

Rebooting your CX

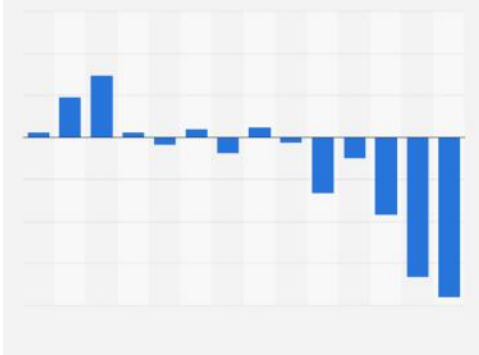
Once in a lifetime opportunity to
do world class CX work



Vice President – Omnichannel
Service Experience, United
Healthcare

Environment is 'Ripe for change'

Performance uncertainty



Relevance of past



New behaviors



Use of Technology & Social media



Customer Experience is evolving

“ A great experience is defined not by what you offer but by how well you enable your customers to achieve the outcomes most important to them”

Source : Accenture

Offer versus Outcomes

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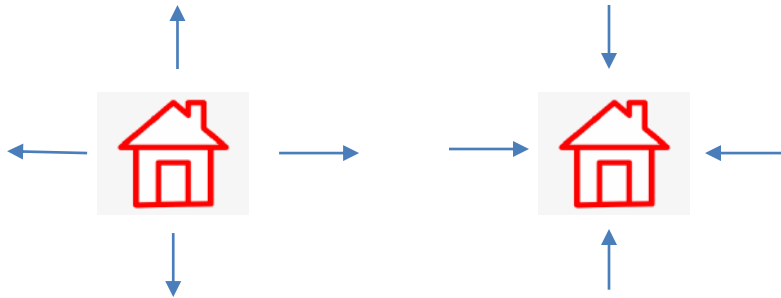
Offer by brands

Covid has changed Outcomes

Exquisite location, food, wine and an award-winning chef.	Celebrate, Eat high quality meal they cannot cook, Decompress from daily stresses, Connect with family
High quality Gym equipment, Specialized exercise routines & Certified trainers at over 700 gyms worldwide	Staying fit, Workouts from their homes, Avoid contact.
Non emergency Health and Wellness visits at Clinics and Hospital	Stay healthy, Avoid a hospital visit.

New forces compel a Reboot

Rapid change in Expectations



- Consumption has increased within the home
- Health & Safety are driving change in expectations

Comparison across industries



- Journeys are compared with leaders – Shopping, Buy, Enrollment, Service etc.

How do we reboot

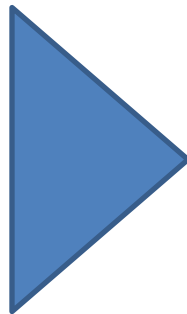
1.

RE-EXAMINE current CX hypothesis



Insights from

- Contact analytics
- Across channels
- Research



New or Validated Hypothesis
about outcomes Ex.
“Customers want to stay
healthy and avoid a hospital
visit’

How do we reboot

2.

RE-IMAGINE delivery



Spoon-feed the
basic services



Empower with
optional DIY

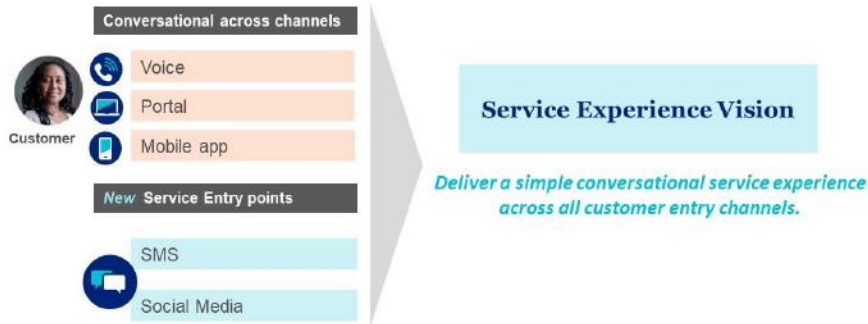


Serve where the
customer is

How do we reboot

3.

RE-WRITE the CX / Service Vision



4.

Shared goals around Customer

- Focus on top experiences for customer
- Form team / governance around it
- Break the internal silos
- Measure, Report & Incent

Try these steps

1. Lead an exercise with a cross functional team. Use technique of Brainwriting or Quick 8's to record 'What outcomes are most important to our customers?' Discuss as a team. Use any available data to help you.
2. How can we help them reach those outcomes without any effort on their part? How can we 'spoon-feed'? Don't consider constraints.
3. How can we empower them to achieve their outcomes by themselves?
4. Use these inputs to reimagine the future experience flow.
5. What capabilities do you need to achieve the future?

These will form the inputs for a practical way to Reboot your CX

For discussion and questions

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