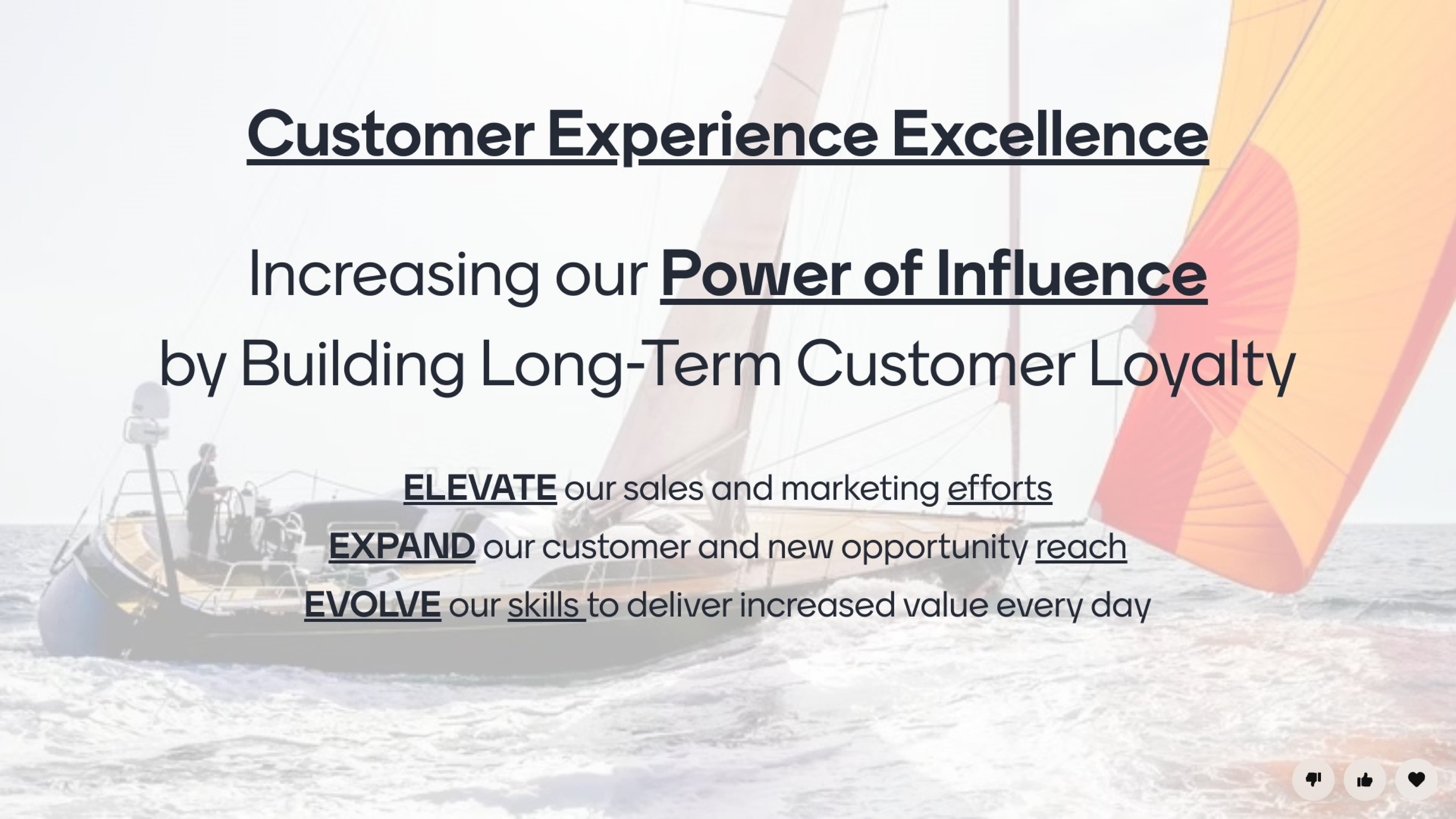
Instructions



Customer Experience Excellence

Increasing our **Power of Influence**
by Building Long-Term Customer Loyalty

ELEVATE our sales and marketing efforts

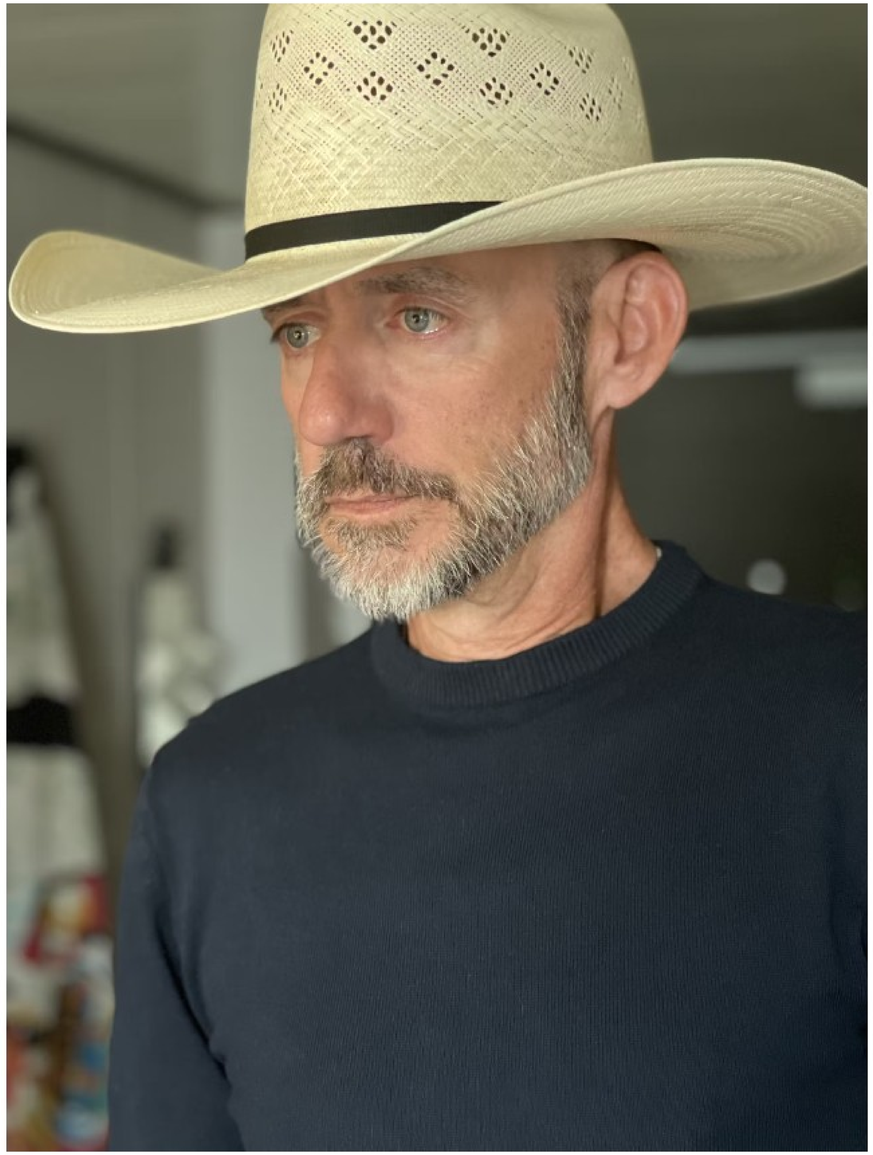
EXPAND our customer and new opportunity reach

EVOLVE our skills to deliver increased value every day

Instructions

Street Credibility

- Christopher Lins
- Northeastern University - BSEE cum laude
- Tuck School of Business, Advanced Management Program
- 12,979 days - Texas Instruments -> Advanced Micro Devices -> Synergy Associates -> Spansion -> Power-One -> Powerbox USA
- Founder and Head Coach – The Lins Company
  - Thriving Company Cultures
  - Inspired Leadership
  - **Customer Experience Excellence**
- Happy Place -> Boat Life!



