

*think*Trendless™

ANA B2B Midwest Chapter
April 4, 2017

Jeff Baker
Customer Experience Popularizer
& Founder of Trendless LLC

w: thinktrendless.com | e: jeff@thinktrendless.com | o +1 312-675-2514

Chicago, IL

The screenshot shows the ANA B2B Midwest Chapter website. At the top, there are social media icons for Facebook, Twitter, and LinkedIn, along with a search bar and a 'Learn about Membership or Log In' link. The main navigation menu includes 'Membership', 'Events', 'Insights & Resources', 'Committees', 'Training', and 'Advocacy & Leadership'. The breadcrumb trail reads 'Home / Committees / Business-to-Business Committee - Midwest Chapter'. The page title is 'Business-to-Business, Midwest Chapter'. A 'REGISTER NOW' button is prominently displayed. Below this, there is a testimonial from an ANA Committee Member, Vicky Sparks, with a 'READ MORE' link. The event details are presented in a table with two columns: 'WHEN' and 'WHERE'. The 'WHEN' column lists the start and end times for Tuesday, April 4, 2017. The 'WHERE' column lists the location: Bader Rutter, 401 N Michigan Ave, #1900, CHICAGO, IL 60611. On the left side, there is a 'REGISTRATION' section with options for 'Will Not Attend' and 'Attend In-Person'. The ANA logo is also visible at the bottom left of the page.

WHEN	WHERE
Start: Tuesday, April 4, 2017 at 9:00am End: Tuesday, April 4, 2017 at 2:30pm	Bader Rutter 401 N Michigan Ave #1900 CHICAGO, IL 60611

SESSION #4: How to Create a Customer Experience Strategy and Capability (1:00PM)

Learn a new approach to CX helps businesses, one that will help you stay centered on what matters most – a relentless focus on the customer experience. At its core, this tailored strategic approach instrumentally delivers customer-centric experiences that activate promoters of brands and products to create the highest Customer Lifetime Value.

How? By activating promoters that are eager to engage family, friends, colleagues and even strangers with stories on how brands and products enable that “something” in their lives. These peer-to-peer recommendations continually build new customers allowing businesses to achieve organic and sustainable growth.

Jeffrey Baker
Customer Experience Popularizer & Founder
Trendless, LLC

Review, Roundtable Discussion (2:00PM)

Adjourn (2:30PM)

