

Executive Book Summary

Experience My Brand

How Successful Companies Develop Loyal Customers and Increase Profits

Summary in Brief

Experience My Brand author and CEO Joe Tawfik, shows the reader how to analyse, design, and implement a branded customer experience program. The 368 page book outlines a 30-stage methodology to achieve a branded experience that can differentiate the organisation and achieve bottom-line profits.

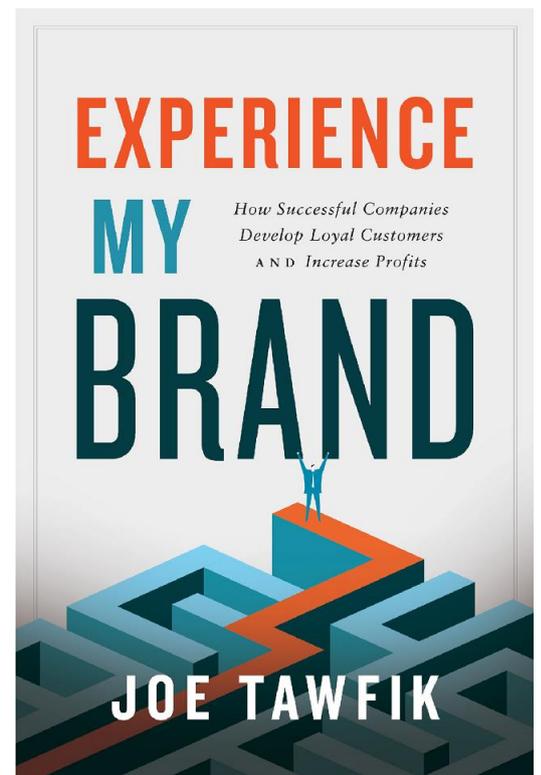
The book specifically aims to overcome the poor performance of the vast majority of customer experience programs currently implemented. Research undertaken by Accenture in 2015 identified that 77% of firms were not achieving any increases in bottom-line profits from their customer experience programs. The report cited that the vast majority of companies are wasting their investments on changes that deliver mediocre results at best.

From research and experience the book's author developed a comprehensive staged process for companies to follow to achieve market differentiation in customer experience. *Experience My Brand* puts theory into practice in a way that is practical and easily understood. Readers are provided the tools to effectively implement transformational change and create a unique and sustainable experience for their customers.

The outcomes from this book are designed to meet the demands imposed by CEO's and Boards. As such the book focuses on the creation of a blueprint for a customer experience program with specific financial targets and the implementation of initiatives that will get to the heart of how to achieve sustainable results on a longer-term basis.

Introduction

Known as "branded customer experience" the association of experiences specific to a brand has created mega organisations such as Apple, Zappos and Amazon. To deliver a great branded experience for customers, an organisation must embrace customer experience management as their highest priority if they are to prosper in the future.



By Joe Tawfik

"This book is full and complete with examples, practical applications, and extensive financial analysis that make the decision making process easy for leaders interested in having their companies truly lead in customer experience and their market segments."

- Tim Searcy, CEO, Catalyst Solutions

What makes *branded* customer experience special from other varieties of CX? The answer to this question lies in the outcomes it provides an organisation. Unlike many of the CX programs implemented, the variety outlined in the book is squarely focused on strategic outcomes. The CX program outlined in the book is designed to elevate the company in the marketplace, generate profits, and acquire customers at a rate far greater than the competition.

The book highlights the root causes of poor performing programs. These are the programs that tend to focus on tactical implementations only with single measures such as Net Promoter Score (NPS) to determine performance. Often these programs will start by focusing on how to improve customers' experiences by improving a customer interaction and will focus on training of front line staff. However, by doing so these programs never address and remedy root causes that created the problem in the first place. The methodology outlined in the book takes a contrarian approach by evaluating the organisation before addressing the customer issues. Even before embarking on a customer experience initiative the organisation has to be evaluated for its readiness to effectively implement a strategic CX program.

To achieve a position of differentiation in customer experience an organisation is required to address not only the organisational and customer side of the equation but they need to also incorporate outsource providers into their program. There are also numerous key enablers for success such as program governance to monitor and advise the company, an innovation engine capable of creating new value for customers and finally a highly customer-centric culture focused on delivering genuine customer happiness. All of these components and how to implement them successfully are outlined in the book.