Our Interactive Agenda

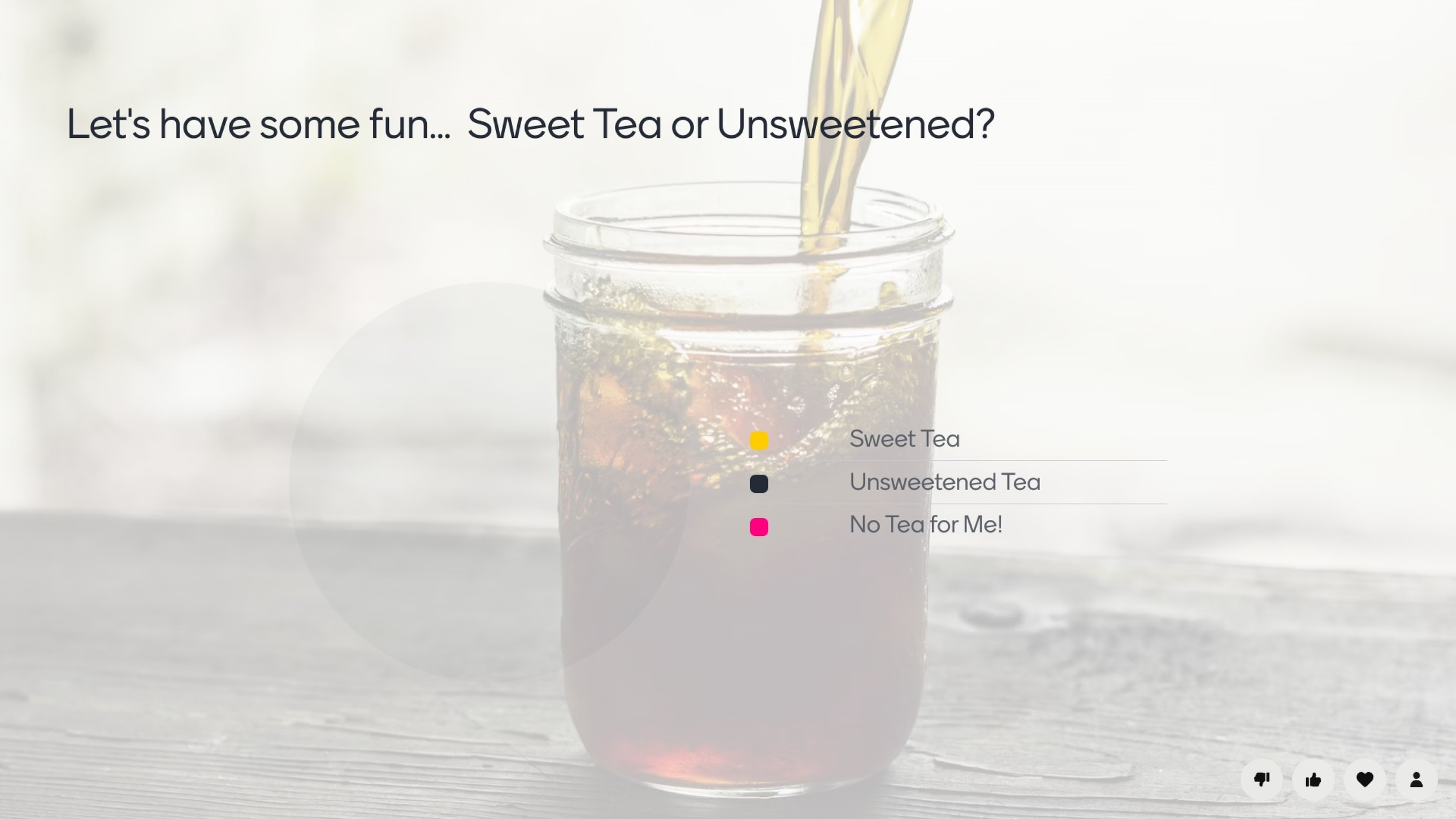
This time together is for YOU!

I am here today for YOU!

YOU are here today for YOU!