Popularizing Customer Experience for 2 Decades

thinkTrendless™

Automotive

Oil & Gas

CX Consulting

2 yrs

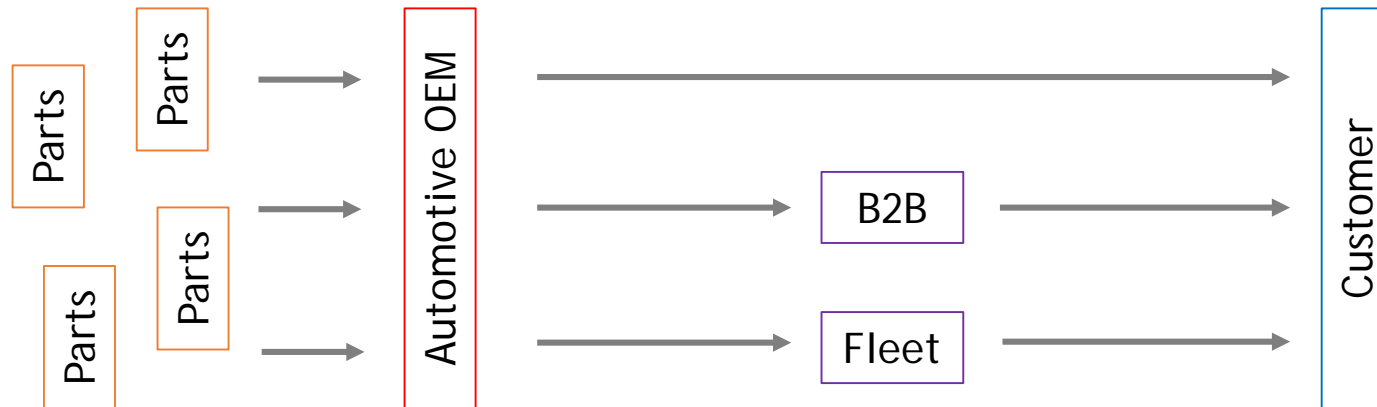
3 yrs

2 yrs

4 yrs

10 yrs

1 yr



Popularizing Customer Experience for 2 Decades

thinkTrendless™

Automotive

Oil & Gas

CX Consulting

2 yrs

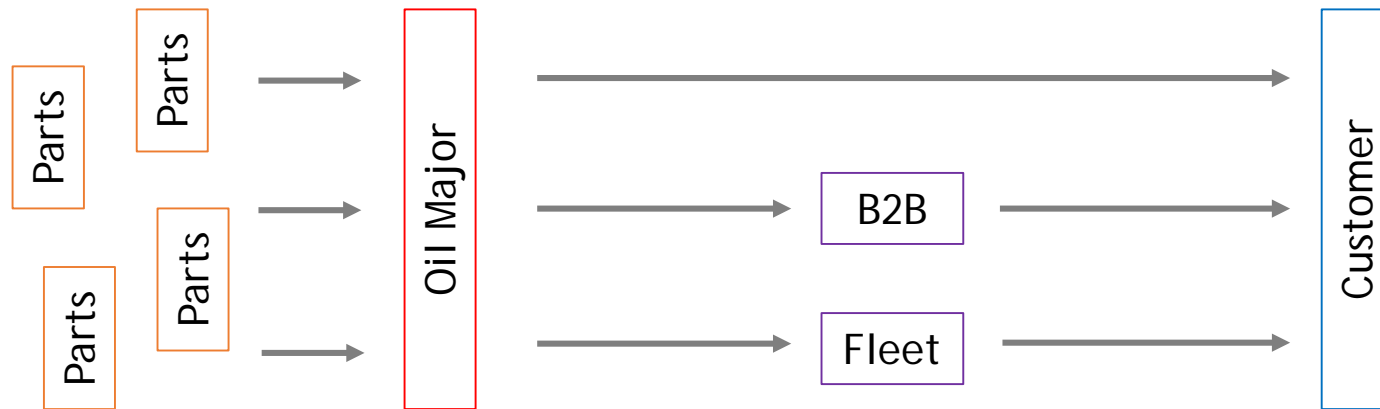
3 yrs

2 yrs

4 yrs

10 yrs

1 yr



1. Create a competitively distinct and advantaged CX
 - Embodies product and brand
 - Resonates with customers: value
2. Internal and external stakeholders fully understand the Company's desired CX
 - How to deliver it individually, collectively as teams, and as an organization
3. In a language / voice that anyone can understand



1. Disengaged Employees

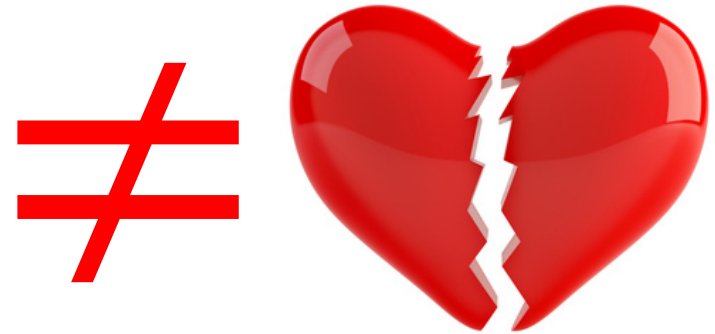
70%
of American
workers are
disengaged

only
1 in 3
employees
feel valued
on the job

only
13%
report being
actively engaged
in their work

Disengagement
costs American organizations between
\$450-\$550B
per year

Disengaged Employees



Customer Experience

1. Disengaged Employees

70% of American workers are *disengaged*

only **1 in 3** employees *feel valued* on the job

only **13%** report being *actively engaged* in their work

Disengagement costs American organizations between **\$450-\$550B** per year

2. Engaged Customers

78% of consumers trust peer recommendations


86% use multiple channels

75% do not believe companies tell the truth in ads

58% are more price-conscious today than a year ago

4 in 10 Smart phone users search for an item in a store

4-5x more than average is spent by multi-channel buyers



Empowered

not an exhaustive list



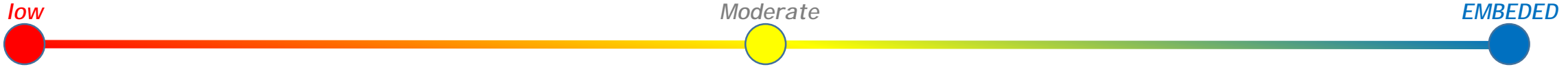
NORDSTROM

- Customers *SIMPLY* expect *ALL* industries to match or beat the best CX they had or heard about
- Customers make *NO* distinction among industry
 - retail, telecom, travel, media, finance –
- Don't accept legacy or regulatory excuses for lack of innovation or adapting to new business models
 - ✓ Disruptors do! & transform your industry

not an exhaustive list



- Technology-fueled disruptors
 - Piggybacked on technology boom
 - Create new business models in industries that didn't expect it or arrogantly ignored
- Technology puts consumer in control
 - Humans like to be in control
 - Options, scrutiny, comparisons, lowest price, etc.
 - All just a click/tap/swipe away 24/7

