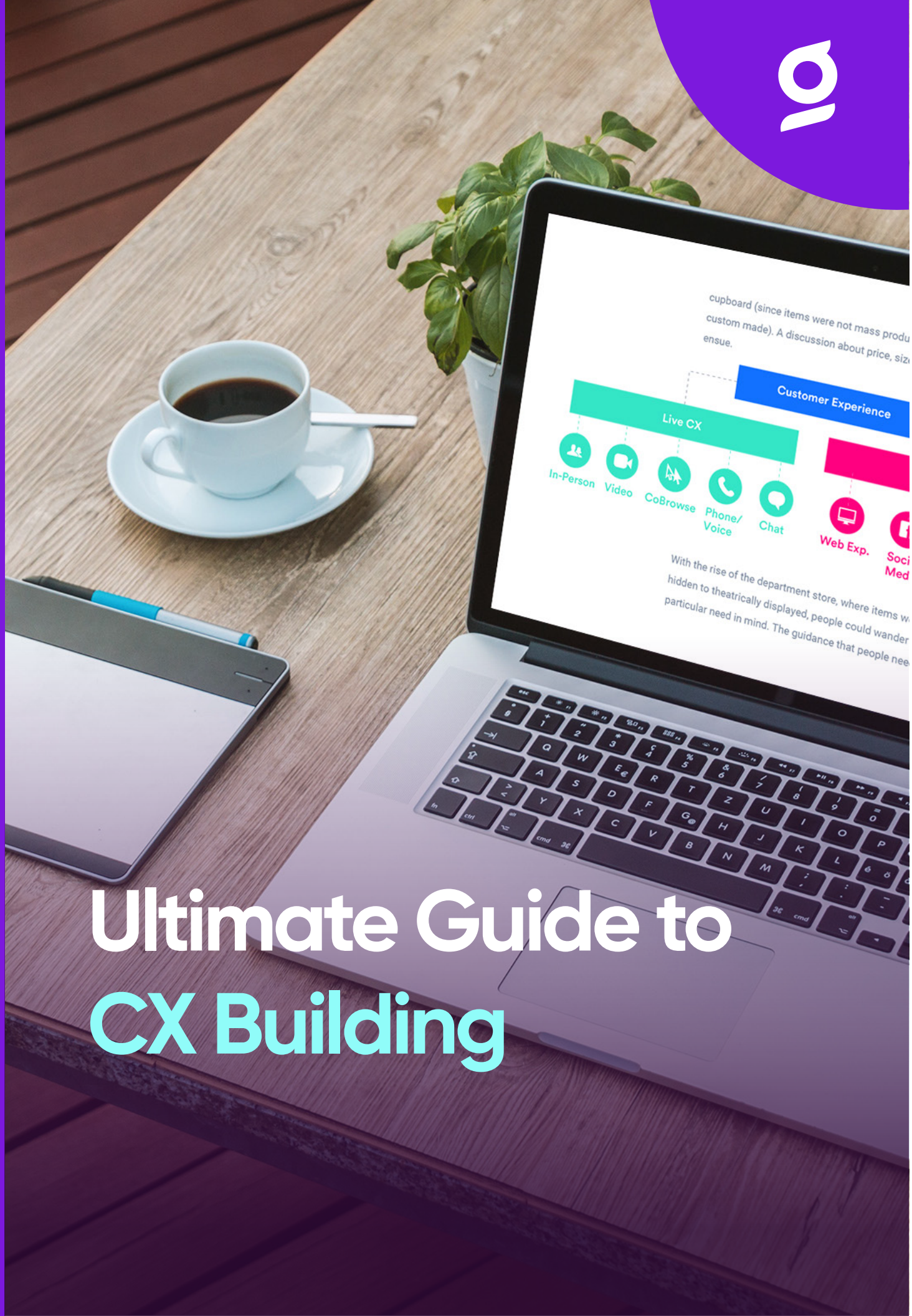




Ultimate Guide to CX Building

GLIA • EBOOK



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Intro

Building a fantastic customer experience for any company can be extremely difficult because there is no cookie-cutter solution to this process. Anything read online or in books, or heard from an industry leader can't automatically be applied to your line of work. You must customize concepts to fit your company, your budget, and your employee structure.

This comprehensive guide aims to provide the basic tips and concepts to get you started with building your unique customer experience (CX) plan. No matter your product or company, you can apply these ideas quickly and efficiently.

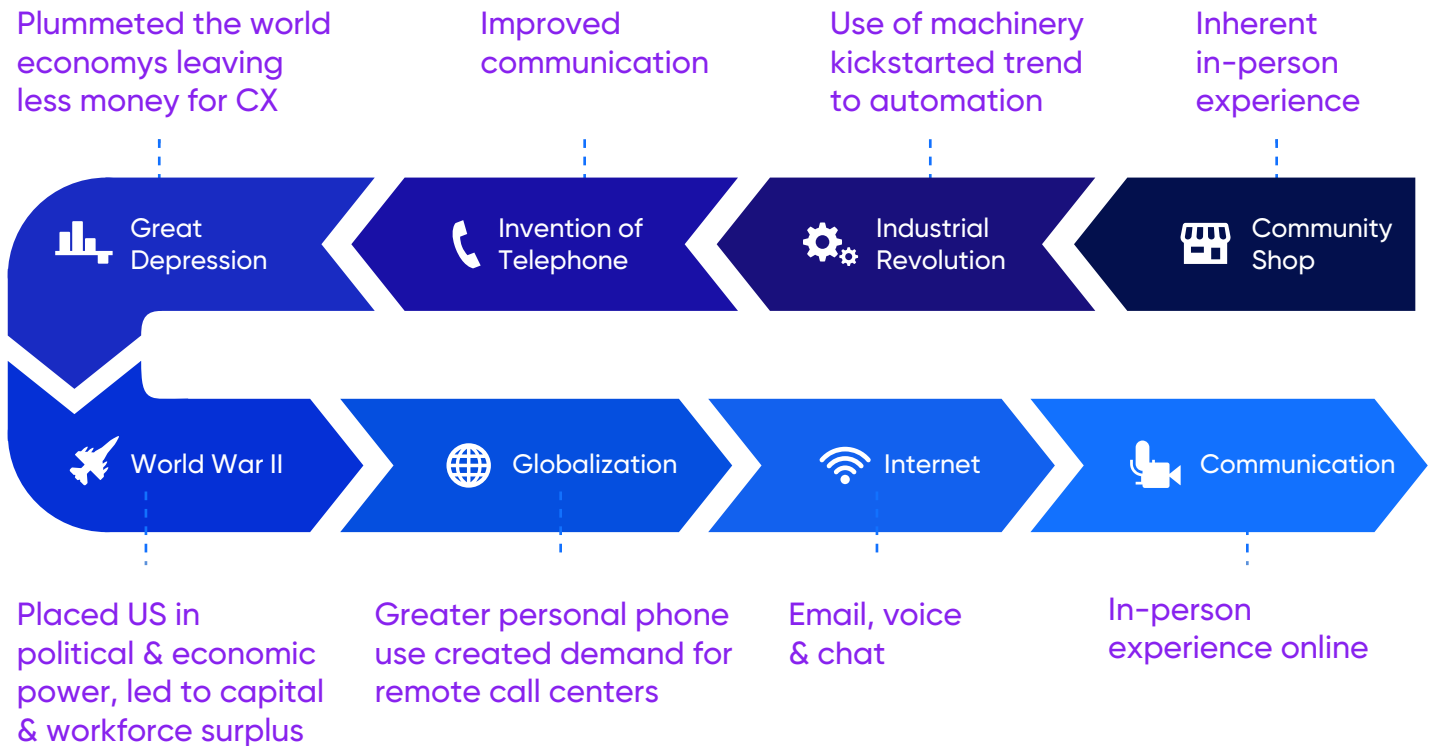
The information presented here could be useful to a newcomer who is looking to learn about best practices for CX or a seasoned professional interested in the most cutting edge ideas to take their company to the next level. Each chapter can be read on its own as a mini-resource or sequentially as a book.