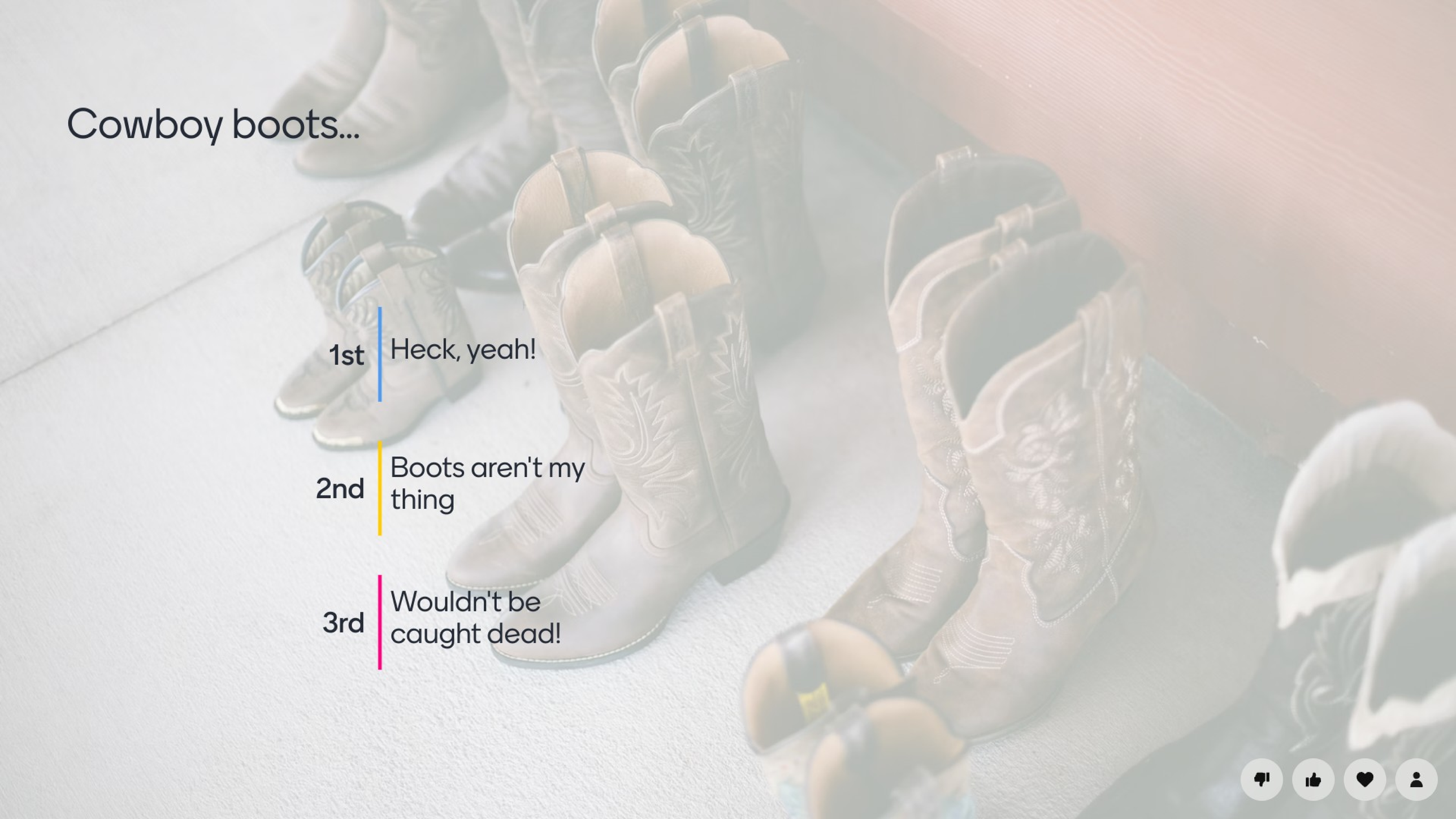
- Customer Experience Defined
- Why Customer Experience Excellence Matters
- Examples of Exceptional Customer Experiences
- Strategies for Delivering Customer Experience Excellence
- The Customer Experience Bank Account
- Reflections and Feedback

Let's have some fun... Sweet Tea or Unsweetened?



- Sweet Tea
- Unsweetened Tea
- No Tea for Me!

Cowboy boots...



1st Heck, yeah!

2nd Boots aren't my thing

3rd Wouldn't be caught dead!

How many years have you been in this industry?

Customer Experience Defined

"CX, or customer experience, encapsulates everything a business or an organization does to **put customers first**, managing **their** journeys and serving **their** needs."

(McKinsey & Co.)

Baseline... The thing v. the buying experience

More than anything else, price and delivery matter most! Anything else is frosting.