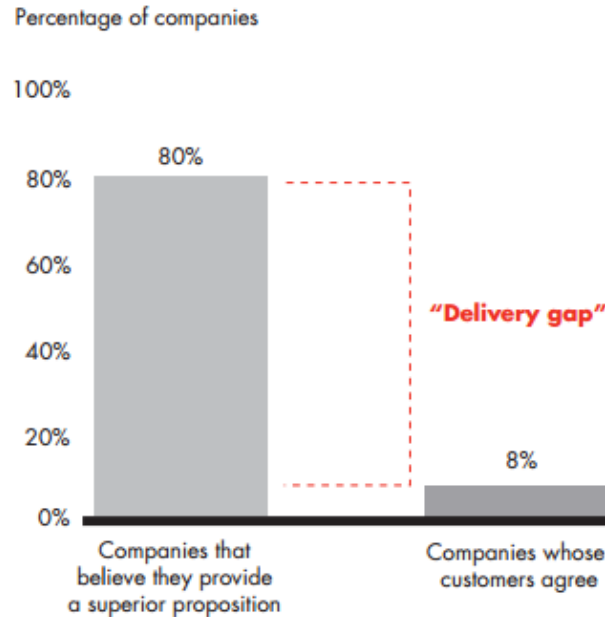


80%

of businesses believe they provide superior customer experiences

8%

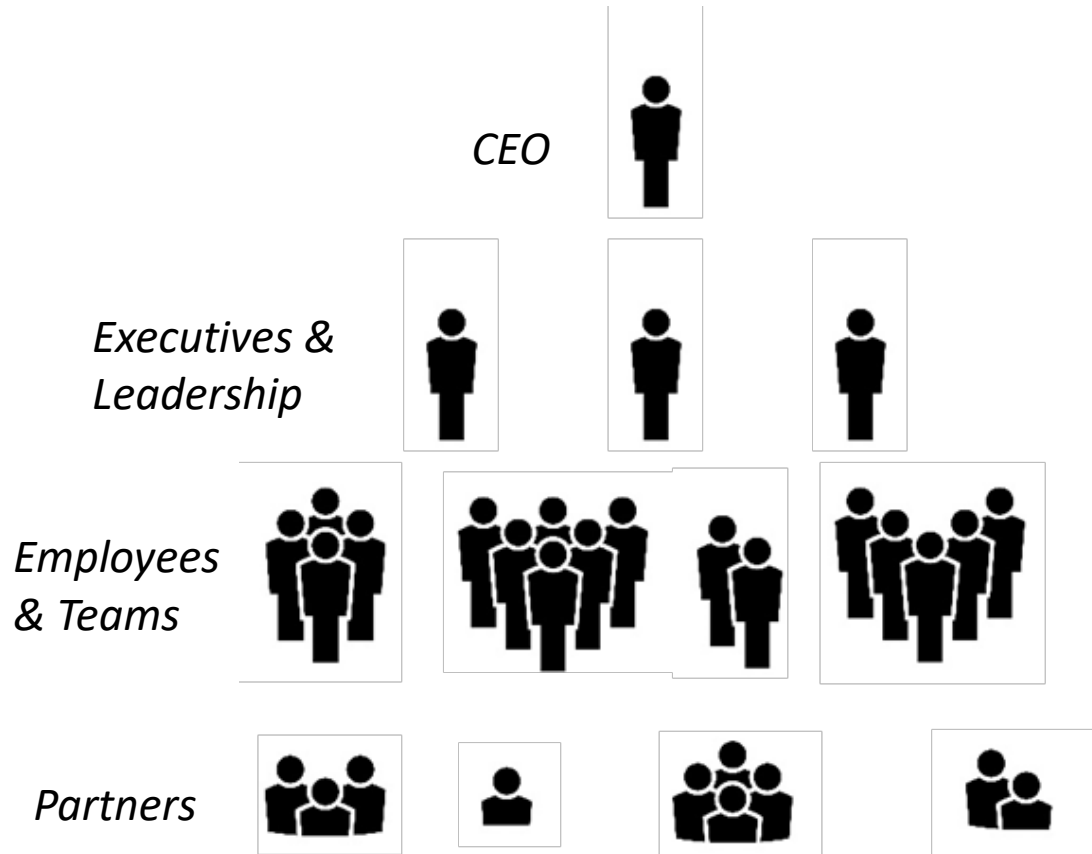
of customers describe the service in such glowing terms



Source: Bain Customer-Led Growth diagnostic questionnaire, n = 362; Salmetrix Net Promoter database, n = 375

4-10%

It starts at the top!



"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better."

Jeff Bezos, CEO Amazon

"Our vision is to be earth's most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online."

