Wake up HUMAN EXPERIENCE Professionals! It's time for a REBOOT! #humanexperience, #reboot

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CCNG Webinar

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Taking a step back

- **What type of organization do you want to be?**
- **What do you want your brand to communicate?**
- **Who do you want to be as an individual?**
- **Who do you want to be as a leader?**

Industry Statistics to Take Note

- **$1 Trillion** is the amount of revenue at stake in the US alone that companies lost to competitors in 2017 by not being relevant enough in the moment.
- **64%** of the instances when customers switch from one brand to another is driven by a lack of relevance.
- **One in four** customers say that they'd quit doing business altogether with a business that wasn't relevant.
- **68%** more likely that a company perceived as relevant by its customers will be recommended to friends and family.

Source: Accenture Living Business Research Report 2018

Industry Statistics to Take Note

- **64%** of consumers will pay more for simpler experiences
- **61%** of consumers are more likely to recommend a brand because it's simpler to use
- When your experiences are too *complex*, an average enterprise brand can leave an estimated share of **$86 billion** on the table.

Source: Simplified CX is Worth $86B. Are you getting your share? The above stats were cited from Siegel + Gale study

Industry Statistics to Take Note

- **83% of Americans drink coffee, an nearly 45% drink two to three cups a day.** (The Mayo Clinic advises no more than four daily, with side effects including insomnia, nervousness, irritability, and other effects.)
- The average U.S. smartphone user touches their phone **2,617 times a day**, according to research firm Dscout.
- **86%** of Americans check email, texts and social media “constantly” or “often.”
- A survey of 1,000 U.S. parents conducted by Wakefield Research for Comcast, shows that **42% of parents** don’t remember the last time their family had a device-free meal.

Industry Statistics to Take Note

- Analyst firm Ibisworld projects call center employment in the United States will only grow 1.3% per year through 2022, slower than the national average.

Source: To stay competitive, US call centers are training workers to be super agents

- Companies spend millions creating and advertising their brands, yet the Customer's experience is what drives Customer perception."
- The Customer Experience Management (CEM) market is estimated to grow from **$5 Billion today to $13.18 Billion by 2021**. Major factors driving the CEM market include an increasing need to manage Customer Experience throughout the Customer journey, the need of retaining customers, and competitive differentiation. ***The biggest investment is seen in the call center experience.***

Source: Marketing Will Soon Report To Customer Experience

Let’s Start with a Conversation…

Human, Machine or Both…

Imagine that you're a human

1. **Listen –** Don't just ask customers about the experience, listen as well.
2. **Characterize –** Research your customers. Compile key personas that represent the various types of prospects and customers that (might) buy from you or that use your products or services.
3. **Empathize –** Walk in your customers' shoes to get a clear understanding of the steps they take to do whatever job it is they are trying to do with your organization.