Better Customer Experiences - aka frosting - make everything better

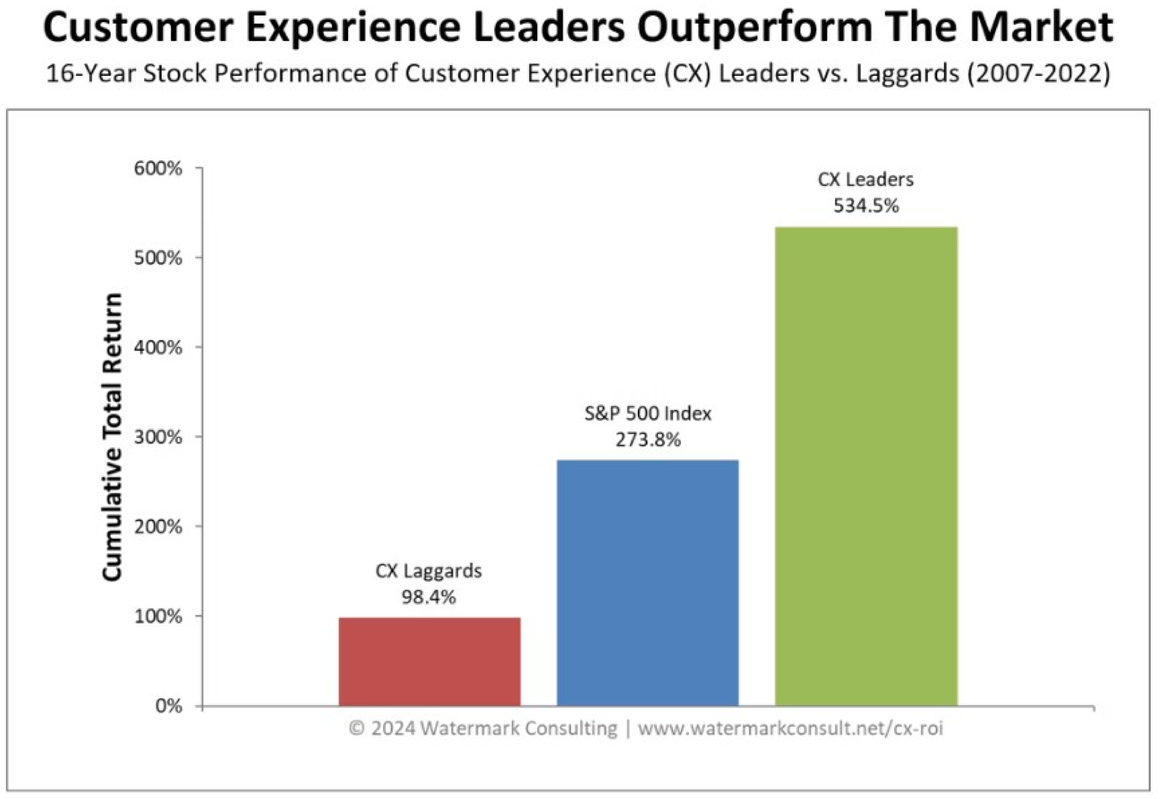
1.0

Strongly disagree

Strongly agree

Why Customer Experience Excellence Matters

- "The #1 human need people have is validation." (Darren Hardy)
- "There are two things MORE powerful than sex and money... and that is PRAISE and RECOGNITION." (Mary Kay Ash)
- "88% of customers say the experience a company provides is as important as its product or services." (Salesforce Research)
- "86% of buyers are willing to pay more for a great customer experience... the more expensive the item, the more they are willing to pay." (PWC)
- "32% of all customers would stop doing business with a brand they loved after one bad experience." (PWC)



The CX Calculus

- Customer Experience Leaders outperformed the broader market, generating a total return that was over **260 points higher** than the S&P 500 Index
- Customer Experience Laggards trailed far behind, posting a total return that was more than **175 points lower** than the S&P 500 Index
- CX Leaders generated a total return that was **5.4 times greater** than that of the CX Laggards
  - A performance disparity that has significantly widened over the past few years
- Customers are willing to pay a price premium of up to 13%, simply by receiving a great Customer Experience!

Exceptional Customer Experiences

- Amazon: Personalized recommendations and fast delivery
- Apple: Seamless integration of products and services
- Zappos: Outstanding customer service and hassle-free returns
- Ritz-Carlton: Personalized guest experiences and attention to detail
- REI: 12-month returns and exchanges for co-op members
- Tommy John: Own the problem and reward the constructive criticism
- Who else???

Strategies for Delivering Exceptional Customer Experiences

- Demonstrate a clear understanding of your customers' needs and preferences - Communicate frequently!
- Provide consistent and reliable service - Do the things!
- Empower the team(s) to make customer-centric decisions - Be responsive!
- Leverage technology to enhance customer interactions - Do the things with the things!
- Continuously gather and act on customer feedback - Invite feedback regularly and then **act on it**!

ERA Industry-Specific Examples of Exceptional Customer Experiences

- Performance scorecards
- Backlog v. Leadtime gap analysis
- Design-win global POS reports
- Pricing and lead time trends
- Product roadmaps
- Industry news
- Be PROACTIVE v. reactive
- The gift is ALWAYS in the giving!
- Trusted Advisor Partnerships! v. price & delivery transactions

Progress... The thing v. the buying experience

Nope! Best PDQ (Price, Delivery, Quality) still wins

I'm convinced! Prioritizing CX has an exponentially positive impact on every facet of my business!

