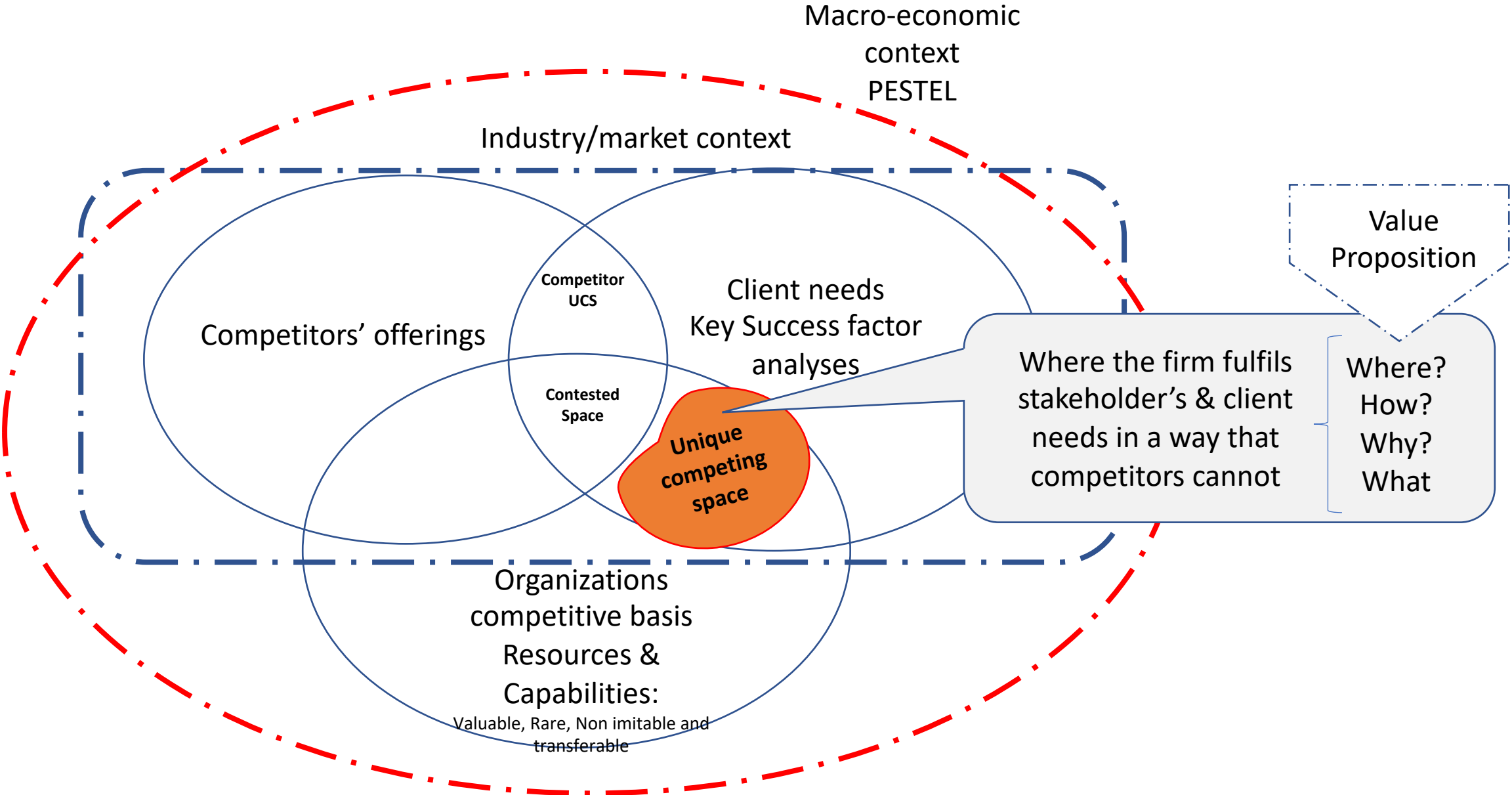


CIO Alliances

CX

Holistic Approach to CX: Unique Competing Space

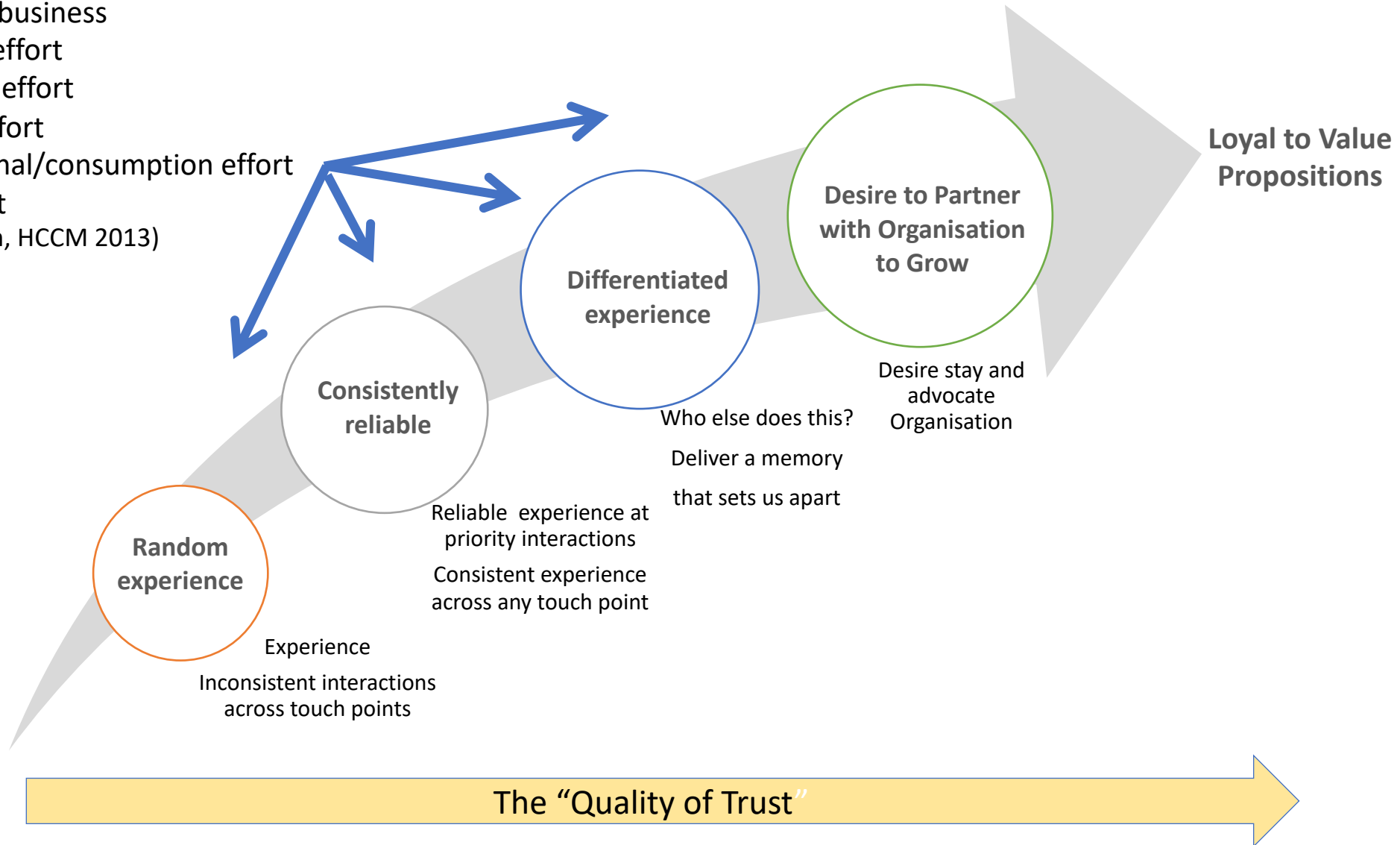


Staircase to Delivering Client Experience

Ease of doing business

- Cognitive effort
- Emotional effort
- Physical effort
- Transactional/consumption effort