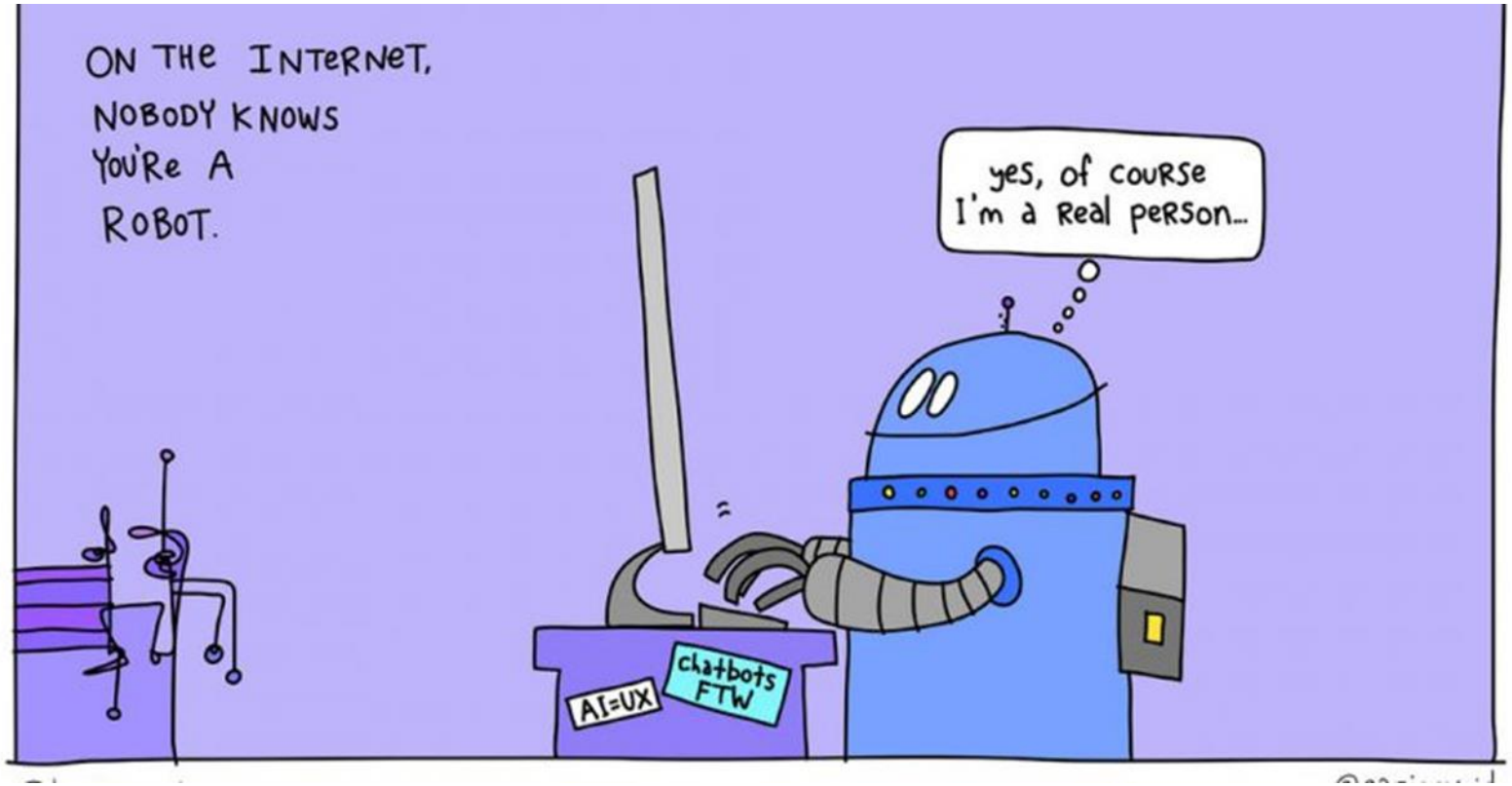
Source: http://customerthink.com/imagine-that-youre-a-human

Empathy is…

Seeing with the eyes of another, listening with the ears of another, and feeling with the heart of another.

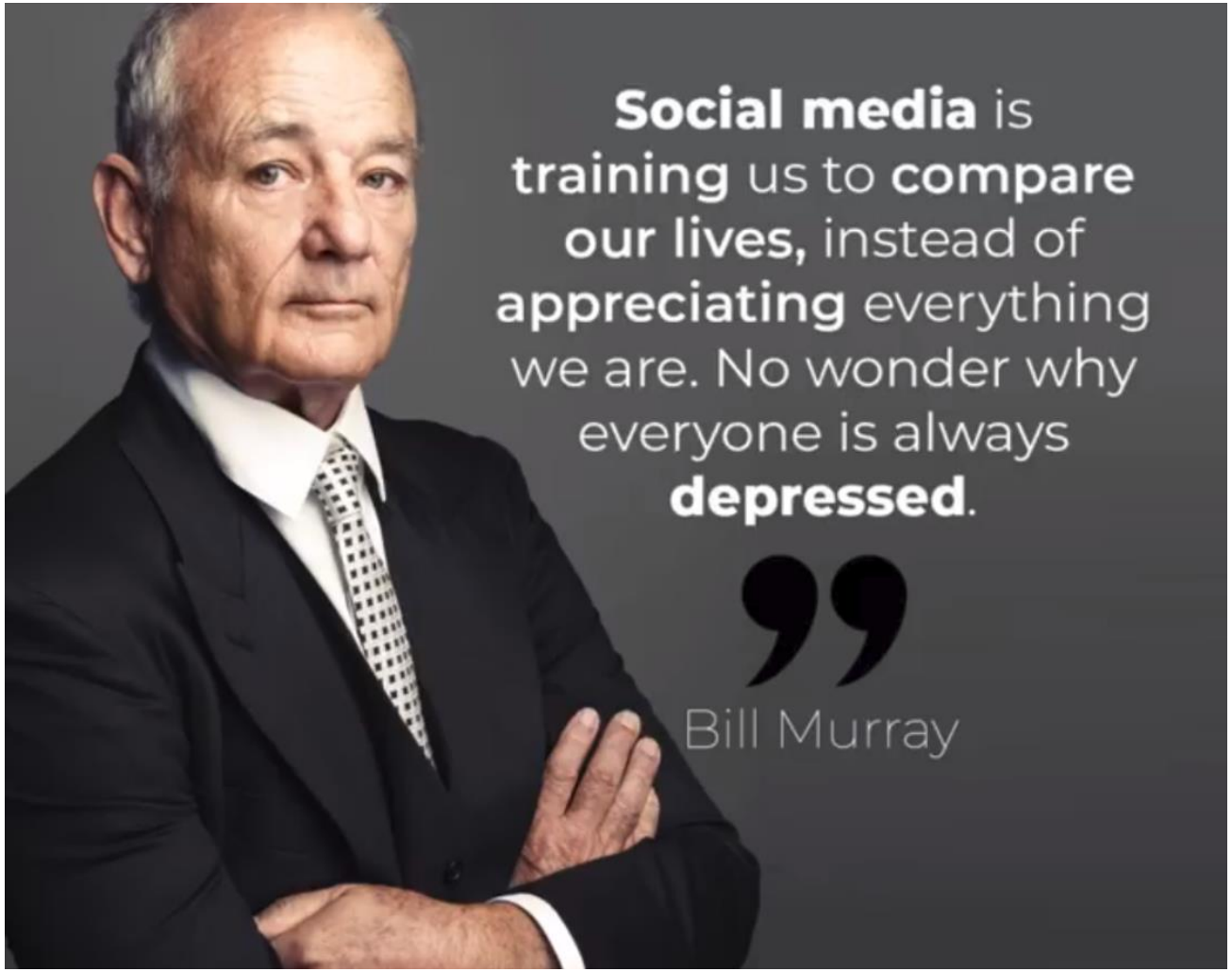
- Alfred Adler, Austrian medical doctor, psychotherapist