1.0

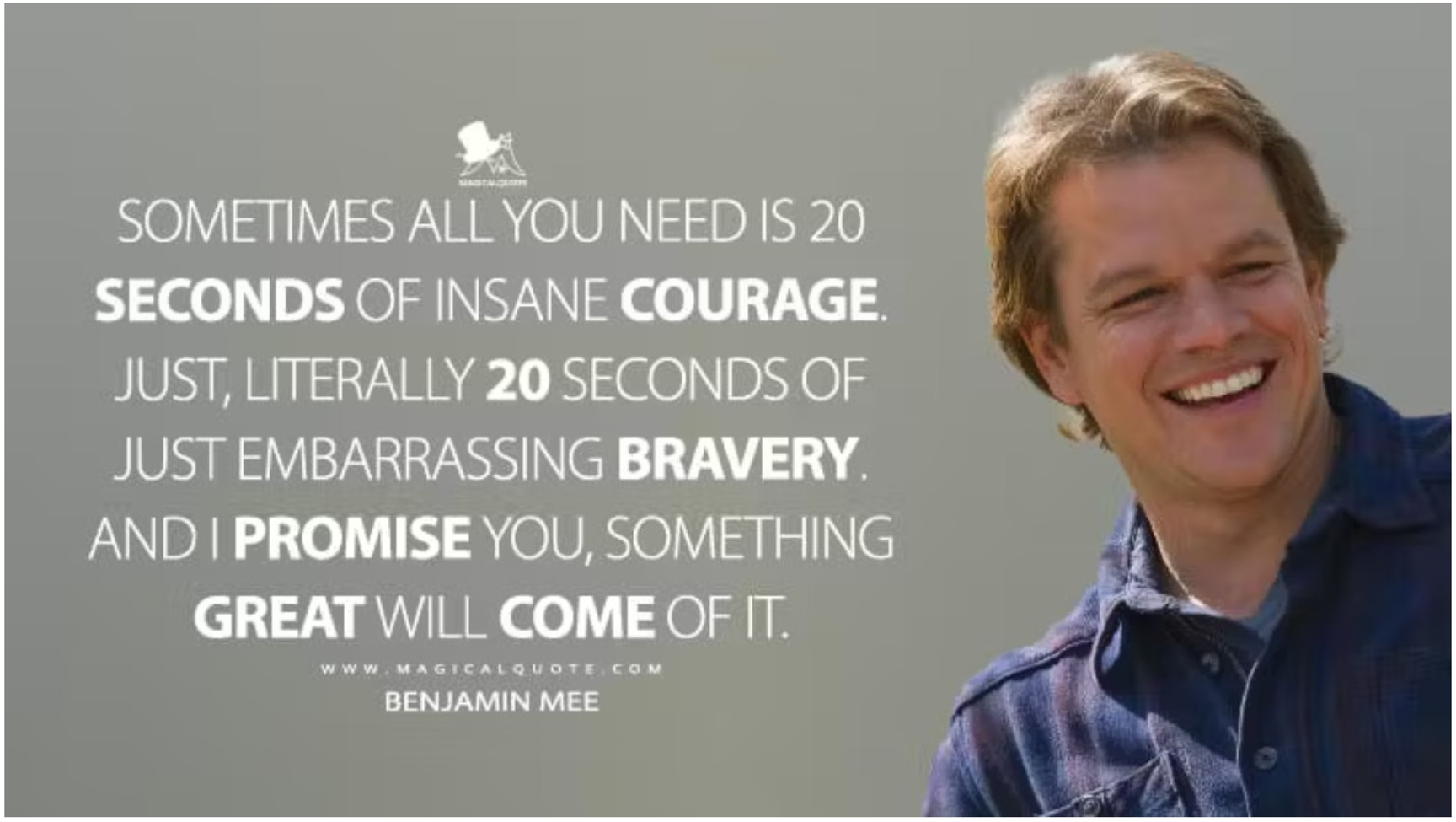
Strongly disagree

Strongly agree

IN A SINGLE WORD... What is holding you back from delivering exceptional Customer Experience Excellence?