Chapter 1: Defining Customer Experience

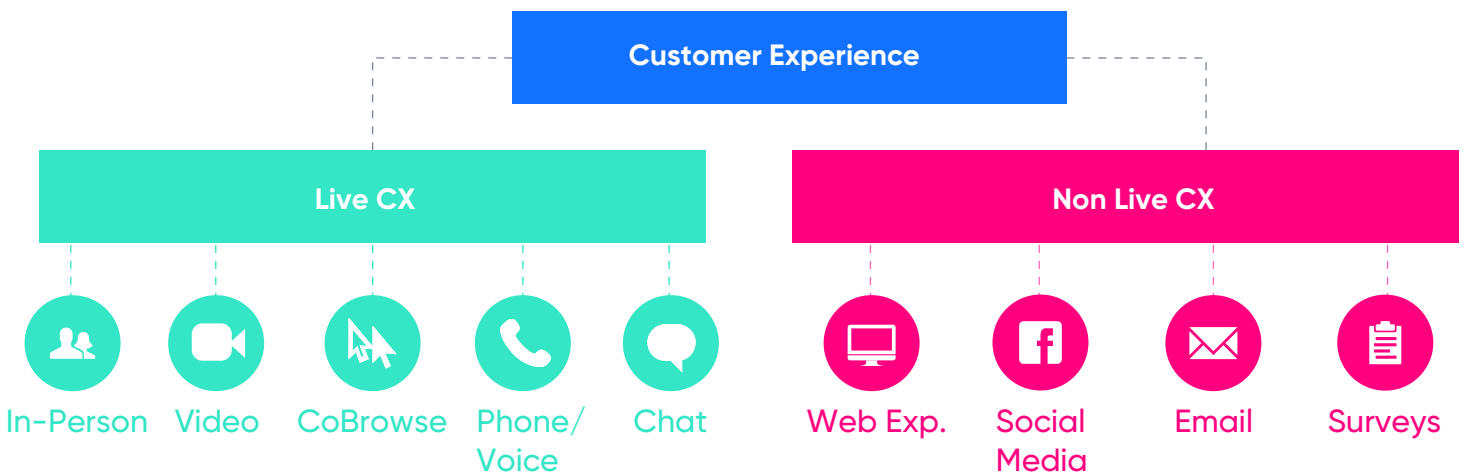
It is no coincidence that the concept of “shopping” — a leisurely perusal of articles — came about at almost the same time as the idea of customer service. These two concepts are inextricably linked. Shopping could only exist once there was enough

prosperity and class mobility (brought on by the Industrial Revolution) to give rise to a middle class. And as soon as people could use their disposable income to buy goods out of a desire and not necessity, it became essential for companies to outdo one another in catering to the preferences of their potential customers.



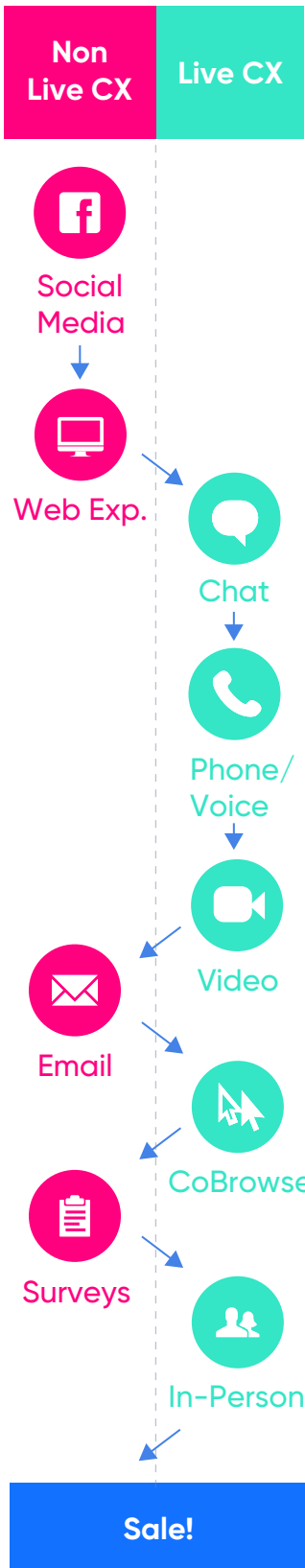
Before shopping could be considered a leisure activity, people went to stores and told shopkeepers exactly what they wanted. The shopkeeper would then bring a prototype of an item that matched the description from a locked

cupboard (since items were not mass produced and would have to be custom made). A discussion about price, size, and delivery dates would ensue.



With the rise of the department store, where items went from being securely hidden to theatrically displayed, people could wander around with no particular need in mind. The guidance that people needed upon deciding to make a purchase, however, could never quite be replaced. The department store ushered in new kind of customer service: several specialists or attendants would walk around the store, assisting customers in finding the right kinds of products and convincing them to make purchases.

At this point in time, customer service was built on creating relationships in face-to-face interactions. While this led to a highly personalized shopping experience, there were also many inconveniences. If a product stopped working, a customer would have to travel back to the exact same store in the hopes that the distributor would be able to fix it. This meant that both time and money were wasted for the vendor and customer every time a purchase did not go as planned. Technology would soon become the biggest disruptor to this highly personalized yet largely inefficient process, particularly



with the rise of the internet in the latter part of the 20th century. With the internet has come a trend toward less personalized, more automated interaction. In many cases, this results in a lower quality of customer service even with the added convenience of access.

To solve this quality issue, companies have begun to innovate modes of communication and the customer’s buying process to bring back that in-person touch to an online transaction. Today, Customer Experience, or CX, is the entire collection of interactions (live and non-live) between a business and its customers. The customers’ perceptions of this experience and the resulting feelings about the company dictate brand value and are measured with metrics such as NPS (see chapter 2).