Artificial Intelligence Overwatch



Putting the Pieces together…

What is your plan?

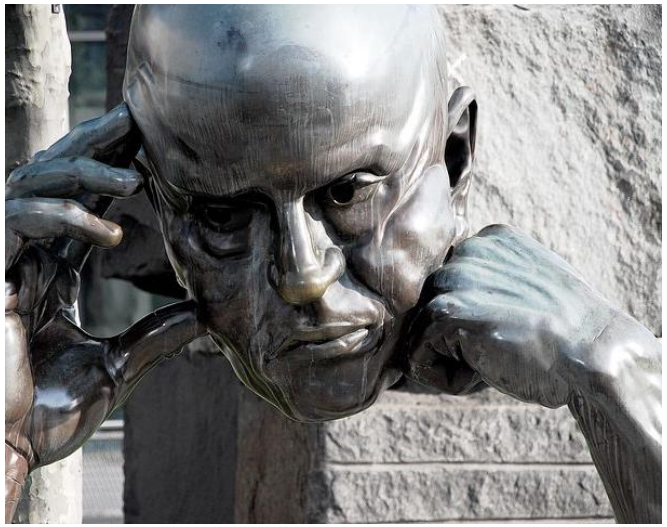

Social media is training us to compare our lives, instead of appreciating everything we are. No wonder why everyone is always depressed.
Bill Murray