0 responses

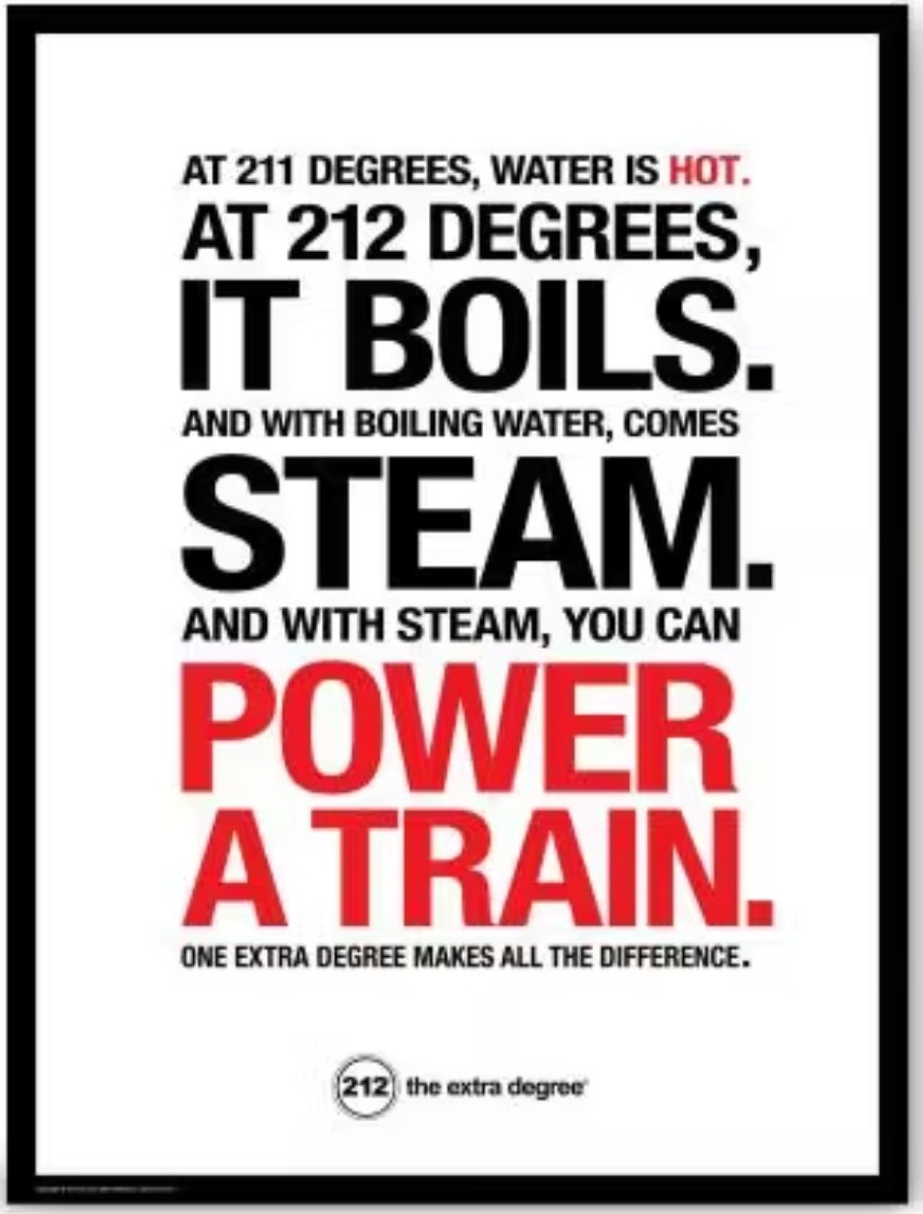
Where the
magic happens
Your
Comfort
Zone


SOMETIMES ALL YOU NEED IS 20
SECONDS OF INSANE COURAGE.
JUST, LITERALLY 20 SECONDS OF
JUST EMBARRASSING BRAVERY.
AND I PROMISE YOU, SOMETHING
GREAT WILL COME OF IT.
WWW.MAGICALQUOTE.COM
BENJAMIN MEE

Remember!

- A "customer" is defined as every person on the other end of you - external AND internal - and how they FEEL matters!
  - **ELEVATE**
- Everything you do, don't do, say, or don't say is either a DEPOSIT or a WITHDRAWAL into or from your CX bank account!
  - **EXPAND!**
- "*You don't get paid for the hour. You get paid for the value you bring to the hour.*" (Jim Rohn)
  - **EVOLVE!**

When measured on a scale of 1-10, be a 13!