Amazon

low

Moderate

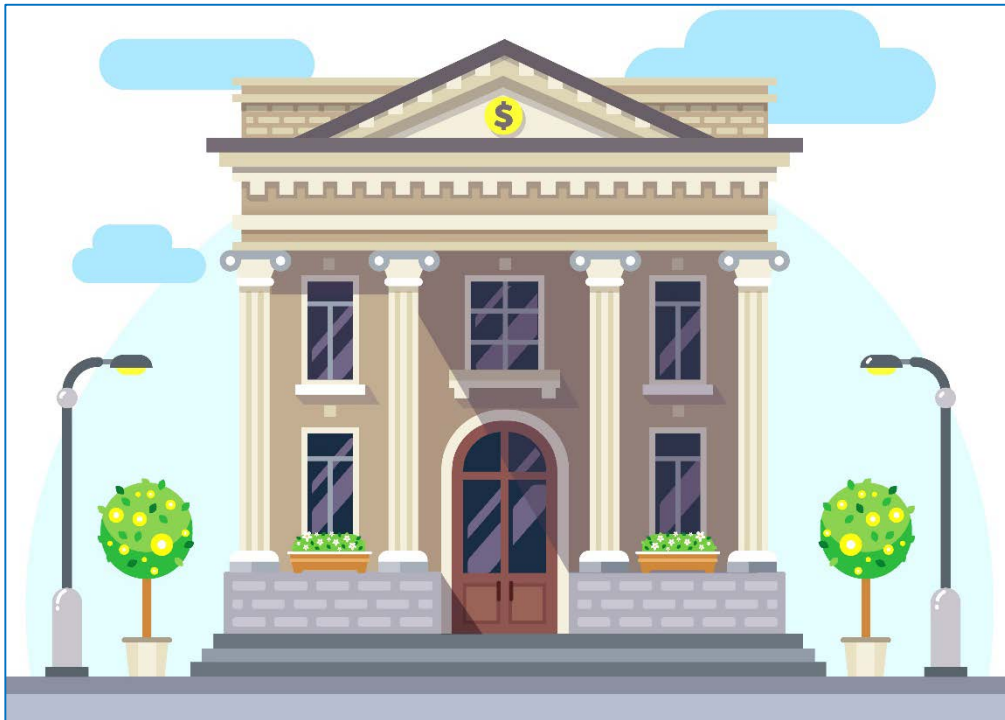
EMBEDED

CX Transformation



4-10%

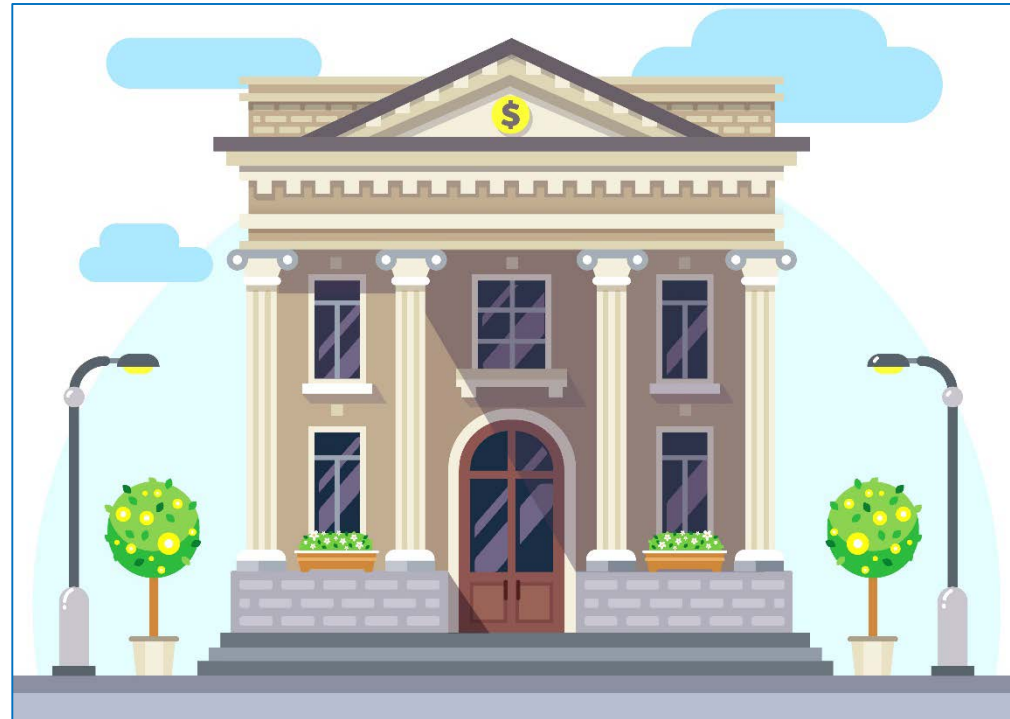
Banking



Fuel Retail

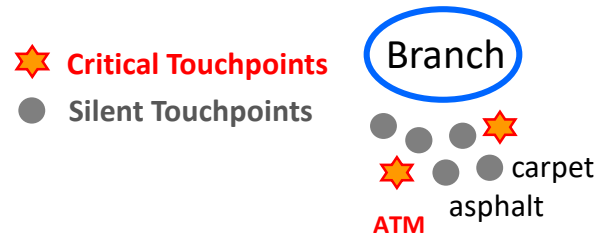


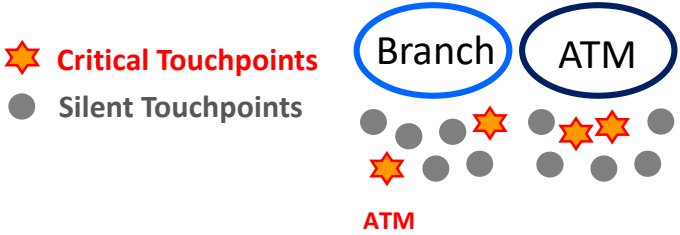
Branch