The ideal overall CX is a mix of Live and Nonlive: While the high-touch, personal experience of a Live interaction provides more opportunity to convert a customer, the flexibility of Nonlive makes it easier to nurture and retain a prospect who is not quite ready to make the purchase yet. Live CX includes real-time interactions like video, voice, and chat while Nonlive CX refers to emails and surveys - communications that don’t require immediate response.

Quite simply, the customer experience defined is the collection of all the interactions between a business and its customers. Without a solid customer experience, even a fantastic product with a high level of market fit will flounder. The fact is, customers are more likely to remember negative aspects of any buying process than positive ones. Thus, without a plan or system in place to address issues and guide customers, companies place themselves at risk for brand degeneration.

Chapter 2: The “Customer” Phrases to Avoid Mixing Up with CX

Over the last decade, there has been an enormous shift in focus from product to customer. Whereas product quality was once the main priority, customer interaction has taken center stage as the new frontier for achieving competitive advantage. Deep-level communication with customers leads to loyalty if nurtured properly. This loyalty means customer retention and customer retention means retaining market share. No wonder businesses are trending toward this shift so quickly.

Your company is probably no different. The thing is, you also may be using all that “customer” oriented jargon wrong. It is surprising how often people use the following terms interchangeably or incorrectly, ultimately causing internal communication problems and difficulty diagnosing problems with customer interaction as they occur. Luckily, with this article in your toolbelt, you’ll be one step ahead of the pack!

Customer Support

Support is the advice or help a company provides to customers in case there are queries or concerns. The service is generally offered on a case-by-case basis and it’s purpose is to provide speedy inquiry resolution on demand. An important piece of customer support is also that it is reactive in nature. Customers seek out support and require a response from the company, building loyalty through inbound communication.

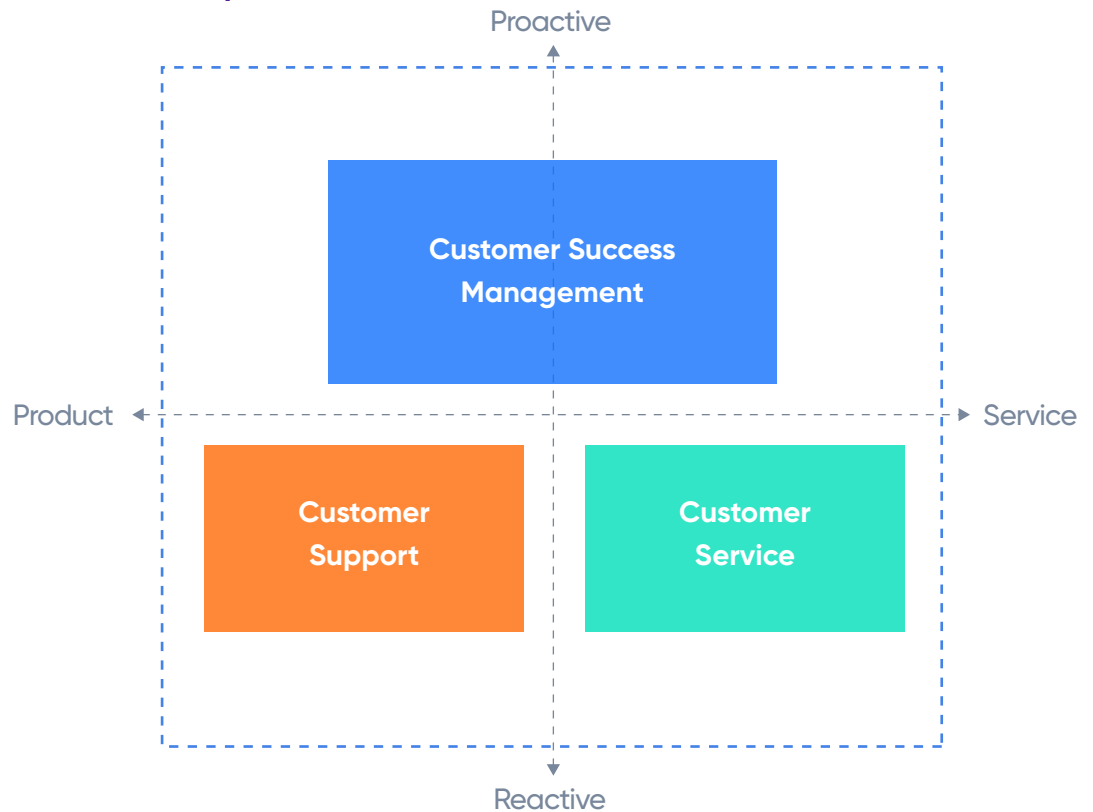
Customer Service

Service caters to the customer herself rather than her product issues. The goal is to provide the customer with a solution to their problem rather than

specific tips for optimizing product features. Also reactive, customer service takes inbound communication to glean and distill the bigger picture.

Still confused about the difference between support and service? Think about it this way: customer support is for providing a superior product and customer service is for creating a superior consumer interaction process.

Customer Experience



Customer Success

Success is the ongoing communication a company has with its customer to provide continuous guidance as necessary. The goal of providing high quality customer success management is to build long lasting customer relationships.

Success is primarily proactive. Instead of reacting to a question or putting out a fire, Customer Success Managers (CSMs) are more consultative and focused on building trust. CSMs work closely with their counterparts on the client's team to develop a keen understanding of their business, making it easier to anticipate and prevent problems.

Most importantly, this approach makes it possible to continuously add value beyond the initial sale. Like support and service, the purpose of CSM is not just to retain customers and build loyalty, but to develop long-term partnerships. Like support and service, the purpose of customer success management is to retain customers and build loyalty. Unlike the previous two, however, Success Managers can forge long term relationships.

Customer Experience

High quality customer experience is the overarching goal of customer relationship management. The one-on-one interaction of support, emotions of service, and longer range of success come together to create a customer's impression of the company. A positive impression leads to loyalty and retention, preventing long term loss of market share.

A customer's impression of a company is also known as its brand. The better experience a customer has, the better their impression will be of the company. Lots of happy customers equals heavy brand growth. Heavy brand growth means more brand awareness, which often equivocates to a jump in sales. The biggest brands in a space - like Uber, Amazon, or Starbucks - will achieve the greatest competitive advantage and will retain the greatest market share.

