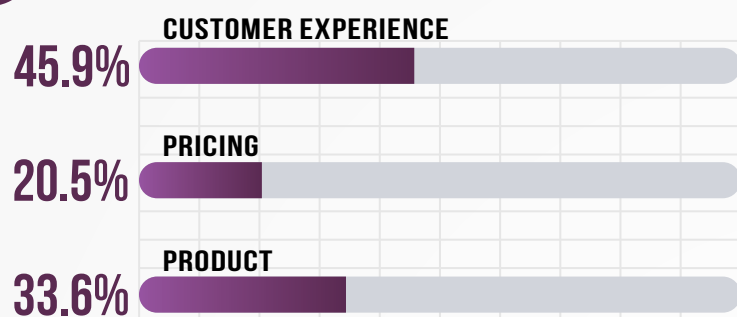


# 5 KEYS TO GROWING YOUR BUSINESS WITH CUSTOMER EXPERIENCE

We found that the key to growth is not only maintaining a high level of quality service but to increase employee engagement, which in turn changes the customer **EXPERIENCE** building loyalty and referrals by existing customers

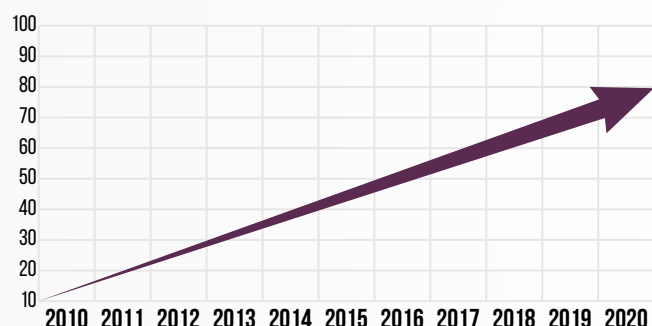


## 1 CONSIDER YOUR PRIORITIES



Customer experience is the number one priority of 2000 surveyed companies. The Temkin Group found that companies that earn \$10million annually can expect to earn on average, **An additional \$7million within 3 years of investing in customer experience**

## 3 LOOK AT THE MULTI-CHANNEL EXPERIENCE



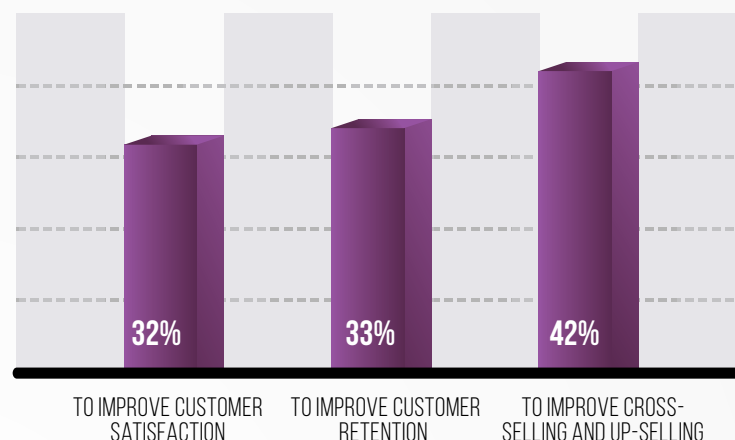
You interact with customers across multiple channels, which can be through forms on your website, live chat, social media and even in person or over the phone. Some customers may accept different service levels from different channels but, they expect that the communication remains consistent. Are you providing a consistent experience across all channels, both online and offline?

## 5 A STANDARD SERVICE RECOVERY POLICY IS ESSENTIAL

**32%** OF ALL CUSTOMERS WOULD STOP DOING BUSINESS WITH A BRAND THEY LOVED AFTER ONE BAD EXPERIENCE

You know they say, "It's not the problem! It's what you do about it!" Service recovery includes the activities associated with resolving service errors and improving customer sentiment. Do you have a consistent, WRITTEN policy across all channels? Does everyone in the organization know what to do, say or how to act when there is a problem?

## 2 ASK YOURSELF WHY TO INVEST IN CUSTOMER EXPERIENCE



No one wants to do business with a company that treats you poorly. How you feel after an interaction has a huge impact on future purchase decisions. Customer SERVICE is no longer a differentiating factor in the marketplace. Your competitors will all say they offer amazing SERVICE. The good news is that only

**44% of your competitors will increase the investment in their CX initiatives this year**

## 4 EMPLOYEE ENGAGEMENT IS THE NEW PROFIT CENTER

Companies with higher employee engagement strategies, enjoy **2X more customer loyalty** which means the customer retention power increases with an increased opportunity to grow profits. The more engaged people are INTERNALLY, the better the experience EXTERNALLY. Have you done an employee engagement survey recently? Do you have a benchmark of engagement scores to work from?

**CES HAS DEVELOPED AN AFFORDABLE, 1-YEAR PLATFORM FOR MID-SIZED BUSINESSES THAT:**

- Considers all of these keys-AND MORE—in far more depth
- Establishes Key Performance Indicators to measure success in CX
- Develops a roadmap to training your organization on CX
- Increases **EMPLOYEE ENGAGEMENT, CUSTOMER LOYALTY and YOUR BOTTOM LINE**