Part 1: Mastering CX Analysis, Measurement, and Design

The first part of the book covers all the components required to achieve a fully designed program with the supporting business case that will lead to sign-off by the CEO to proceed with implementation. In this first section of the book

Book is available in paperback and digital formats.

the reader is provided with how to determine if the organisation is ready to embark on the long and difficult journey to achieve proper branded CX to differentiate them from the competition.

Without strong CEO sponsorship any CX program is doomed to fail. Without proper education and conviction on the value of a branded CX program the CEO is unlikely to mortgage their career by sponsoring the program. The first section of the book provides the analyses required and the financials that matter the most to enable the CEO to achieve a position of conviction and be willing to take the courageous step to throw their full weight behind the program and sponsor it unequivocally.

The first section of the book is focused on fact-based analysis of organisational performance and provides examples of how to analyse a company's financials to determine its competitive position. In addition, key customer metrics and the formulae used to calculate performance are provided in this section. Together the analyses provide the foundation for preparing the business case for the customer experience program.

Examples are provided on how to develop a vision and mission for the program that are aligned to the organisation's brand values and business objectives. After the analyses phase the book outlines how to identify organisational initiatives designed to make the company more customer centric and focused on delivering value that matters to customers.

This section of the book also outlines how to isolate the moments in the customer journey that need to be revamped to achieve the objectives of the program. Rather than focus on delighting customers the book outlines the importance of an organisation delivering on core offerings and eliminating high impact pain points as the priority when determining customer interactions to change.

A process on how to align both organisational and customer initiatives to organisational and program objectives is provided with practical illustrations of how to apply the process. This section ends with an example of how to present the business case to achieve CEO sign-off for implementation.

Part 2: Mastering Implementation of CX Initiatives

The success of any CX program is ultimately dependent on how well it can be executed. In the second part of the book details are provided on how to properly execute the branded CX program.

The planning process is outlined with particular attention on the methodology used. Change management best practices are explained and the importance of leadership and sponsorship to achieve high engagement levels with staff to enable organisational transformation.

This section covers how to overcome employee resistance during implementation and how to elevate employee engagement levels and their desire for change. A blueprint is provided on how to effectively scale up customer experience excellence throughout the organisation and embed it into the organisation's culture so it can be uniquely associated with the brand.

Developing a strong culture is the precursor to embedding customer experience excellence into the corporate DNA. In this section practices are outlined on how to achieve this outcome.

Organisational structure often acts as a hindrance for successful implementation of CX programs.

This section address organisational structure and recommends structures that work best.

The on-demand customer is a new phenomenon and knowing how to implement initiatives that effectively meet the new expectations for this customer profile is critical in the execution of an effective program. This is covered in this section along with the key forces impacting customers in the digital age.

Success enablers are required to achieve the desired return on investment for the program. The design of an innovation engine to ensure the ongoing delivery of value for customers and a governance unit to monitor, remedy and enhance the customer experience beyond the initial implementation is outlined in part two of the book.

The final three chapters in this section address outsourcing and how to effectively incorporate third party vendors into the CX program. Too often organisations will not consider the impact an

outsource provider can have on their branded customer experience. Guidance is provided on how to include and govern the outsourcing relationship to achieve optimal results. Alternatives are provided to encourage readers to explore other options to traditional outsourcing models that may be better suited and likely to yield better customer experience results.

Part 3: The Future of Customer Experience Management (CEM)

Knowing the future forces most likely to impact customer experience management is an essential component for ensuring an organisation can maintain its leadership position in customer experience.

The final section of the book explores the key drivers of change impacting CEM. The first chapter in this section outlines how data and the algorithms used to extract business intelligence is currently influencing the strategies deployed by organisations to deliver better customer experiences. In particular, this chapter addresses the impact of big data and provides examples of how organisations are using it with smaller data sets to predict future customer behaviour.

The second chapter in this section explores emerging technology and its likely impact on customer experience. Never before have we lived in an age where so many technological advancements are about to be released that are specifically aimed at elevating the customers' experience in a broad range of industries. The pace of digital disruption is predicted to accelerate in the next 5-10 years. This chapter identifies some of the key technologies being introduced into the marketplace and explores the emotional value proposition offered to consumers.

The final chapter in this section explores the impact artificial intelligence will have on customer experience management. The "digital workforce" is currently becoming a reality in many organisations. The emerging wave of cognitive computing is coming and this will impact how customers are serviced. Artificial intelligence will create new opportunities to further elevate the customer experience for organisations.