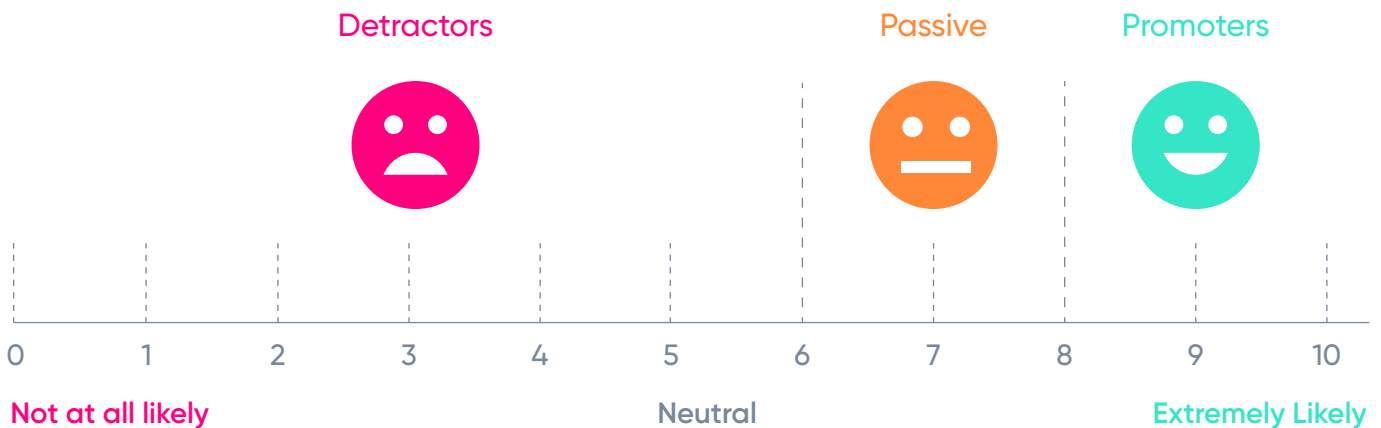
Could that be your company? Sure, just make sure you are focusing on the umbrella of customer experience along with all of its smaller, essential parts. Don't mix them up!

Chapter 3: NPS - How to Measure Customer Experience

To understand NPS (Net Promoter Score), ask yourself how likely you would be to recommend your last clothing purchase on Amazon to a colleague. Your response to that question, referred to as the “Recommend Question” by Net Promoter Network, defines how valuable you are as a customer to the clothing company. If your response is that it would be very likely that you would recommend the brand, you are considered a promoter for the company and

extremely valuable to that brand. The more promoters a brand accumulates, the higher the brand’s NPS.

How likely are you to recommend the company to a friend?



What Is NPS and Why Does It Matter?

Net Promoter Network describes the NPS methodology, which asks customers to rank how likely they are to recommend a company or service on a scale of 0 to 10. Customers who select a score between 0 and 6 are

deemed detractors because they dislike the brand and would be likely to give a negative review. A customer who selects a score of 7 or 8 is an unenthusiastic respondent. This person is a “passive” customer and one at risk of being snagged by a competitor product. Customers who select a score of 9 to 10 are referred to as “promoters” and are highly likely to recommend the product to a friend. The NPS for a firm is calculated by subtracting the percentage of detractors from the percentage of promoters, giving a score ranging from -100% (this would happen if all customers were detractors) to 100% (if all customers were promoters).

It was Frederick F. Reichheld and a Bain & Company team who created the recommendation question and identified it as the one question that, when posed to consumers, directly correlated with desirable customer behaviors such as repurchases or positive referrals. An article by the company describing the NPS system explains that the correlation is significant because these actions are central to a company’s success. Emerging big data technology that incorporates NPS methodology provides companies with the ability to store and analyze customer activities, assess consumer satisfaction with their products, and provide just what the consumer desires.

The Implications of the NPS Score

Reichheld and his team found that a high NPS indicated that a brand was a potential market leader; however, the values considered to be a high NPS vary across sectors because of product dynamics and cultural behaviors. The research team also found that high-scoring firms grew at double the rate of their competitors. Reichheld described his theory of NPS in an article in the Harvard Business Review in 2003. He explains why a focus on the most

satisfied customers stimulates business growth. Reichheld had hit on something astonishingly apt in an era of ecommerce and consumer engagement.

$$\text{NPS} = \text{😊} \% - \text{😞} \%$$

NPS as a Benchmark

An article by Rob Markey and Fred Reichheld published by Bain explains that the score can be analyzed "...by business, geographical region or any other segment, and you can track it from week to week to see how your loyalty-building efforts are working. It's both your customer balance sheet and your ethical compass."

The score encourages a firm to conform to consumer preferences, adhere to ethical practices, and maintain organizational tenets. Markey and Reichheld quote Schwab CEO Walt Bettinger as saying, "NPS provides a litmus test of how well we are living up to our core values."

The Social Times reports that over 80% of consumers perform online research or a Google search before buying a product. It is crucial, then, that customers are promoters and not detractors. Moreover, if consumers are posting the information that is desired by other consumers, they are assuming the marketing role through their online and e-commerce activities and at minimal cost to the brand.

NPS as a Marketing Defense Strategy

The downside of the ecommerce stratosphere is that negative consumer sentiment rapidly diffuses, and companies that may be less effective in consumer management may spend substantial amounts of time and money monitoring and managing negative word-of-mouth. A study by Martin Williams and Francis Buttle published in the Journal of Marketing Management found that organizations devote far more resources to the management of negative word-of-mouth than they do to the promotion of positive word-of-mouth, a reactive strategy that inhibits growth. Ecommerce retailers are busily managing online customer feedback platforms and social media pages in damage control efforts.

Companies that experience rapid growth and thus garner investor confidence encourage loyal customers to promote their brand by offering incentives for doing so. The Harvard Business Review reported in 2007 that Sprint PCS was offering a service credit of \$20 to any customer for a referral and a service credit of \$10 to individuals referred in this way and who actually became a new customer. McKinsey discusses the intentional word-of-mouth efforts by firms that include identifying influencers or promoters and molding them into brand advocates. It is a highly effective strategy.

Attracting Investors

Not only is NPS an obvious indicator of a company's ability to harness the value of the consumer, it is an indicator to investors of that company's potential, as the e-retailer Bonobos can attest. Bonobos founders, Andy Dunn and Brian Spaly, both Bain & Company protégés, closely monitored their NPS when they launched the company in 2007.

Delighted, a SaaS start-up launched in 2014, provides NPS-facilitating software that gathers and analyzes consumer data. According to Delighted, the Bonobos founders were inspired by other e-tailers like Zappos whose success appeared linked with acute customer-oriented strategies. Bonobos wanted to provide a unique, bespoke online men's pant retail service and exceeded expectations. According to CrunchBase, the brand is now the largest ever ecommerce apparel brand. In terms of funding, the company has received a total of almost \$128 million with Accel, Coppel Capital, and Nordstrom providing significant investment capital. This is largely because of their ability to measure and optimize their customer experience and convey that to potential investors.