- Time effort

(Clark and Bryan, HCCM 2013)



Framework: Aligning the Experience Across Organisation, Client and Employee

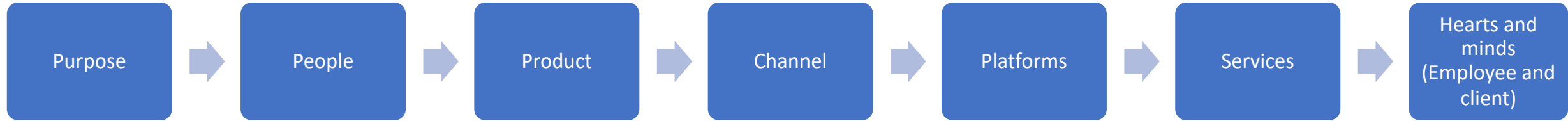
(adapted from various sources)

Client



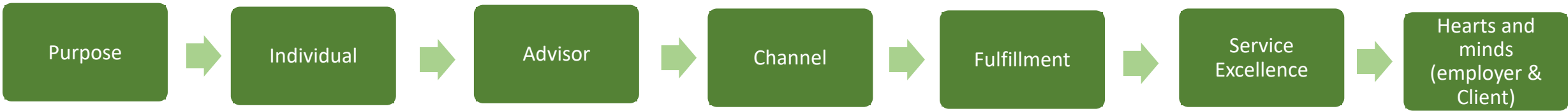
CX: Value Creation in Clients World (Value Propositions)

