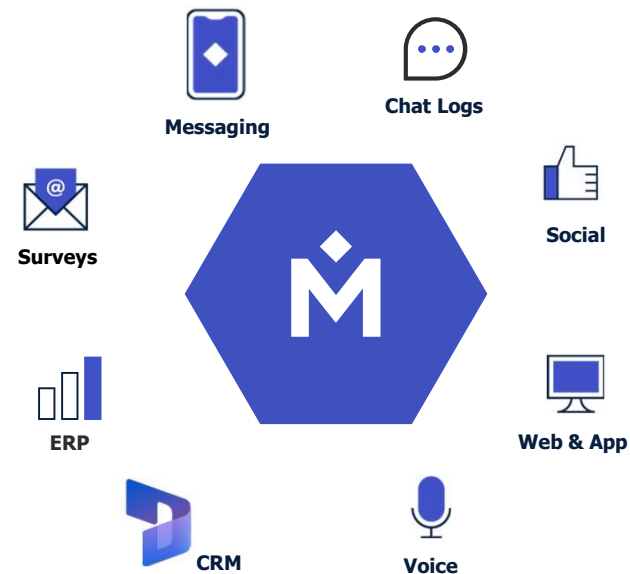
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Where do experience signals come from?

Structured Data

Operational – Systems of record and engagement – demographics, customer ID, case topic, case disposition

Unstructured Data

Experiential – Contain Feedback and Emotional Content / Signals

Messaging

Chat Logs

Social

Surveys

Web & App

ERP

CRM

Voice

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Touchpoint owners & closed loop management

TOUCHPOINT OWNERS

drive actions
senior leaders from key functions

TOUCHPOINT CHAMPIONS

analyze feedback
assess trends
indentify ideas to improve

CLOOPERS

call back detractors
fix issues
indentify root causes
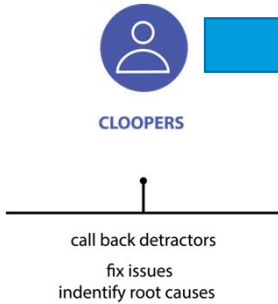
Table   Compare   Snapshot

Saved Filters	Timeperiod	ReportingDate	Touchpoint name	Columns	Benchmark		Calculation
None	04/01/21 to 06/30/21	Responsedate	Claims	Time	Past Performance > Same Period YoY		Average

Table
Calculation Average Timperiod: 04/01/21 to 06/30/21

Sample Size 1158

	Satisfaction			Total	Share of customers rating (%)		
	Extremely Satisfied		Extremely Dissatisfied		9 -10	7-8	0-6
Key Metrics							
Likelihood to recommend				8.6	72.8	15.6	11.7
Claims Driver Questions							
Ease of submitting the loss report				8.7	69.5	20.1	10.4
Satisfaction on homepage content				8.6	64.5	21.0	14.5
First Contact Claim				9.1	81.3	12.6	6.1
Friendliness Interloctur				9.3	84.6	10.8	4.7
Assistance In Case of Damage				8.8	76.0	13.9	10.1
Status Information				8.4	68.0	16.8	15.2
Claim Handling Process				9.0	79.8	11.4	8.8
Speed of Processing - Claims				8.8	76.3	12.7	11.0

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CASEY LEVINE

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Turning Insights into Action

LEADING THE INDUSTRY

The 2000s

Engaging Every Employee
Personalized Role-based reporting at every level, Learning Workflows, Link between Customer and Employee Experiences

The 2010s

Action-Oriented Intelligence
Text Analytics and Unstructured Data Workflows
Journeys: Top-down, Bottom-up, Profiles

The 2020s

Moving Beyond the Vocal Minority
Striving for 100% of interactions: Social, Video, Speech, Digital Behavior, Ideas, RTIM, Journey Orchestration

ONLY MEDALLIA

64%
Of our programs have 100+ users

60%
Of programs touch Employee Experience

1.6B
Unstructured signals analyzed in 2021

86%
Of programs span more than one department

80%
Of signals analyzed are non-survey data

4.6B
Automated actions this year

Medallia

How Medallia Works

01 Capture & Organize

Broadest native collection in the market powering **complete, continuous & modern listening**

Speech | Digital Behavior | Video | Social & Reviews | Surveys

02 Predict, Prescribe & Prioritize

AI & ML based approach throughout reporting & workflows powering an **early warning system**

AI Models | Customer Profiles | Text Analytics | Journey Analysis | Embedded ROI

03 Act, Learn & Transform

Organizational hierarchy mapping & ability to scale driving **widespread accountability and action**

Role-Based Dashboards | Human & Automated Workflows | QA & Coaching | Action Plans | Ideas / Crowdsourcing

Right insights to the right place at the right time to act – at scale

Supporting Over 2,100 Leading Brands Globally

" Medallia has very strong relationships with the leading strategy and management consultants, and proven commercial and technical partnerships with leading independent software vendors (ISVs) ~Gartner

100%
Implementation Success

98%
Customer Renewal Rate

65
Customer Relationship NPS

2,000+
Brands use Medallia

20+
Years Experience

Global Leader awarded by:

EXPERIENCE LEADERS

MID MARKET LEADERS

Medallia

What We Do: Medallia for Mid Market

INSIGHT

ENGAGEMENT

SIGNALS

ACTION

Unified Experience Management Platform *Purpose Built for Driving Signals to Action*

powered by Medallia Experience Cloud

Digital & Marketing Experience	**Service & Support**	**Location-Based Operations**	**Sales & Customer Success**	**Executive Engagement**	**Employee Experience**
Increasing digital engagement & creating more value during online and mobile interactions	Ensure customers can properly get their questions answered and issues resolved	Driving real-time understanding for effectiveness & better experiences	Increasing in the moment feedback to identify opportunities and risks	Drive a customer-centric culture throughout the organization by engaging C-Suite and executives	Understanding the employee journey to hire and retain the strongest talent

Seamless Integration & Automation

- Real-time pre-built connections with 100s of systems.

- Low administrative and IT burden with our flexible data exchange capabilities

- We are the preferred partner with the core software you already use.
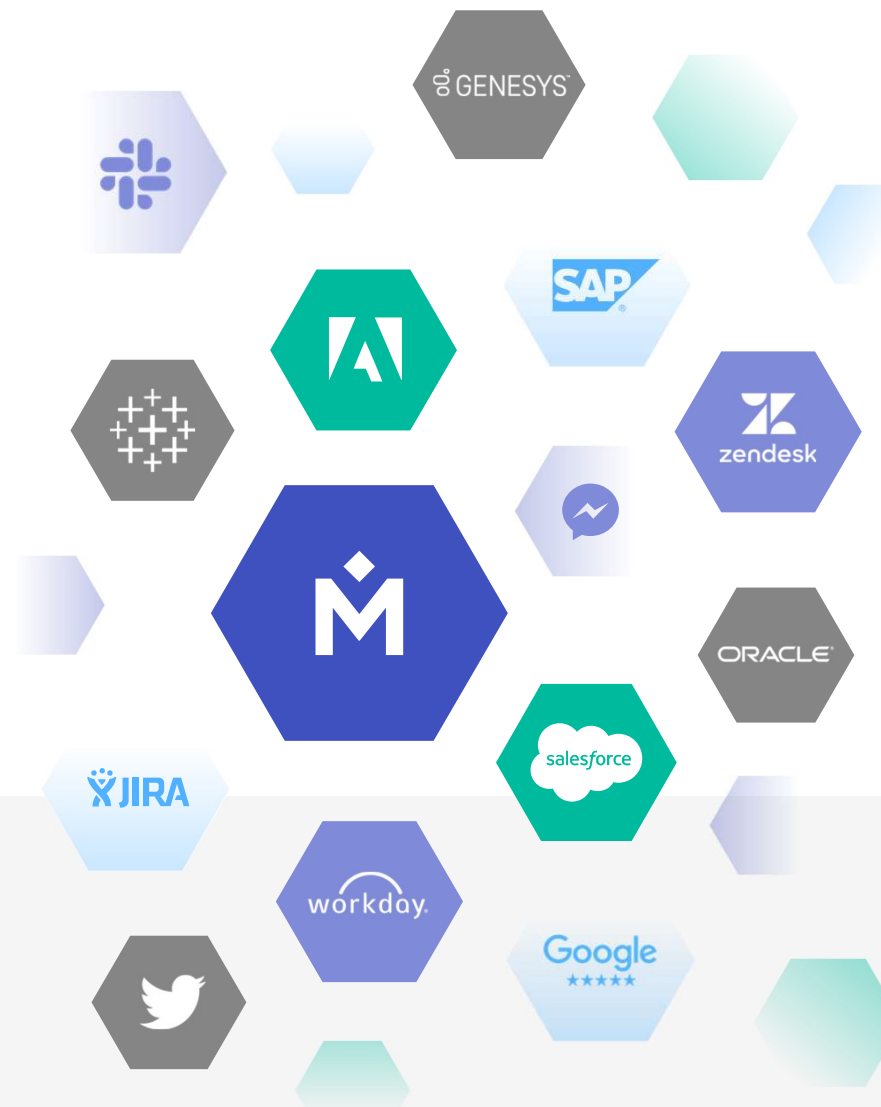
Salesforce Fastest Growing ISV Partner (2020 & 2021)

ServiceNow App Development Partner of the Year (2021)

Adobe Digital Experience Global ISV Partner of Year (2021)

DEMONSTRATION

Developing a customer experience framework

A QUICK START GUIDE

STRATEGY

Create a Customer Experience Strategy

What will implementation of a CX strategy look like?

JOURNEY MAPS

Planning the Experience

What is the desired experience? How will you deliver on your brand promise?

TECHNOLOGY

Maximize Technology

Leverage technology to monitor customer delight.

SEGMENTATION

Define Your Audience

Who are the Customers that you serve? What is important to them? How can you better communicate with them?

CULTURE

Empower Your Team

Work cross-functionally and inclusively to earn support and enhance a cooperative culture.

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Closing

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THANK YOU FOR YOUR TIME AND ATTENTION

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