

# Just Listen

Utilising Customer Stories to Create the Best Experiences at Every Touchpoint

Presented by: Sue Hedaux, Customer Champion

inmoment

# Efficiency



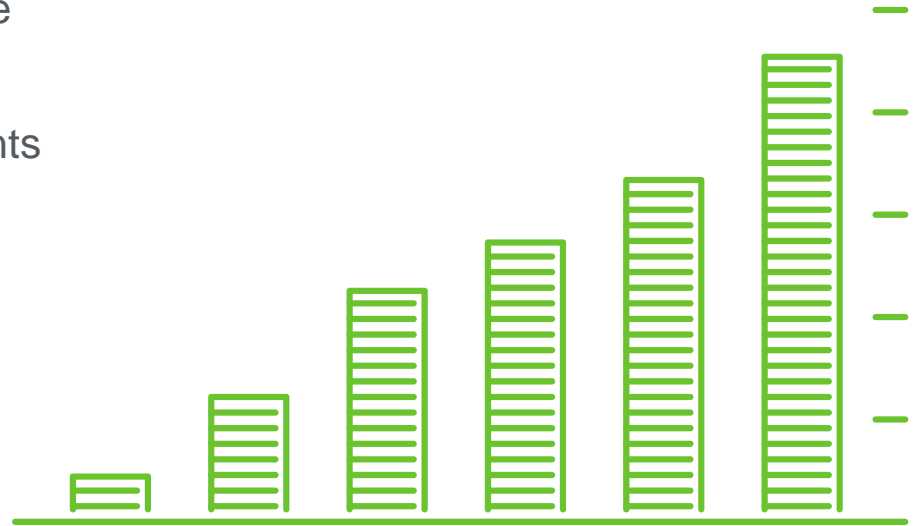
# Omni contact



# The Bar Is Rising

## According to Forrester Research, since 2007:

- Good customer experience is on the rise
- The gap is narrowing dramatically
- Higher aspirations and bigger investments
  - 80% of brands aspire to be customer experience leaders



Source: Predictions 2015: The Race from Good to Great Customer Experience Heats Up, November 2014.

# Customer Experience is the new competitive battlefield.

89% of companies...plan to compete primarily on the basis of the Customer Experience by 2016.

*--Gartner Group*

The Question...

How to do you know what the right experience is for your customers?

# #1: Sum vs. Snapshot

The sum-totality of how customers engage with your company and brand, not just in a snapshot in time, but throughout the entire arc of being a customer.

*--Understanding Customer Experience  
Harvard Business Review*

## #2: Perception vs. Intent

How customers perceive their interactions with your company.

*--Forrester Research*



# Connecting CX to brand promise

Delivering on the brand promise, expressing the brand personality, and bringing the brand attributes to life should be the primary objectives when designing the customer experience.

*--Denise Lee Yohn, Harvard Business Review*

# The Right Customer Experience

- Designed, purposeful
- Tied to brand promise: Aspiration and appropriate
- Created in collaboration with your customers  
*(understanding their perceptions)*
- Across all touch points *(sum-totality, entire arc)*

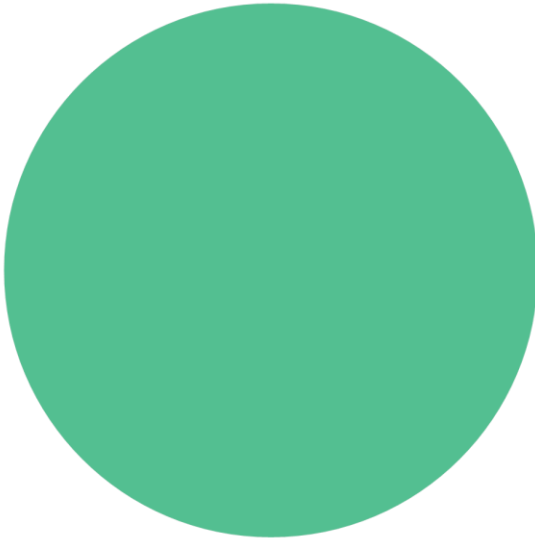
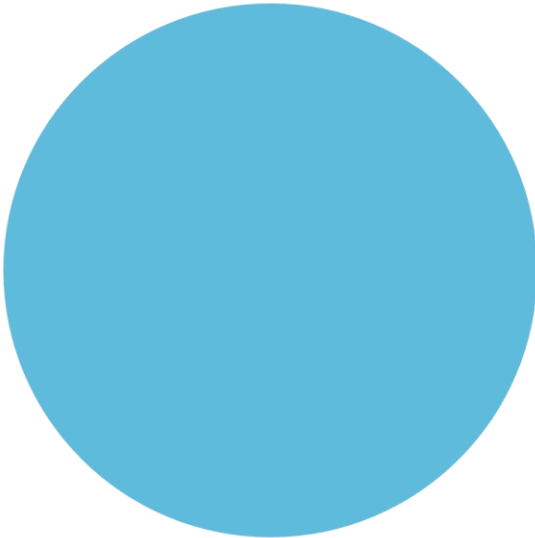