Although the success of Bonobos cannot be wholly attributable to a focus on achieving a high NPS – at least some credit must go to product quality and frontline employees who deal directly with the customer – a company focus on a unique and satisfying consumer experience appears to confirm the power of a customer-centric strategy and the broad premise of NPS. Savvy marketers understand that engaging loyal consumers in online interactions and communication promotes brands, influences potential consumers and investors, reduces the costs of customer acquisition measured by marketing efforts, and is a sure path to rapid growth.

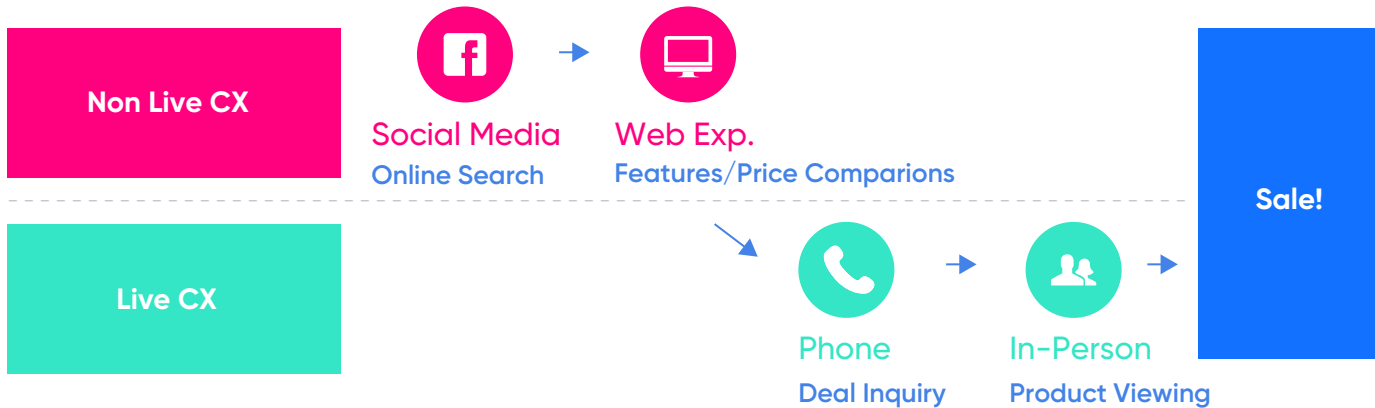
Chapter 4: Making the Most of Customer Journey Mapping

Since the dawn of time, humans have been a storytelling species. We are able to connect with stories through content that is compelling and personal to us. It's no surprise then, that businesses everywhere have used storytelling as a way to attract more business. Whether it's re-telling the trials and tribulations of a business start-up or a success story from a customer or business partner, stories can play well into a marketing scheme through engagement.

But businesses are realizing stories can be used to teach organizations more about their customers. This can be done through a process called Customer Journey Mapping. A Customer Journey Map is a visual representation of a customer's experience from initial contact, all the way through the life cycle of a sale and renewal. Included in this map are any obstacles the customer may face as well as key interactions the customer will likely have with the business. Within the map, the customers' questions, feelings and needs should all be addressed.

When done correctly, a successful journey map will give the business a clear picture of where the customer has come from and what they are looking to achieve by doing business with you. In addition, the sales process can be broken down into different phases, where the method of contact can be optimized to move the potential customer through the process. Here is a good example of a Customer Journey Map. What are some keys to optimizing your own personal map? Here are four things to keep in mind:

Scenario: Christine buying a laptop



Don't Forget About Potential Obstacles

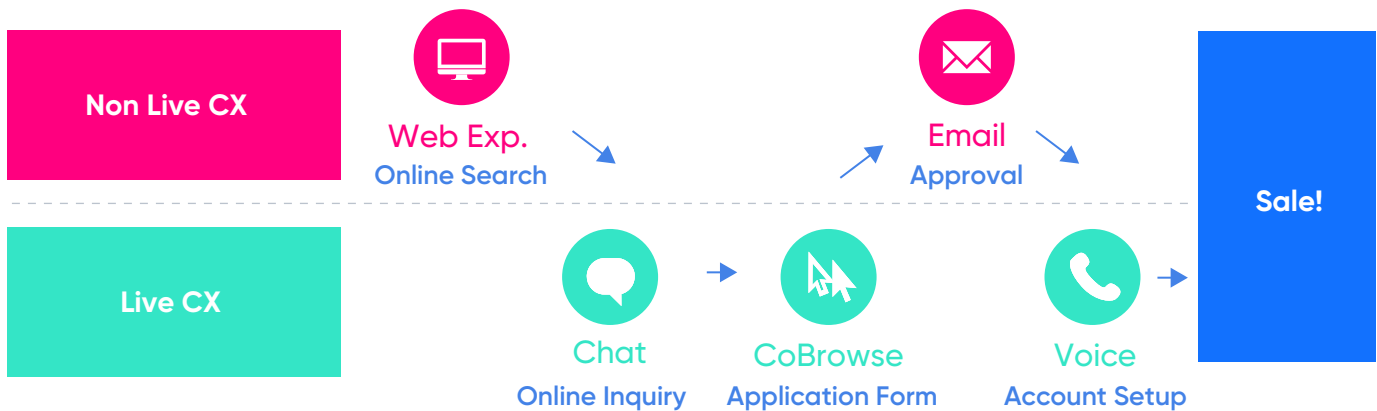
When creating a map from initial contact to closing, it's easy to let optimism take over and create a story map of the 'best case scenario'. However, any logical business owner knows that this is rarely the case. Customers will come across many frustrations, whether an inefficient sales process, long wait times from a customer service representative, or the difficulty of navigating a website.

In the Customer Journey Map process, these points of frustration are called either 'touchpoints' or 'gaps'. They can either be "gaps between devices" where a customer switches from computer to phone, "gaps between channels", where a customer switches from interacting on the website to interacting on social media, and "gaps between departments", where the user might get frustrated when transitioning from one point of contact to the next. It is important to consider these gaps, as by highlighting these problems the map can also address potential solutions.

For example, a company may be creating a customer journey map, and that

representative. This is a ‘touchpoint’ where the customer may leave and go to a competitor. By identifying this touchpoint on the map, the business may incorporate a form a customer can fill out ahead of time that eliminates time with the customer service representative. Or perhaps the business realizes they are simply short-staffed and need to hire an additional customer service representative. After making this adjustment, monitoring the results and determining if that touchpoint still exists is an important part of the analysis.

Scenario: Adam opening a bank account



Use qualitative and quantitative data to create your map

When creating the map, it’s important to be data-driven to ensure accuracy. These aren’t simply assumptions; they are educated predictions based on consumer research. Tracking website analytics can help identify certain frustrations in the process. For example, if customers are spending a long time on a website or a certain page of the website, it’s likely that they are confused during the process.

Groove, a helpdesk software company, found that users spending a short

amount of time on their website were stuck on the set-up page. They used this data to reach out to these customers and offer Skype support to finish the set-up. The result was a 26% response rate, and 30% of those users becoming customers within thirty days.

