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### Can you sense it?

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# Can you sense it?

Customer Experience at the Next Level

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Report RUGCIC 20183  
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# Management Summary

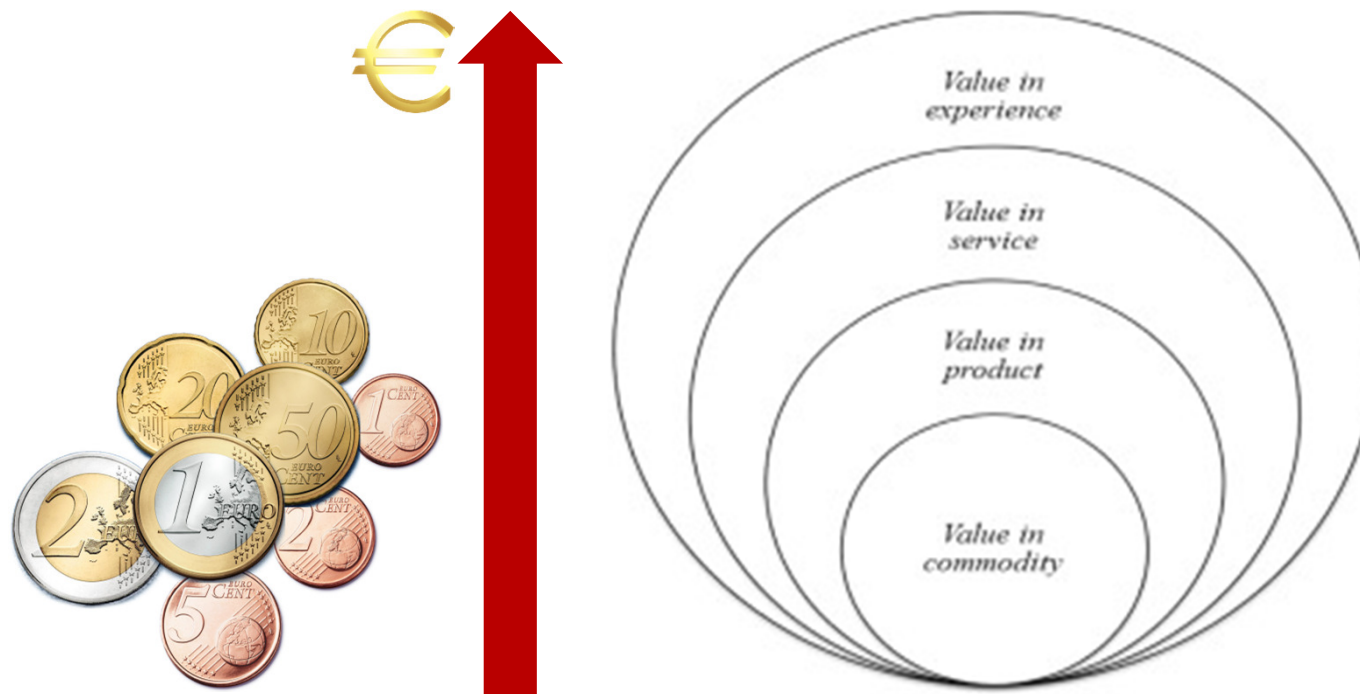
## What is Customer Experience?





# Why is Customer Experience (CX) important?

Delivering a commodity brings relatively small value, whereas adding Customer Experience:







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# Adding Customer Experience to components and products often increases distinctiveness and value

