

Customer Experience Council



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Beyond Philosophy Services:

Beyond Philosophy is recognized as the worlds thought leaders in Customer Experience. We have written three international bestselling books on the subject. Formed in 2002, Beyond Philosophy works internationally with organizations such as IBM, FedEx and American Express to name a few, from our offices are in London, England and Atlanta, Georgia, USA.

We help improve our clients Customer Experience by harnessing our knowledge and experience of practical implementation around the globe. We have proven expertise in de-risking implementations, increase speed of project delivery and saving costs through our engagements. Our tools and techniques are renowned for their practical application and have been tried and tested in many sectors.

Our services are:

Strategic Guidance – We work with all levels of management in an organization and guide them on the decisions that need to be taken to improve their Customer Experience. We start by asking three key strategic questions:

-  What is the Customer Experience you are trying to deliver?
-  What emotions are you trying to evoke?
-  Is your Customer Experience deliberate?

Our consultants work with the organizations to answer these key questions and put in place actions that will improve the organizations revenues, retain customers and save costs.

Training – We have well developed training programs for organizations from senior leadership to front line people. We also have developed specific training for Customer Experience professionals, whom we train and certify on our tools and techniques. We believe in “experiential” training, getting the delegate to feel what their Customer Experience is really like. We use real-life case studies to demonstrate our key points.

Market Insight and research – We specialize in conducting Customer insight on the subconscious and emotional aspects of the Customer Experience. We have developed models, with London Business School, that can predict revenue benefit an organization can enjoy through improving their experience. We put in place measurement tools that can measure the total Customer Experience.

Conference speaking – We have a team of people who deliver high quality conference speeches around the globe on how to improve your Customer Experience.



Customer Experience Council

One of the big problems any organization faces is how to get their people to look at the customer's end to end experience through the eyes of the customer, when they are only responsible for one part of that experience, i/e call centers or shops. As we know, when a customer starts their experience, many different parts of the organizational structure are effected and in so doing gaps and overlaps can occur.

To overcome this many organization are implementing Customer Experience VP's and teams. Their role is to look at the end to end Customer journey. This is a positive step however typically these teams are not large and they do not have full control of all the levels to improve the customer end to end experience.

This is why we advise our clients to establish a Customer Experience council. This is a cross functional team of people who are responsible for the end to end Customer Experience relating to the organization.

What is the objective of a Customer Experience council?

- ▶ To improve the end to end Customer Experience
- ▶ To ensure everyone understands the various Customers interactions and which department is responsible
- ▶ To ensure everyone understands their part in creating the desired, end to end experience
- ▶ To ensure everyone is heading to the defined experience
- ▶ To ensure everyone understands the implications and affects of their actions
- ▶ To work as a team to improve the Customer Experience
- ▶ To understand Customers issues and jointly make decisions to improve the experience
- ▶ To analyze and quantify the experience and any problems/opportunities
- ▶ To ensure actions are commercially viable
- ▶ To identify areas of opportunity
- ▶ To prioritize all activities

Who should attend?

Any part of the organization that has contact with the Customer, including any outsourced supplier.

This council should be attended by the decision makers. They need to be able to understand the issues and their implications so they can agree upon the actions that need to be implemented.



What type of issues should be discussed?

- ▮ Understanding the end to end experience from a Customer view point
- ▮ The measures of the overall experience and what can be improved
- ▮ The individual Customer measures of each department interacting with Customers
- ▮ Deciding on initiatives to improve the Customer Experience
- ▮ Prioritizing activity
- ▮ Dealing with any issues arising that may affect Customers
- ▮ How to make the organization more Customer centric
- ▮ Customer retention

Who should chair this meeting?

Ideally a Customer Experience VP or team should chair this if such a person or team exists. If not then someone who is seen to be politically neutral and who has been given authority to make decisions on behalf of the organization.

Typical Agenda

1. Actions from last meeting
2. Results of overall Customer satisfaction measures
3. Reports from each department on their Customer Satisfaction measures and what they are doing to improve them
 - a. To ensure the activity is heading in the same direction
 - b. To ensure best practices are being cross fertilized
4. Review of current initiatives/programs
 - a. To ensure progress and communicate across the council
 - b. To review measures of success
5. Prioritization and planning of future initiatives
 - a. Discussion, debate and decisions
6. Review of any Customer research taken place
 - a. What does it mean
 - b. What are the implications
7. External speaker
 - a. To improve the teams knowledge and challenge the status quo.
8. AOB



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Typical Agenda

9. Actions from last meeting
10. Results of overall Customer satisfaction measures
11. Reports from each department on their Customer Satisfaction measures and what they are doing to improve them
 - a. To ensure the activity is heading in the same direction
 - b. To ensure best practices are being cross fertilized
12. Review of current initiatives/programs
 - a. To ensure progress and communicate across the council
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15. External speaker
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Summary

These councils are a great way of starting to get the organization to look at the end to end Customer Experience. Once established, they can spearhead the organizations effort to get everyone focused on the customer.

About the Author

Colin Shaw is the Founder of Beyond Philosophy, a consultancy, training and Customer research organization. They are recognized as thought leaders in the Customer Experience and are located in London, England and Atlanta, Georgia USA. Colin is an International bestselling author and widely acclaimed public speaker. For further information on the Customer Experience, and to read Colin's blog and videos, please visit Beyond Philosophy at www.beyondphilosophy.com