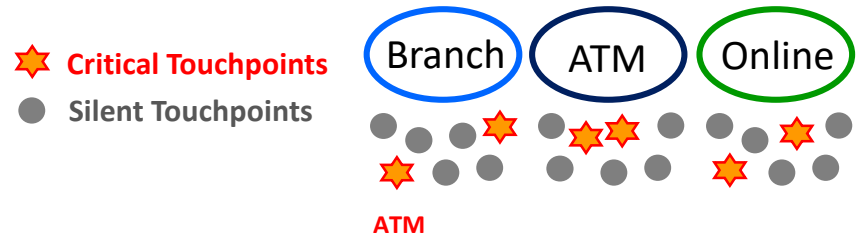




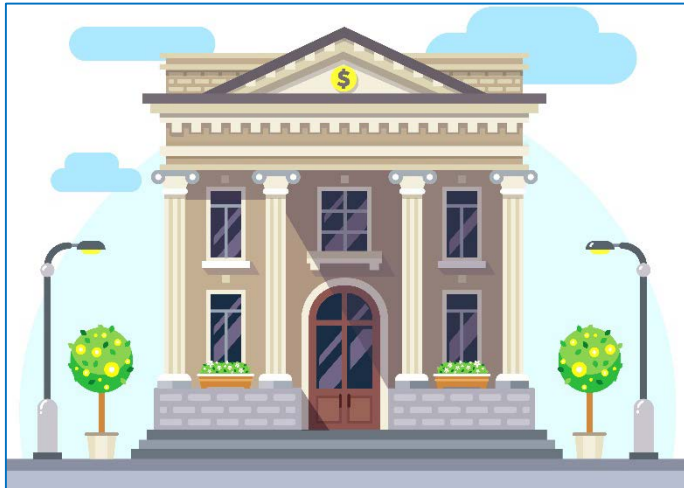
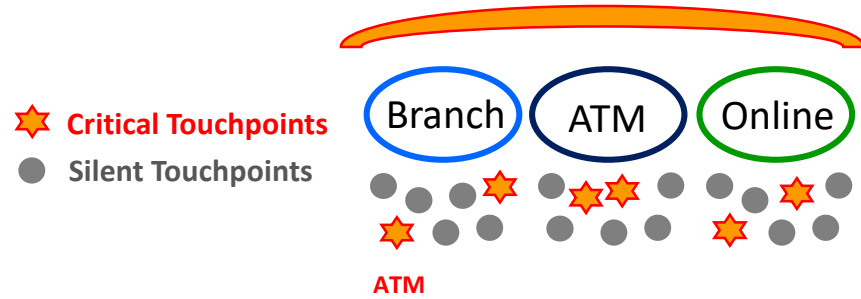
- A touchpoint can be physical or virtual
- Represents 1) when 2) where and 3) how customers interacts with a Company's:
 - Brands
 - Products
 - Messaging