‘A brand is no longer what we tell the consumer it is — it is what consumers tell each other it is’.

*--Scott Cook, Founder, Intuit*

# Connecting Promise & Perception

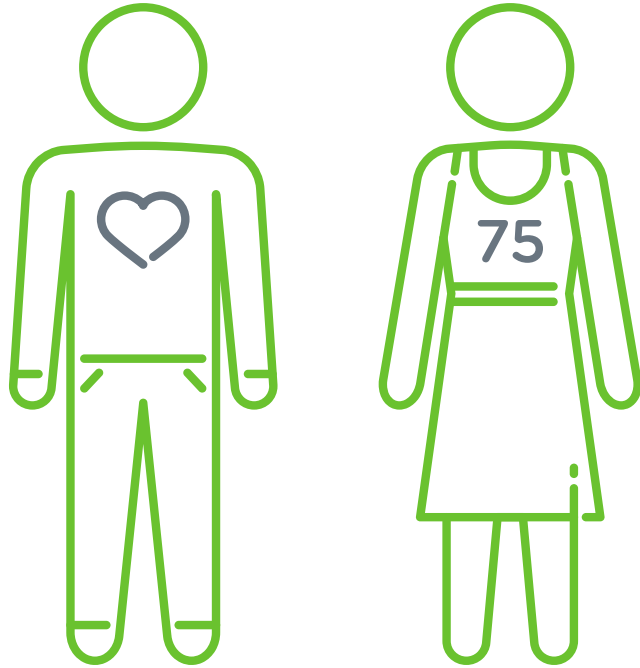
BRAND  
PROMISE



CUSTOMER  
PERCEPTION



