

FROST & SULLIVAN

VIRTUAL
EVENT

CUSTOMER CONTACT VIRTUAL:

A FROST & SULLIVAN EXECUTIVE MINDXCHANGE
September 22 - 24, 2020

Thursday, Sept. 24 at 4:05 PM EDT

Humanizing Business As A Brand Differentiator

Presented by:



STACY SHERMAN
Customer Experience Expert

TOPICS



Introductions



Why CX Matters



Humanizing Business & Leading With A Heart

INTRODUCTIONS

Stacy Sherman



Schindler

CX Director &

Leading Employee

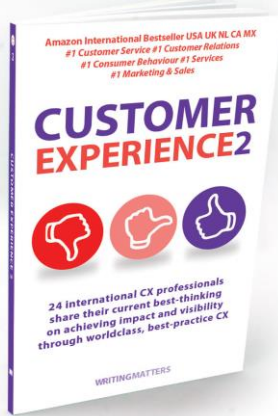
Engagement

DOING **CX** RIGHT®

Blogger

Mentor

Speaker



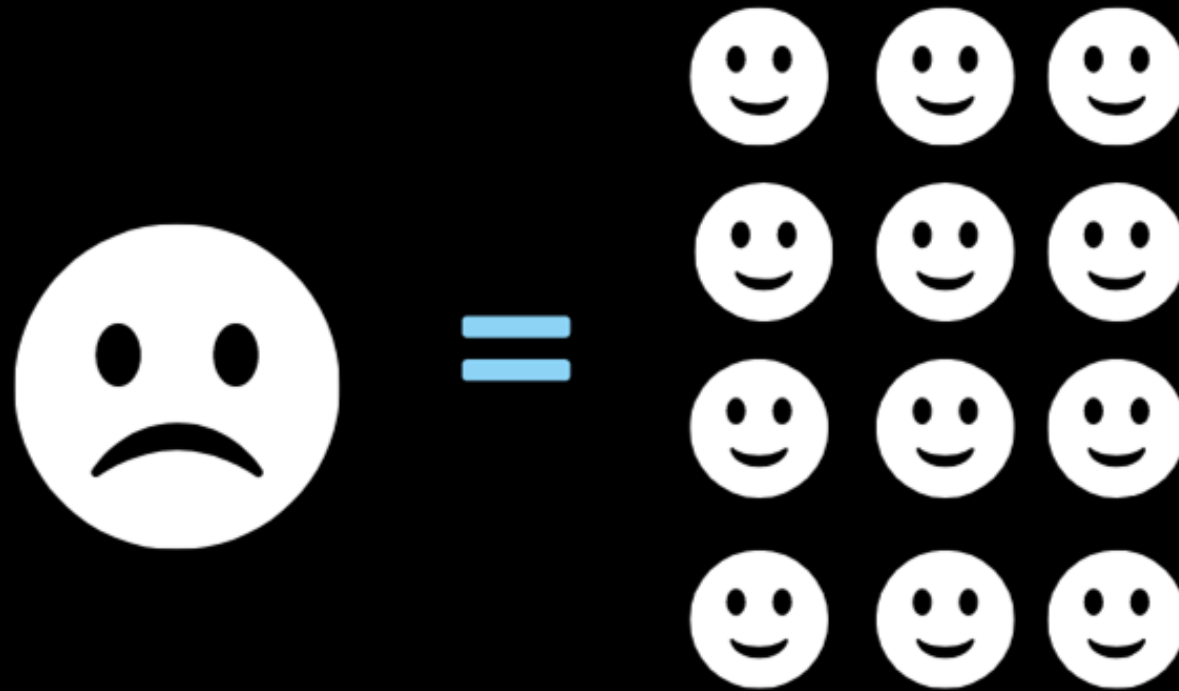
Author

Thought Leader



Forbes

Must get CX Right



It takes **12** positive experiences to make up for **1** unresolved negative experience

... if they give you the chance

Source: Ruby Newell-Legner

“DOING CX RIGHT” ... A HUMAN-CENTERED APPROACH

Walk
In The
Customer
Shoes!



✓ Design

✓ Validate

✓ Measure

- What are their emotions?
- What are their concerns?
- What are their roadblocks?
- How can this be improved?

The CX Formula



Happy Employees

- ✓ Valued
- ✓ Included
- ✓ Appreciated

Lots of Research About THE VALUE OF ENGAGED EMPLOYEES

“Engaged teams generate 21% more profit than their disengaged counterparts.” (Gallup)

Happy Customers



“Employers who increase their workers’ engagement by just 10% can boost profits by \$2,400 per employee every year.” (Recruit Loop)

BUILDING A CUSTOMER-CENTRIC CULTURE

Always treat
your employees exactly
as you want them to
treat your customers.

STEPHEN COVEY



Best Practices Include:

- ✓ Make CX part of all meeting agendas
- ✓ Read feedback- surveys as a group.
Celebrate & Coaching
- ✓ Deploy empathy training (Human vs. Robotic)
- ✓ Celebrate as a company i.e. CX Day Oct 6
- ✓ Build connections i.e. club
- ✓ Empower employees to do what's right

PIVOT YOUR BUSINESS WHEN NEEDED

SHOW EMPATHY



COMMUNICATE
SILENCE IS NOT AN OPTION



HOW TO INCREASE YOUR CX SKILLS

- Webinars
- Podcasts
- Books
- Blogs
- Social Media & Communities



Get CX Certified

Persona
development

Journey
Mapping

Measurements

Culture &
Leadership

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Thank
YOU