Thank you for your time and attention!

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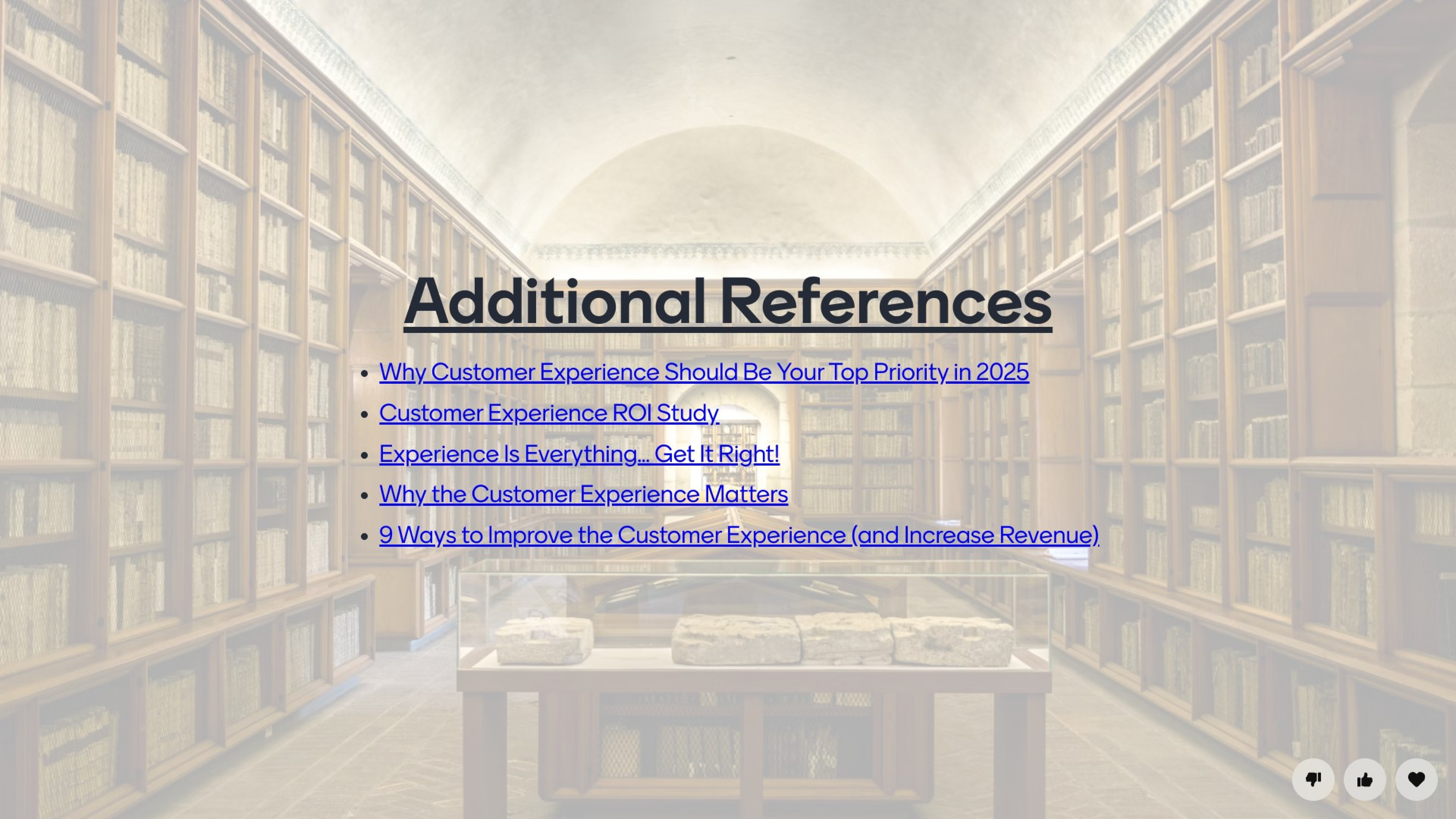
Thriving company cultures
Inspired leadership
Customer experience excellence

Coaching you, your people, and your business to greatness!



Additional References

- Why Customer Experience Should Be Your Top Priority in 2025
- Customer Experience ROI Study
- Experience Is Everything... Get It Right!
- Why the Customer Experience Matters
- 9 Ways to Improve the Customer Experience (and Increase Revenue)