Qualitative data is equally important. Who knows the customer better than the customer himself? Given that customers drive change, it's important to listen. Interacting with customers on social media or through e-mail campaigns can help give the data needed to create an accurate map.

Keep it simple!

It's easy when creating a map to think about every single diversion or scenario that a customer can come across when interacting with your business. Creating map with this philosophy in mind is next to impossible, since it is likely to be confusing and muddled when presented visually. The Customer Journey Map should be a simple story that focuses on a customer's needs. An outsider should be able to grasp the journey within just a few short minutes. If they can't, it's likely that your map is too complicated, perhaps hinting that the process for your customer may be too complicated as well.

Visually create a map...and don't be afraid to change it!

The point of a Customer Journey Map is to have some kind of visual. There may be supporting exposition that further explains the sections of the customer's journey, but the map should be presented in either an infographic or timeline. Simply having blocks of text that explain a customer's journey makes it difficult to visualize the process as a whole. Some use cork board and pin note cards, that way events and key points in the process can be moved around. Others prefer a dry erase board, which can also be edited. As

the ways of reaching a customer (and a customer reaching the business) change, so will the customer journey map. Whether your customer journey map looks like an infographic, a whiteboard timeline, or a dropdown timeline, the importance of the map is its function over its visual form. Do more than create a map: understand it and use it to improve.

By visualizing the customer experience with a journey map, your business can tell the story of your customer and work to optimize their experience. Customer journey maps work – when executed with thoughtfulness, feedback and collaboration. Now get out there and tell your customer’s story!

Chapter 5: The Importance of Repeat Customers

After an influx of new customers, you may be tempted to move on and focus all your efforts on additional sales. Resist the impulse. Focusing too much on customer acquisition as opposed to customer retention can harm your business.

According to Inc, getting new customers can cost up to 10 times more than keeping and growing with those that you already have.. Plus, you're likely to lose a lot of them if you aren't making an effort to keep them happy. The average firm loses half of its clients every five years.

Take it from Philip Kotler, who's known as the Father of Modern Marketing. "Companies need to pay more attention to serving and satisfying their present customers before they venture in an endless race to find new customers," he writes in his book "Marketing Insights From A to Z."

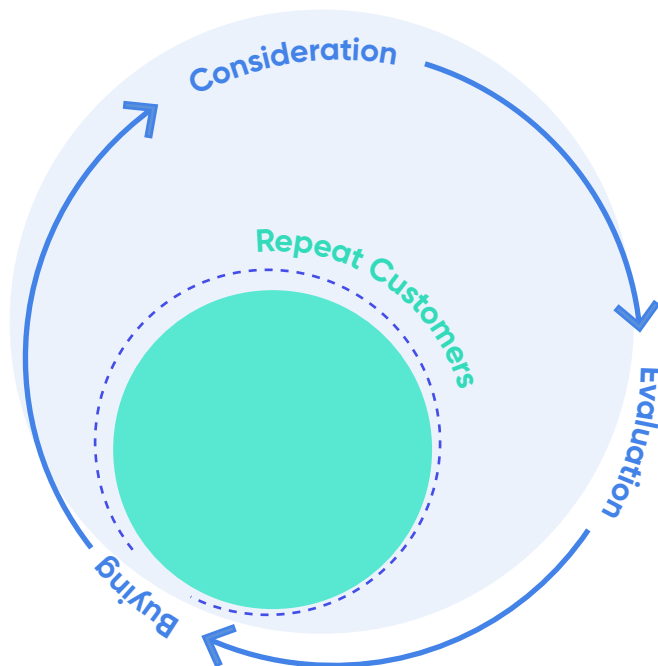
Customers enter into a loyalty loop every time they consider starting a transaction. The three main parts of this loop are consideration, evaluation, and the purchase itself. A loyal customer is someone who develops certain positive expectations of a brand based on their experiences. This customer enters a loop within the loyalty loop that skips the initial consideration phase entirely and moves onto its own, quicker evaluation and buying cycle. On average, these consumers make purchases at a higher frequency and volume than those who continue to return to the consideration phase.

Still not convinced? Here are some reasons why repeat customers are the most valuable for your business.

Higher Spending, Higher Revenue

Many companies get as much as 80% of their revenues from clients they worked with the year before, notes Andrew Sobel in “Making Rain: The Secrets of Building Lifelong Client Loyalty.” In fact, raising customer retention rates by just 5% can increase profits by 25% to 95%.

Also, the longer customers shop with a company, the more they tend to spend. According to a study by Bain & Company, veteran retail customers spend nearly 70% more than patrons who are around for six months or fewer. The same spending disparity was seen with grocery shoppers as well, with long-time clients spending 23% more than patrons who had been shopping at a specific store for fewer than six months. This is because repeat customers shop more often and complete larger transactions, making them the cornerstone successful businesses rely on.