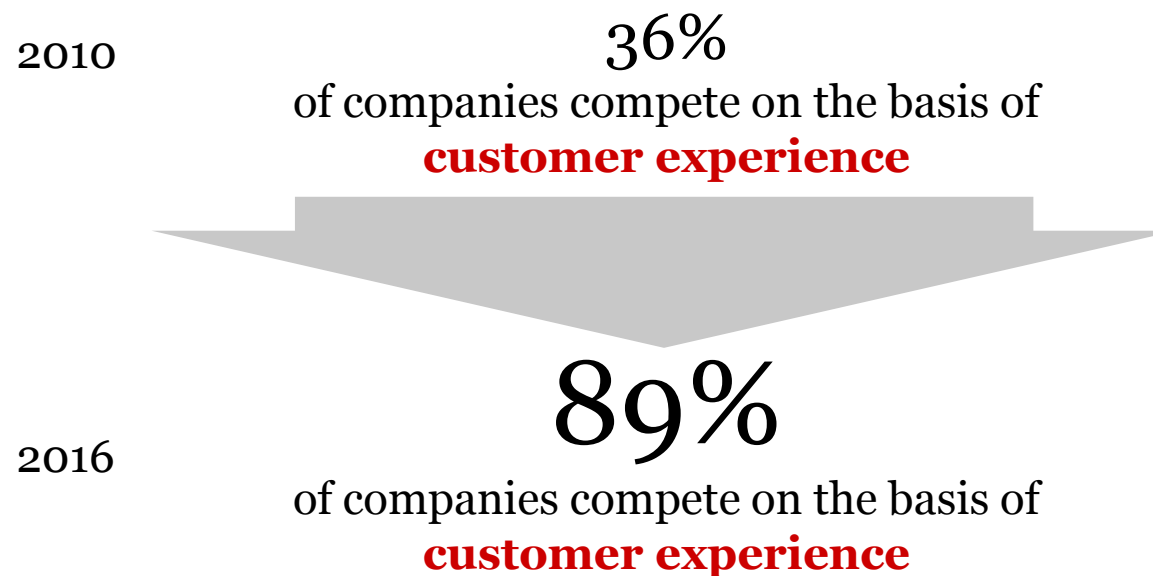


*“Customer Experience is  
the new marketing”*

— Steve Cannon, CEO of Mercedes-Benz USA



# How popular is Customer Experience (CX)?





## What does Customer Experience (CX) mean?

Customer experience is comprised of the **cognitive, emotional, physical, sensorial, and social elements** that mark the customer's direct or indirect **interaction(s)** with **(an)other market actor(s)**.





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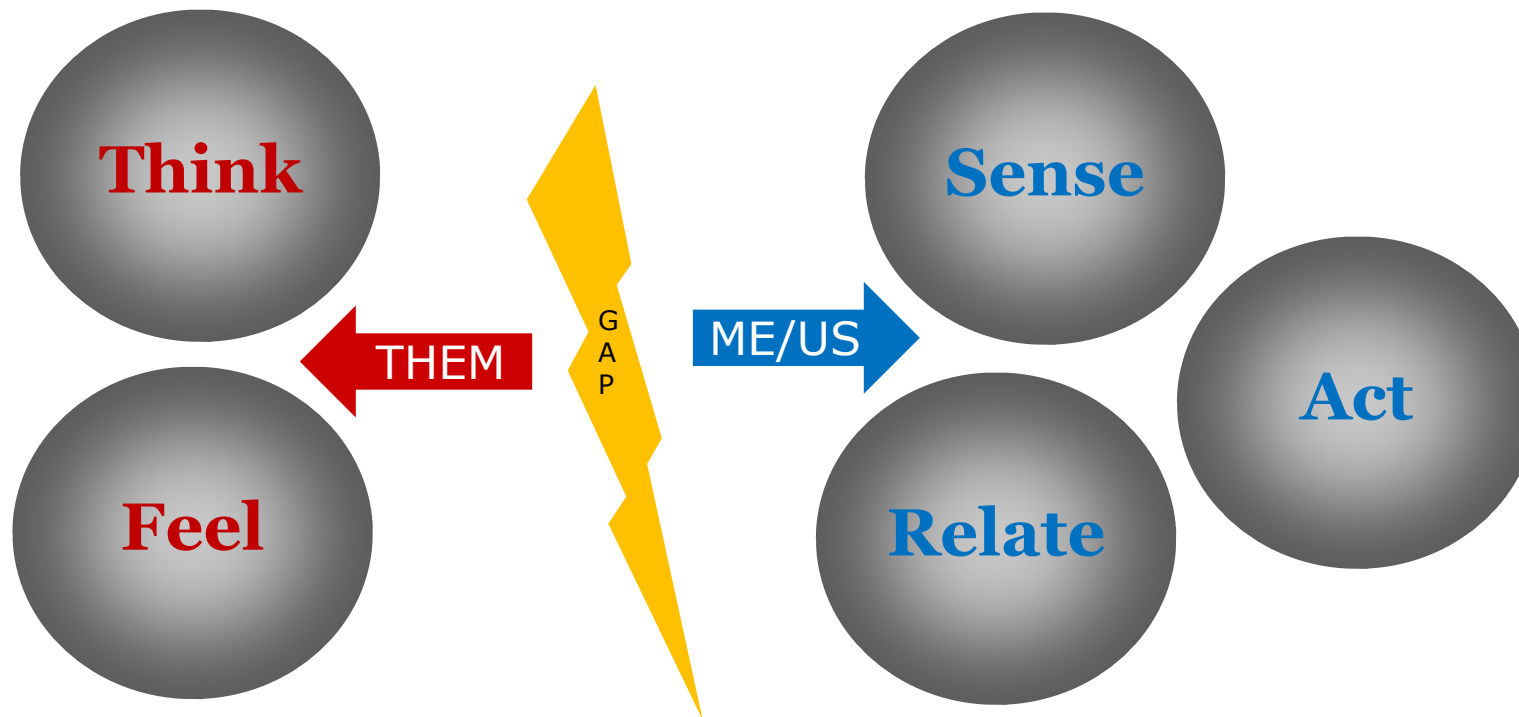
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## Core elements translated from theory into practice