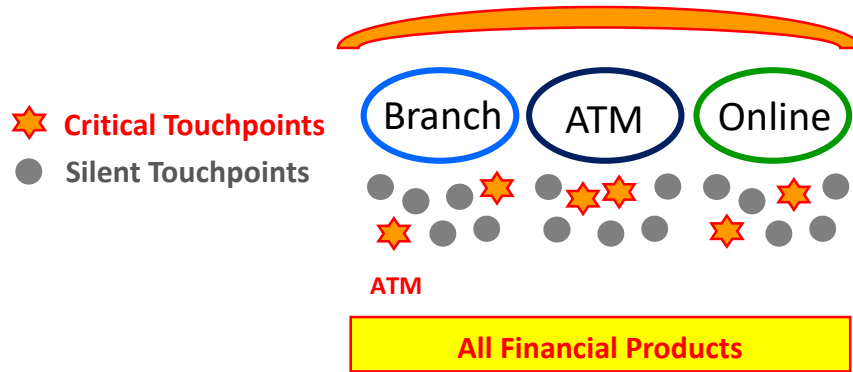


Holistic Product & Brand CX



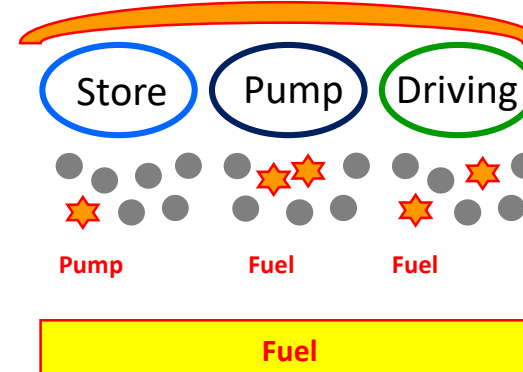
Banking

Holistic Product & Brand CX



Fuel Retail

Holistic Product & Brand CX



ALL Products = Critical Touchpoints



What about CX journeys? 101 ways to layout it out



Search



customer journey & experien...

Follow board



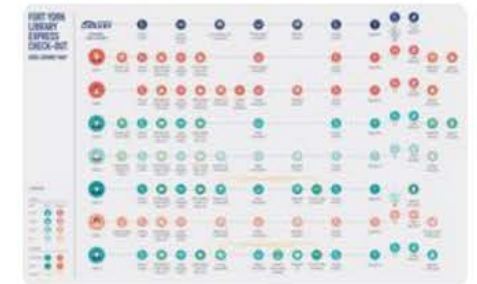
Blank-Journey-Map.jpg (1224x792)
Saved from blog.monigle.com



Customer Journey Canvas 131
Marc Stickdorn and Jakob Schneider have put together a nifty...
Saved from designforservice.wordpress.com



customer journey map museum - Pesquisa Google 129
Saved from ladiesthatux.com



User journey map for library self-checkout system. If you... 216
Saved from theuxblog.com



26
Saved from siempreenlanube.es

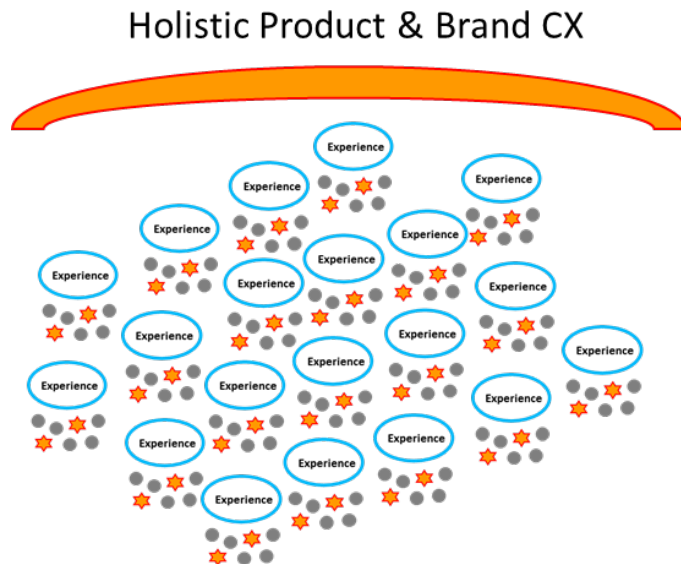
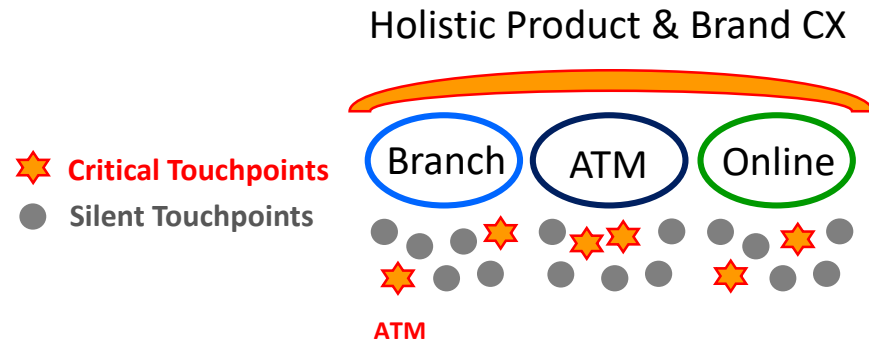