# Listen

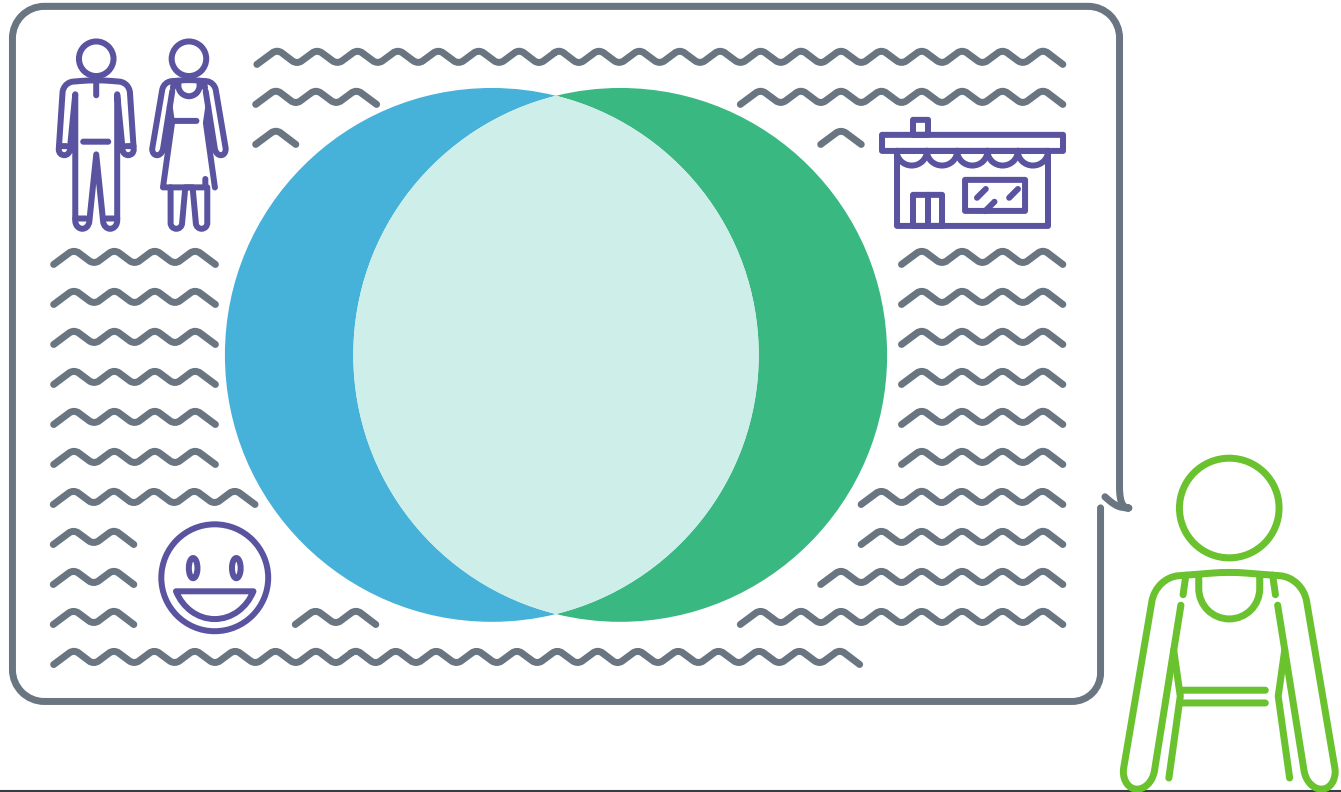


# Listening = Stories



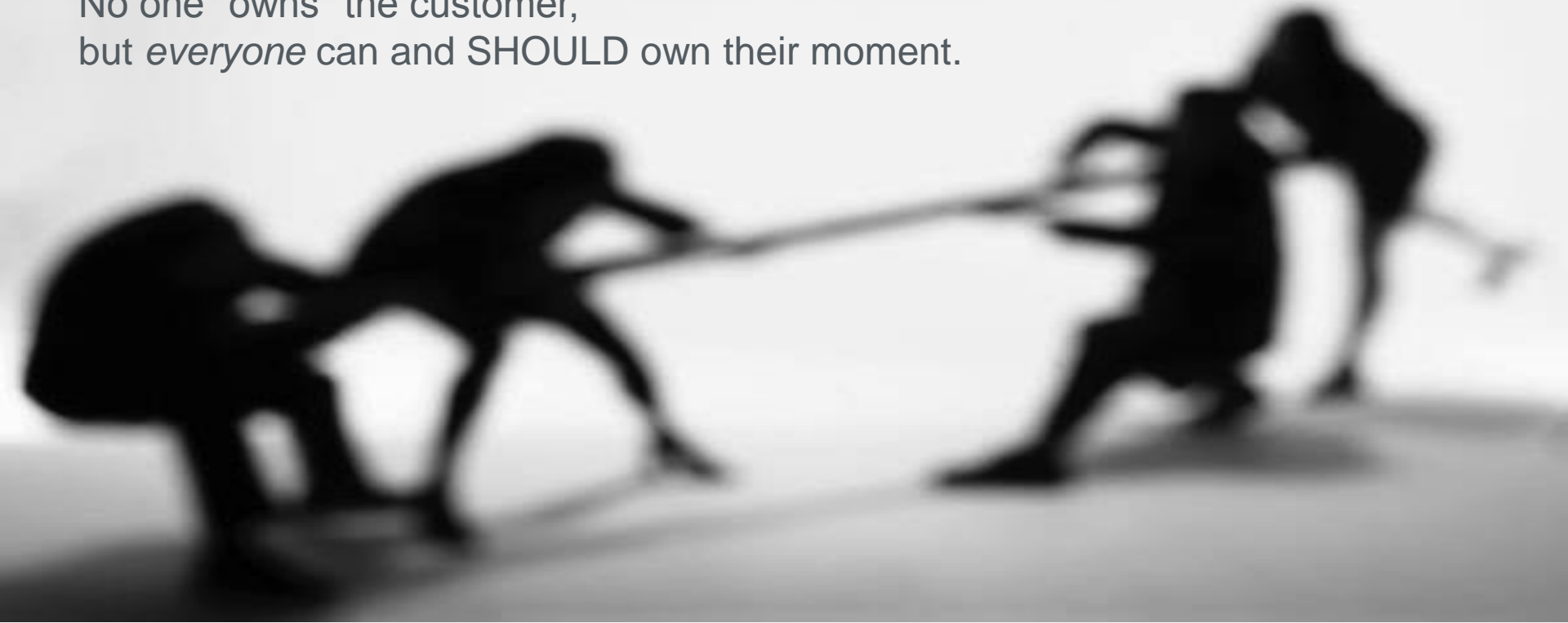


# Customer Stories Reveal Brand Reality

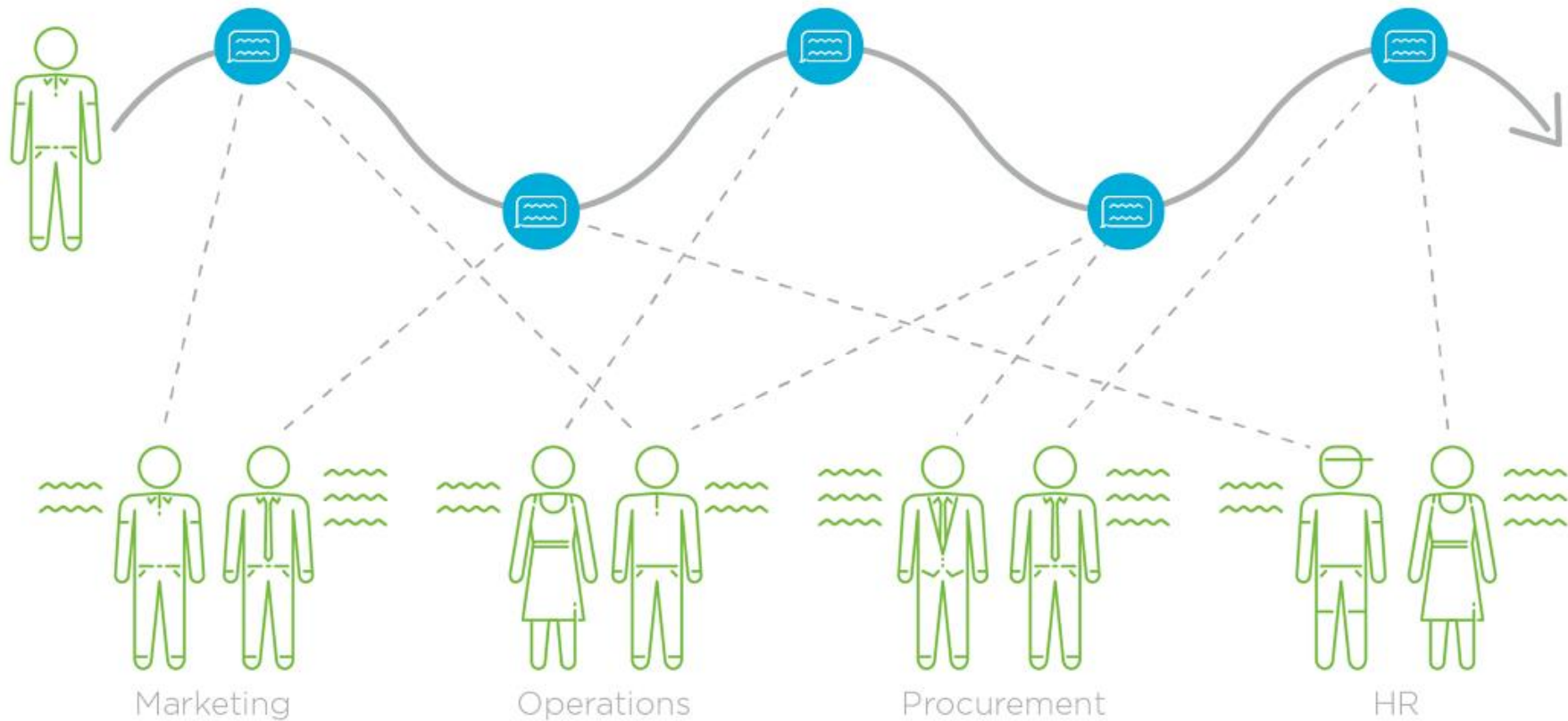


# Who Owns The Customer?

No one “owns” the customer,  
but *everyone* can and SHOULD own their moment.



# It's a Journey



A great customer experience requires a continuous conversation between your brand and your customers



# Thank you!

Sue Hedaux, Customer Champion

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