Organisation



Employee Experience Value Creation in Employee's World

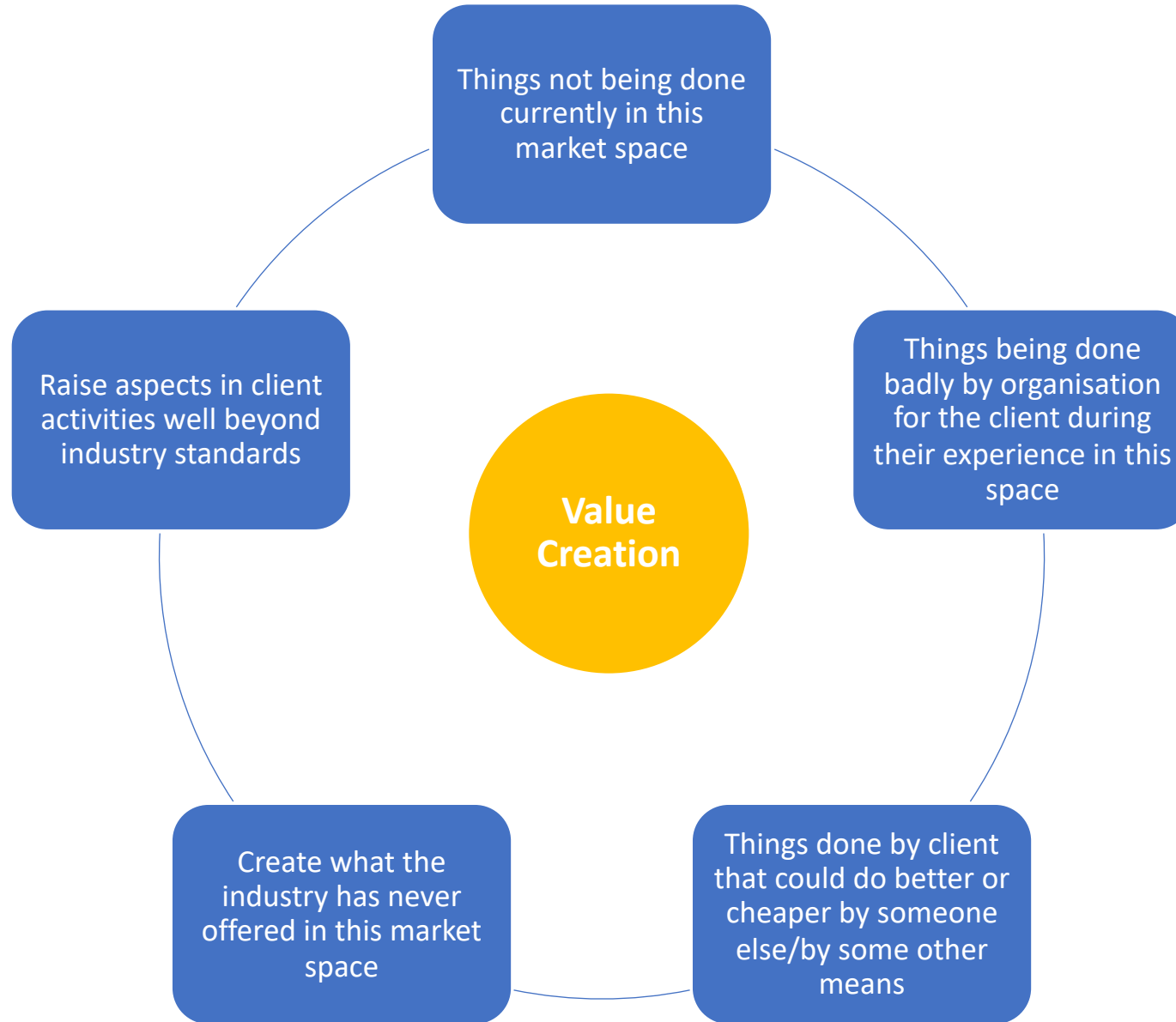
Employee



Considerations in approach

- Research what the client wants
- Gather Voice of the Client insights
- Gather Voice of the Employee insights
- Aborted transaction data/click stream data
- Map the experiences of the client (and employee) in their journey with you
 - Identify Value Gaps (see next slide) in technology, process, people, capabilities, innovation, operating models, business models etc
- Client focus culture - Human centered and empathy driven culture
- Change Capability to lead change inside out and outside in

Value Gaps (adapted from Sandra Van Der Merwe)



Drivers of client experience: Make it easy to be a client

B2B

- Access to decision makers
- Responsive company—quick to react
- A contact point that is easy to get hold of
- The company to really listen to me
- An individualised approach to business

B2C

- Information & explanation
- Decision making help
- Reassurance
- Flexibility
- Availability and access
- Professional customer-contact representatives

Types of Measures (sources: various)

- Depth of spend (quantitative)
- Breadth of spend (quantitative)
- Longevity of spend (quantitative)
- Client lifetime value (quantitative)
- Churn Models (quantitative)
- Customer Effort Score (qualitative)
- Net Promotor Score (qualitative)
- Customer expectation (qualitative)