Customer Journey Map Template + Stencils on 15



4_Customer_Journey_Departments.png (1240x862) 209
Saved from





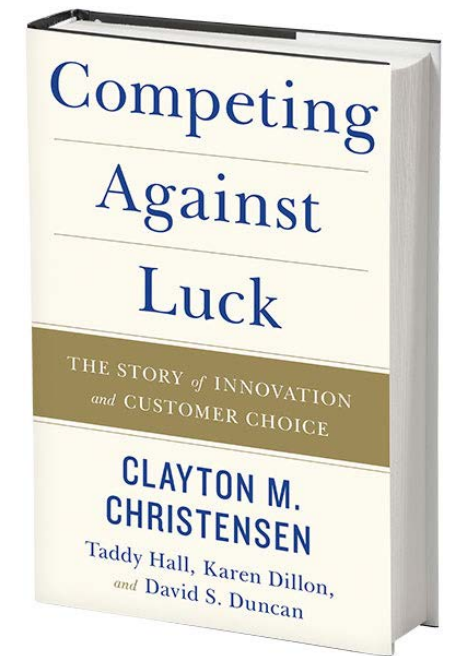
Design Company's Unique CX

- 😊 Critical Touchpoints
- 😊 Silent Touchpoints
- 😊 Independent Experiences
- 😊 Holistic Product & Brand CX

- 1 holistic product & brand experience
- 10s, 100s, maybe 1000s touchpoints
- 10s of independent yet interconnected experiences
- # of touchpoints & independent experiences a company manages driven by CX capability and resources

1. Listening to the Voice of the Customer VOC

- Stories directly from the customer's lips
- Uncovering the finest detail on*
 - Why customers selected your product and brand
 - To solve a particular task
 - Across an array of circumstances in their lives
 - Knowing where and how the product is used
 - And the value the customer places on the selected product, it's features, and the brand relative to any direct or indirect competitors



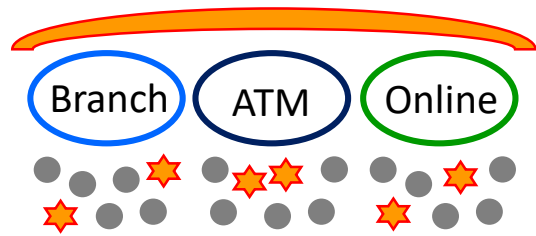
*Trendless first leverages a company's existing insight resources from segmentation to customer/story profiles, qualitative and quantitative research, third-party insight resources, corporate/brand/product strategies, and any other resources.

2. Leveraging a Company's best assets: Internal and External Subject Matter Experts

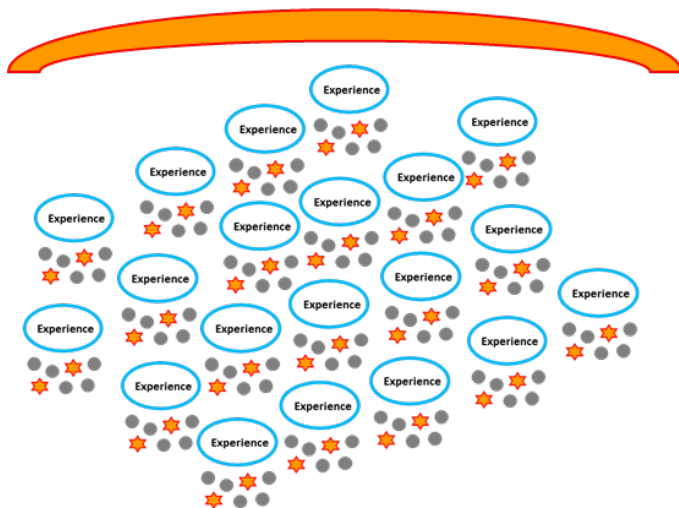
- Vast knowledge of industry, products, operations, politics, customer, competitor, marketing channels, and so much more
- Crucial in filling the gaps where customers might not be able to fully articulate their thoughts or ideas:
 - Whether envisioning the evolution of your existing products; OR
 - When identifying all new products or experiences
- Early involvement and support is paramount to successful CX

