

THE ANATOMY OF A CX TEAM

CUSTOMER EXPERIENCE (CX) MANAGEMENT IS AN EXCITING PROFESSION. HERE ARE SOME RANDOM OBSERVATIONS OF JUST HOW EXCITING IT CAN BE.

FAVORITE PLACE



VP CX

fending off CX wanna bes



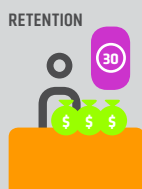
VOC

non-stop listening at desk



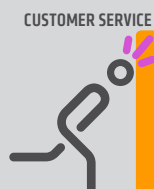
CX ARCHITECT

design session with post-its galore



RETENTION

sitting behind piles of money



CUSTOMER SERVICE

between a rock and a hard spot

RECENT GOOGLE SEARCH

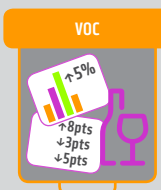
VP CX	customer experience definition
VOC	ultimate survey design
CX ARCHITECT	mapping the world
CX RETENTION	hypnosis tricks
CUSTOMER SERVICE	100% self-service IVR

DRAWER CONTENTS



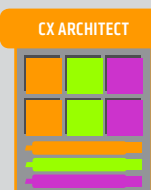
VP CX

complaint letters



VOC

data, data, data, booze



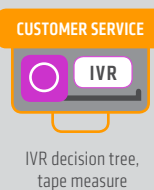
CX ARCHITECT

post-its, markers, wireframes



RETENTION

loyalty gifts



CUSTOMER SERVICE

IVR decision tree, tape measure

MOST USED DESKTOP FILE



VP CX

exec dashboard_rev84.ppt



VOC

survey_promoters_evangelizing brand.xls



CX ARCHITECT

soccer-mom-persona_journey-map.vsd



RETENTION

chatter-feed_tier1-customers-who-get-it.crm



CUSTOMER SERVICE

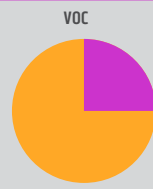
script_por-espanol_por-favor-2.doc

AVERAGE DAILY TIMESHEET



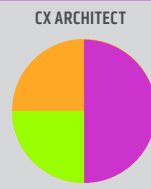
VP CX

executive alignment
begging for \$
proving value



VOC

bringing the outside "in"
designing another



CX ARCHITECT

proving spot at table (vs bi)
mapping
persona creation



RETENTION

chasing the newest fad
cya financials
giving out nifty gifts



CUSTOMER SERVICE

cleaning up other people's problems

SPIRIT ANIMAL



VP CX

SHEEPDOG
herding cats



VOC

OWL
Whooo can take my survey?



CX ARCHITECT

BEAVER
building a structure



RETENTION

BADGER
renew! like us! engage!



CUSTOMER SERVICE

ANT
carrying a big load

FAVORITE PICK-UP LINE

"I CAN PLAY A MEAN GAME OF WAC-A-MOLE, AND I USUALLY WIN!"

VP CX

"HEY BABY, WANNA SEE MY DATA?"

VOC

"I'LL GIVE YOU A USER EXPERIENCE YOU'LL NEVER FORGET."

CX ARCHITECT

"YOU'LL GET AN EXPERIENCE TO LAST A LIFETIME."

RETENTION

"YOU'LL NEVER HAVE TO CALL A HANDYMAN AGAIN. I CAN FIX ANYTHING."

CUSTOMER SERVICE

BAD HABIT



VP CX

morphing everyone's job



VOC

data
data
data
data
data
data
data

hoarding data



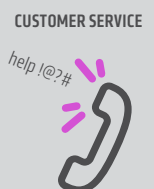
CX ARCHITECT

feature creep
opinions schmopinions



RETENTION

filling kid's stockings with freebies



CUSTOMER SERVICE

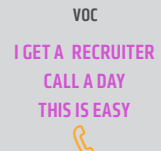
transferring call to other department

LIKELY REACTION IN THE EVENT OF BEING FIRED



VP CX

THANK GOODNESS I HAVE A [HUGE] PACKAGE



VOC

I GET A RECRUITER CALL A DAY THIS IS EASY



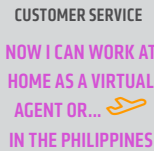
CX ARCHITECT

NOW I CAN GO BACK TO DESIGNING WEB PAGES



RETENTION

I CAN MAKE A LIVING SELLING MY DRAWER FULL OF FREEBIES \$\$\$ ON EBAY \$\$\$



CUSTOMER SERVICE

NOW I CAN WORK AT HOME AS A VIRTUAL AGENT OR... IN THE PHILIPPINES

BY LYNN HUNSAKER CLEARACTIONCX.COM
& INGRID LINDBERG CHIEFCUSTOMER.COM

design by Telegram Studio