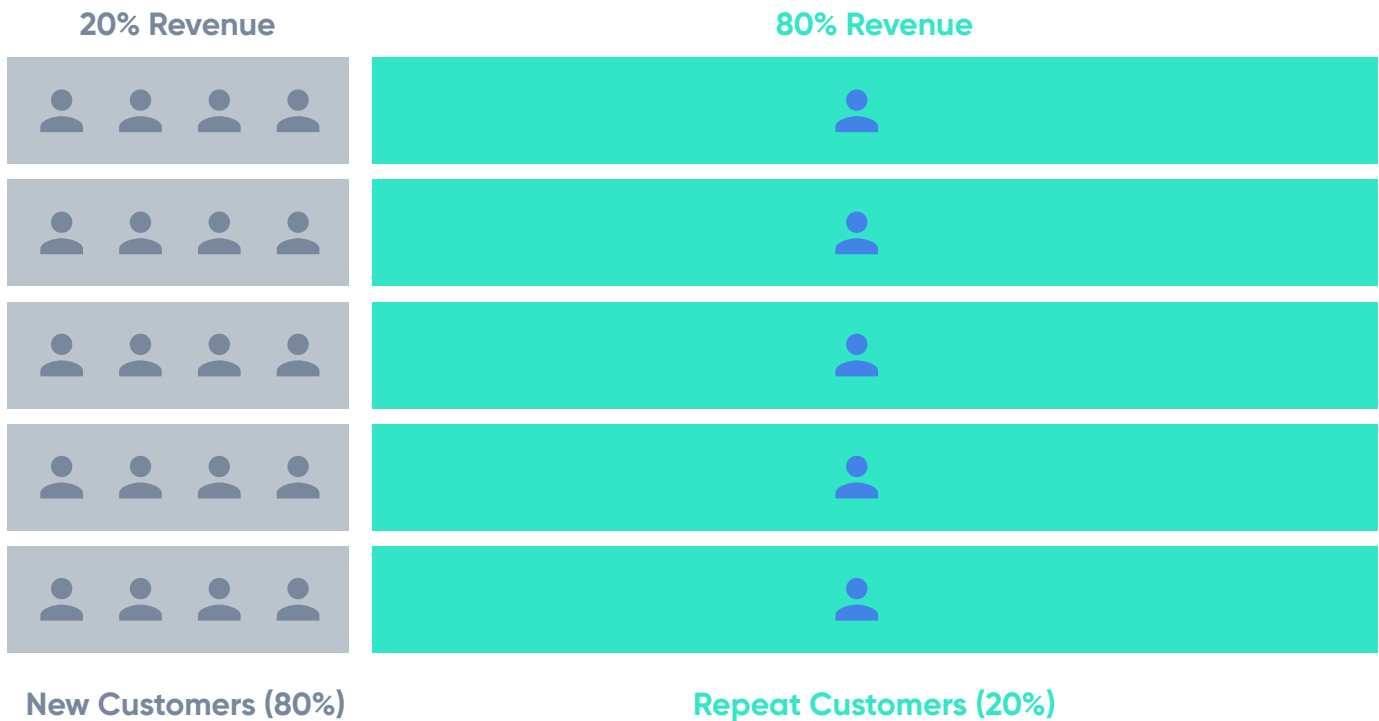


Expansion to Other Products

The best way to grow your business' market share, says Kotler, is to find more products and services that can be sold to the same customers. Bain & Company offers the example of Gap Online, where the majority of shoppers say they'd consider buying furniture from the store in addition to clothing.

Cross-selling lets you draw from existing clients, rather than strain for new ones in more expensive marketing schemes. Reaching out to repeat customers can be as easy as sending out a newsletter.

For example, Kelley Briggs, CEO of DesignWorks NY, tells Inc. that she sends a newsletter out once a year to remind customers about the services her company offers, and this gets them to subscribe to additional projects.



Customers to Promoters

Once a customer-business relationship is established, customers can do your marketing for you – from giving referrals to their friends and family to introducing you to new clients. As Sobel puts it, faithful clients “multiply influence” of your business at little to no cost to you. Never underestimate the power of word-of-mouth. The Bain & Company report cited above explains that, across industries, the more shoppers return to a specific store, the more customers they refer to that brand. For example, while a first-time customer of an online retailer refers about three people to that brand, that same customer is more likely to refer seven people by his/her tenth purchase. And those newbies they introduce bring in even more revenue.

The same study found grocery shoppers referred to a store spend a collective 75% more than the original shopper. Even for pricier electronics and apparel, referred customers spend 50% more than the repeat customer who referred them.

An Understanding of the Customer

Customers in successful loyalty programs help you decode overall buying trends, says Harvard Business School professor Jose Alvarez.

He tells the HBS blog that businesses can use the information gleaned from repeat customers to find out what brands matter to consumers and even negotiate with manufacturers when they want to increase prices on products to whom your customers aren't loyal.

“A great retailer is the agent for the customer,” Alvarez adds. “Loyalty programs and the insight and communication capabilities they provide can help retailers achieve greatness in a crowded and commoditized space.” This brings us to the last point.

The Lifeblood of a Business

In a time where potential customers can pass over your business with a simple mouse click, Sobel notes, current customers have the largest short-term potential to grow businesses’ revenue at low sales costs.

They spend more money, refer more people and likely build meaningful long-term relationships. Executives in the hotel business, for example, call their regulars ‘family’. “Online retailers who succeed in building customer loyalty will ultimately be more profitable than online competitors who focus only on transactional metrics such as number of visitors, number of shoppers, eyeballs, and so forth,” note Bain & Company in their report. Small changes in loyalty can make the difference between businesses succeeding or failing. Isn’t it time you put those faithful repeat customers first?

Chapter 6: Epic CX Fails and What You Should Learn From Them

We've all failed at work. Whether it was an awful first interview, failure to secure funding from an angel investor, or failure to close a sales deal, everyone has tasted bitter defeat. The best thing about failure? There is a lesson to be learned, making it preventable in the future. Failure is an especially difficult pill to swallow in the realm of the customer experience (CX). It can mean losing a customer or negatively affecting a company's brand, making it much harder to overcome.

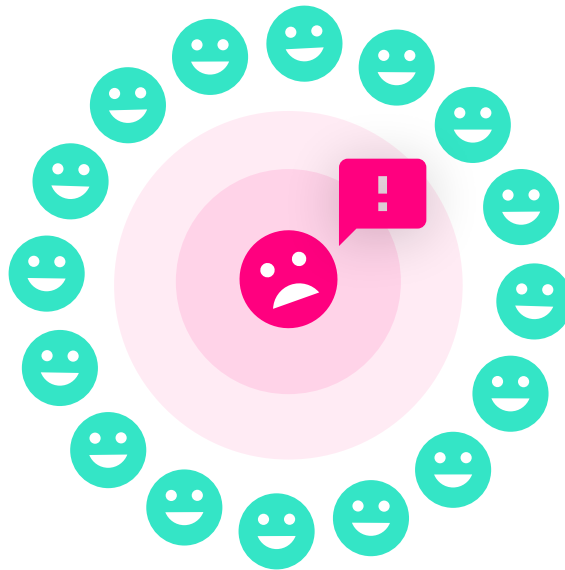
According to Helpscout, it takes twelve positive experiences to make up for one unresolved negative experience. The same article found that news of bad customer service reaches more than twice as many ears as praise for good customer service. In addition, Zendesk found that a whopping 95% of customers share bad experiences with others. Ouch.

In a perfect world, the experience of every customer would be flawless, but that's simply not realistic. Luckily, others have paved the way of failure, making mistakes that provide the rest of the business world valuable lessons to improve their CX and avoid from making the same error again.

Time Warner Woes

Time Warner Cable (TWC), one of the United States' largest cable providers, has an enormous 24/7 customer service response team. In 2015, one of the unhappy members of their CX team had an unpleasant live chat experience with a customer. This rogue employee sent a letter out to [explicative] Martinez (which was the customer's last name). Although TWC issued an apology and offered a free year of cable, the letter was posted

on social media and went viral. That kind of negative press can't be undone. Ms. Martinez also made a statement putting the onus on TWC, accusing them of hiring very rude and cruel people.



The Takeaway: A strong CX starts with loyal employees. Many of these employees have to deal with unhappy or angry customers for a long portion of their day. Keeping an open line of communication with the CX team and giving them constant gratitude will help to alleviate the stress of the job and prevent fails like TWC's from happening. Good CX representatives are invaluable. RightNow found that 73% of consumers say friendly customer service reps can make them fall in love with a brand. Imagine what an unfriendly CX rep can do.

It only takes one rogue employee to tarnish a company's reputation. Keeping the CX team happy must be a constant goal to prevent situations like TWC from happening.