3. A seasoned CX SME

Holistic Product & Brand CX

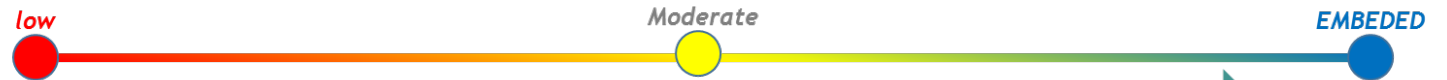


Holistic Product & Brand CX



Current State

Future State






Trendless sCXi™

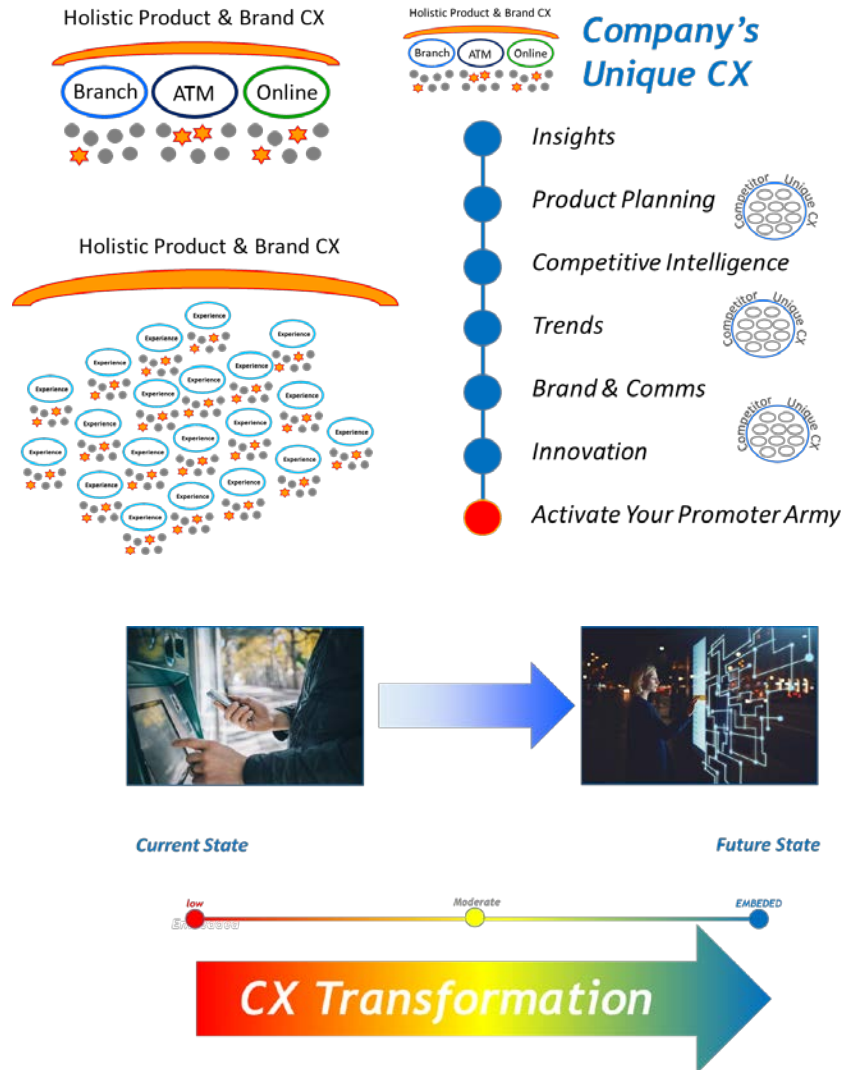
strategic Customer Experience instrument

identify and fortify the critical experience touchpoints that amplify brand and product value throughout the customer's end-to-end journey and experience



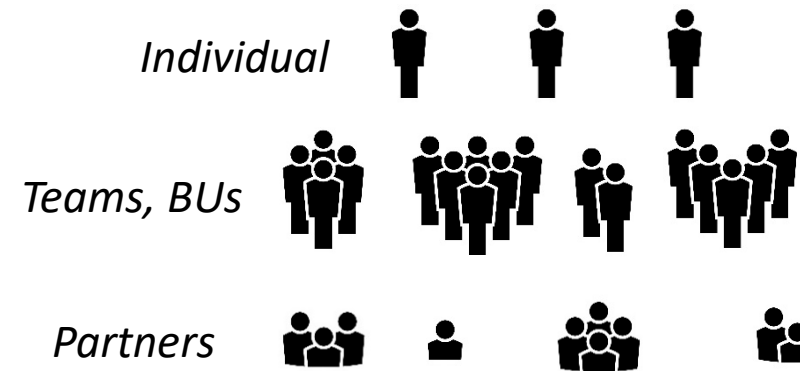
Company's Unique CX

- Insights
- Product Planning 
- Competitive Intelligence
- Trends 
- Brand & Comms
- Innovation 
- **Activate Your Promoter Army**



Each stakeholder is armed with clear direction on how to execute CX in their role, collectively as teams, and as an organization by:

- Linking each touchpoint and experience to the stakeholder(s) that owns it or delivers an element of it
- Linking holistic experience to all stakeholders
- Linking to external B2B and agency partners
- Linking to company financial targets



Even more powerful each stakeholder has a clear understanding on how their performance will be measured with customer-focused metrics: individually and collectively

How do I activate my customer promoter army?

thinkTrendless™



Thank You!

Jeff Baker

thinktrendless.com

jeff@thinktrendless.com

+1 312-675-2514



Jeffrey Baker 

Customer Experience Popularizer & Founder of Trendless, LLC

Greater Chicago Area | Management Consulting

Current	Trendless, LLC. thinkTrendless... stay focused on the Customer Experience., GLG (Gerson Lehrman Group)
Previous	Self, BP, Visteon
Education	University of Detroit Mercy

Automotive

Oil & Gas

CX Consulting

2 yrs

3 yrs

2 yrs

4 yrs

10 yrs

1 yr



Certifications & Associations