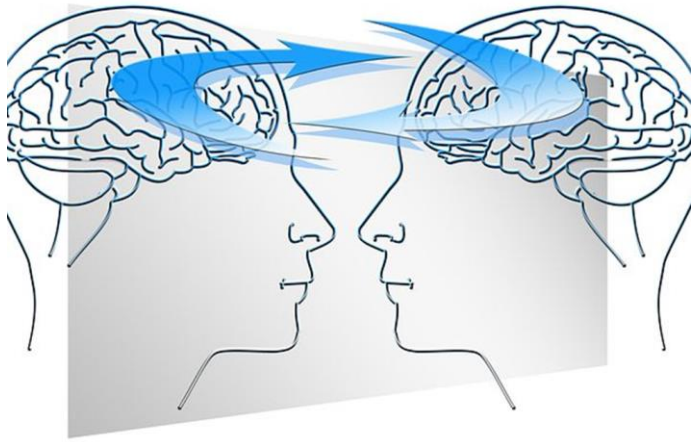
COSTCO WHOLESALE

TRADER JOE'S

Casper

Customer Service and CX done right…

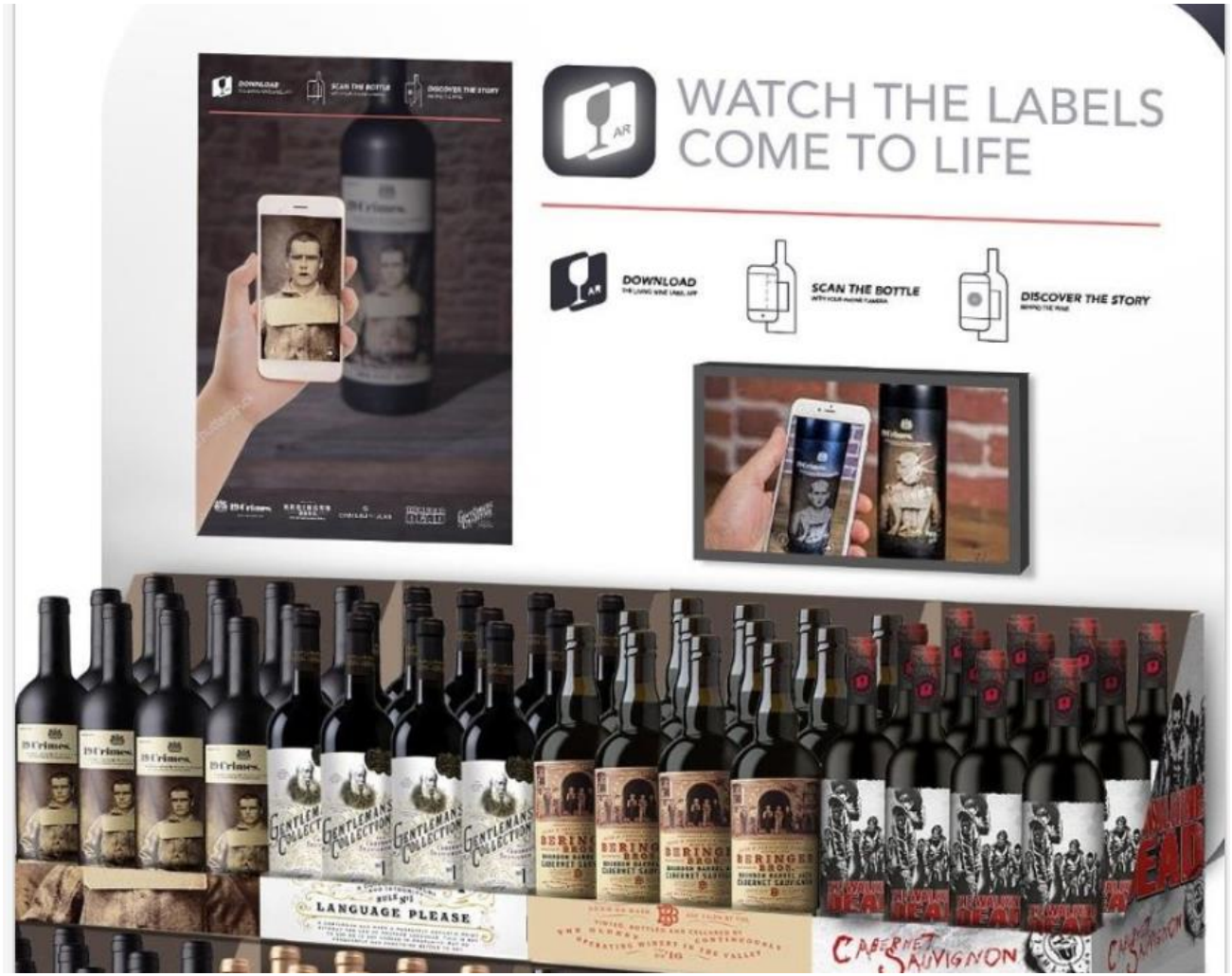





EXIT
Utopia

Are you ready for AHKIT?

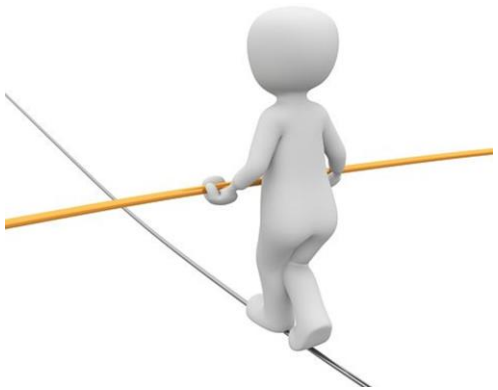
This is an experience!

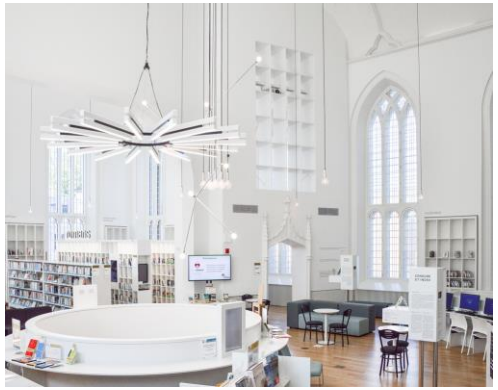


This is not a shoe; this is an experience.


LEARNING
LEARNING
LEARNING
LEARNING


Together We Create!






HUMAN
ROAD
MAP
food
health
energy
achieve
guard
devise
purpose
skill
value
dignity
role
worth
included
welcome
wanted
cared for
honored
control
maintain
measure
construct
detect
ensure
yearn
scan


Coexist


CONTACT CENTER
ADVOCATES
LLC
Disrupt, Rinse, Innovate, Progress


DR. WFO

Thank you for listening!