W.T. Grant Giveaway

W.T. Grant, a leading retailer in the U.S. for over seventy years, came toppling down suddenly in 1977. In a desperate effort to earn more customers and increase cash flow, the retailer started issuing credit cards to anyone and everyone regardless of their credit history. In addition, store managers who failed to meet their quota of issuing credit cards were humiliated or fired. The result was a lot of consumers who couldn't pay off their credit card bills, thus racking up 800 million dollars of bad debt for W.T. Grant—forcing them to close their doors for good. At the time, this was the second largest bankruptcy in U.S. History.

The Takeaway: While the 'customer experience' was great for the customers who were able to get a credit card despite their credit history – the company sacrificed their own quality and values in order to gain customers.

Companies can't provide great customer experiences without a well-organized process that keeps them accountable. Desperation often leads a company to do drastic things, but sacrificing core values at the expense of retaining customers is a recipe for trouble.

United Airlines Breaks Guitars

In 2008, Canadian musician Dave Carroll, rode United Airlines while on tour. Upon arrival at Chicago O'Hare airport, Dave Carroll found his \$3500 guitar to be damaged. When he showed three different employees at the airport, they all looked at him with indifference, refusing to show concern with the problem. For nine months he battled with the airline for compensation, to no avail. So he did what any singer would do: he wrote a song.

Dave Carroll wrote and performed a song called "United Airlines Breaks Guitars", chronicling his unpleasant customer experience with the airline. He

successively posted the video on YouTube. As of August 2015, the video amassed over 15 million views. For the four weeks following the video, United Airlines' stock price fell 10%, costing stockholders \$180,000,000 in value.

The Takeaway: Social media is becoming directly tied to the customer experience, and it can be very powerful. According to MarketingSherpa, United Airlines spent \$43.9 million in advertising the same year, whereas the video posted by Carroll cost nothing. Imagine what United Airlines would have paid for to have a video go viral that had their company posted in a positive light?

Social Media tends to respond to failures more aggressively. No company is perfect. The best thing to do is learn from social media posters, as they are providing valuable customer intelligence to your organization. With this social media customer intelligence, you can improve the product and CX, reducing the likelihood of failures in your organization.

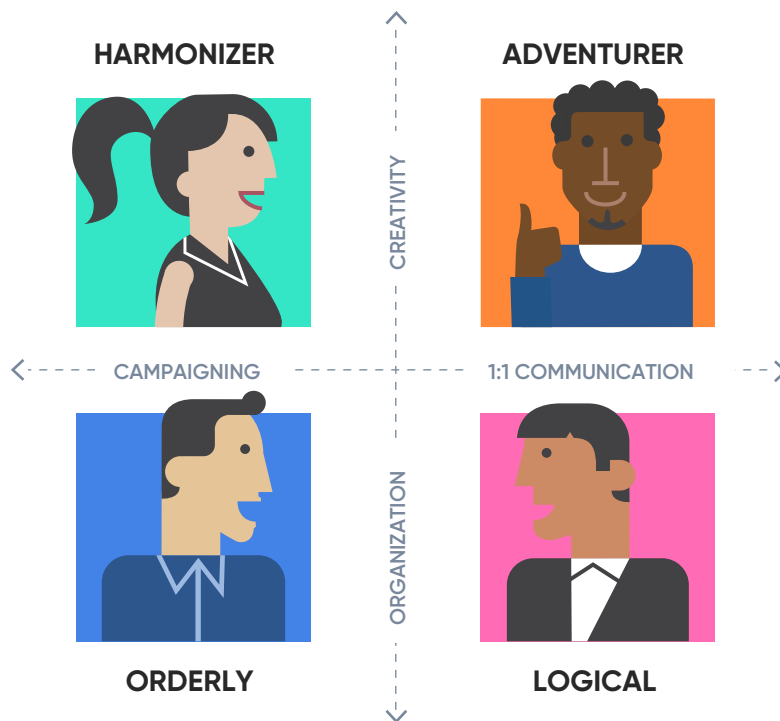
No matter how hard we work, mistakes are impossible to completely avoid. By being honest with your marketing promise, providing strong customer experience support, and vocalizing an effective value proposition, the risk of failure can be minimized. But when a bad customer experience strikes (and it will!), don't hide it under a rug. Address it, learn from it, and take it as one stepping stone closer to success.

Chapter 7: How to Formulate Your Best Approach to CX

As we have established, the customers' perceptions of their experience and the resulting feelings about the company dictate brand value. Brand value ultimately determines the company's future and longevity. As such, understanding your personal approach to CX is critical. To do so, evaluating your personality traits can be extremely valuable.

Communication and Conversation

To be a successful online seller, clear communication and being an easy conversationalist can go a long way. This is especially crucial to consultative sales, where the company representative must diagnose the customer's need and then provide suggestions for the best solution with the company's product(s). Empathetic and outgoing people are generally the most skilled in this area, but some practice and attention can make this a strength for everyone.



Team Vs. Individuality

Customer Experience is as much about internal team dynamics as it is about customer facing performance. Some people work best with a group of people, while others prefer to work alone. Depending on a particular company's process, a representative may need to work with multiple people to make a sale or may be required to complete the process on their own from beginning to end.

The ideal approach to CX (and working in general) is obviously to master both. When this is not possible, however, it helps to learn to leverage individual strengths in each situation. For example, a team member who prefers to work alone may volunteer to completely own one piece of the process before handing off to another team member. On the other hand, a lone wolf who wishes they had a team may benefit by bringing together "consultants" for projects informally.

Problem Solving

Being analytical can be very useful to CX, particularly when dealing with large volumes of people. Putting together plans for frequent issues or certain groups of people can streamline processes and lead to more efficient customer interactions. A leaner process makes life easier for the customer and almost always results in happier buyers. Of course, this strength is usually best used to supplement one-on-one interactions, not replace them entirely.

Personal Brand

All of your personality traits come together to form an impression on a customer - this overall impression largely defines the experience of a particular purchase. Repeat customers look at the collection of all their purchases and use their opinions of your performance to influence their perception of the company's overall brand. The impression you make as a representative, or your personal brand, is therefore crucial to the quality of experience you are able to provide to a customer.

To evaluate your own CX approach, consider discovering your CX personality. While no one personality type is better than the other, each one comes with its own strengths and weaknesses. Learn to take advantage of those strengths, fix up those vulnerabilities, and you'll be on your way to providing the ideal customer experience in no time.

About Glia

Glia is an enterprise software company based in New York City that develops engagement solutions to meet or exceed the in-person customer experience online. Through our solutions, companies are able to identify high-value website visitors, communicate with them through live chat, audio, or video, and engage them through best-in-class CoBrowsing - all with out any downloads or installations.

Our solutions empower leading financial services institutions, retailers, and manufacturers to increase online sales and conversions, improve customer support and loyalty, and provide an overall better customer experience.

To learn more about CoBrowsing or our company, please visit our website www.glia.com and request a demo.



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