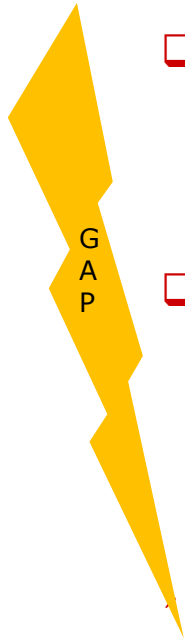


Often there's a gap between what a company does and what a customer thinks and feels about that





# Corporations don't always relate their projects to Customer Experience and cause a dangerous gap



- ❑ Cost cutting activities, e.g. reduce the handling times of call center employees, reduce the availability of the call center, force customers to use the website instead of calling, etc.
- ❑ Turnover improvement activities, e.g. selling more to the top 100 customers right now may bring them products they would not have been willing to buy.

How does that translate into what customers feel and think of you?



# Customer Experience Management starts with...



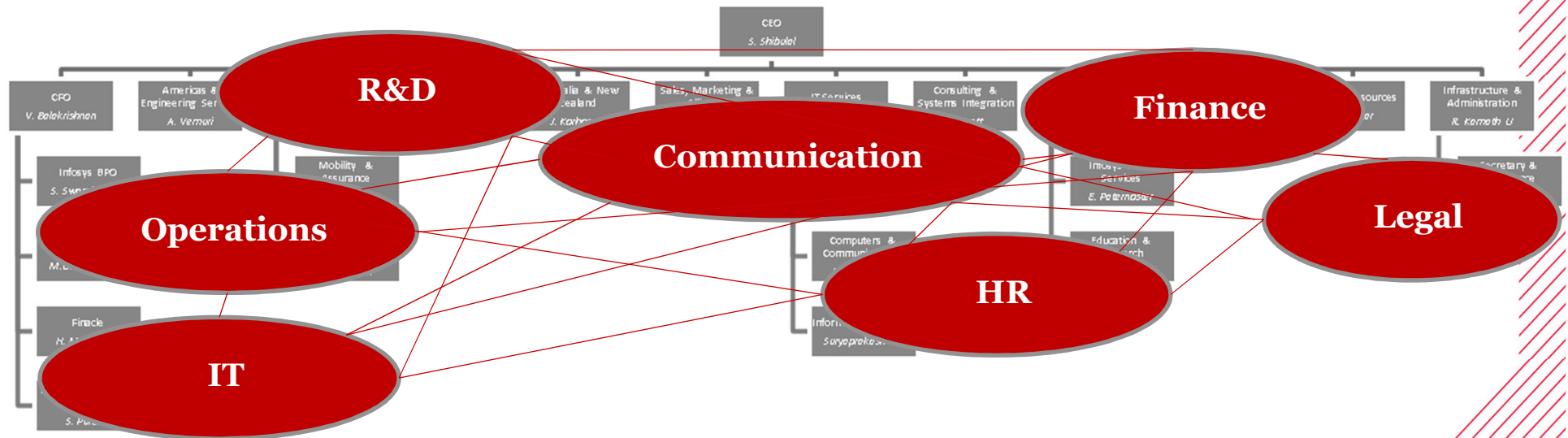
*“You’ve got to **start with the customer experience** and work back toward the technology, not the other way around.”*

— Steve Jobs



# Customer Experience Management doesn't end...

within your own department, that is what makes implementing overly complicated







# Can you really make the difference?

Organizations are changing with an **internal focus** on analyses, projects, systems...  
 ..but too often the **external** perspective is lacking.

Therefore

**How do my actions make  
 the customer think and feel?**





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# Why is Customer Experience so important for Corporations?

It delivers more value!

