

CX IS A TEAM SPORT: STRATEGIES TO WIN TOGETHER IN SERVING CUSTOMERS

WITH GREGORIO UGLIONI



INTRODUCTION

In my presentation, I proposed three tactics to tackle well known challenges, which are directly inspired by some basics of “the beautiful game”.

Are you ready for this match?

Football (soccer if you come from the USA!) is for me linked to strong emotions which created a long-lasting relationship with sport and with my preferred football team.

As a Customer Experience (CX) professional I started making parallels between best-in-class companies in CX and in Customer Service (CS) together with football.

THE ROLE OF THE FANS:

Companies dream of having customers as dedicated as football fans.

- Fans tirelessly support their team, spread news by word of mouth (even after a lost match or poor performance)
- Fans are mentally and emotionally invested in the performance of their club,
- Fans buy merchandise, and of course pay to for season tickets to be able to watch their teams play.

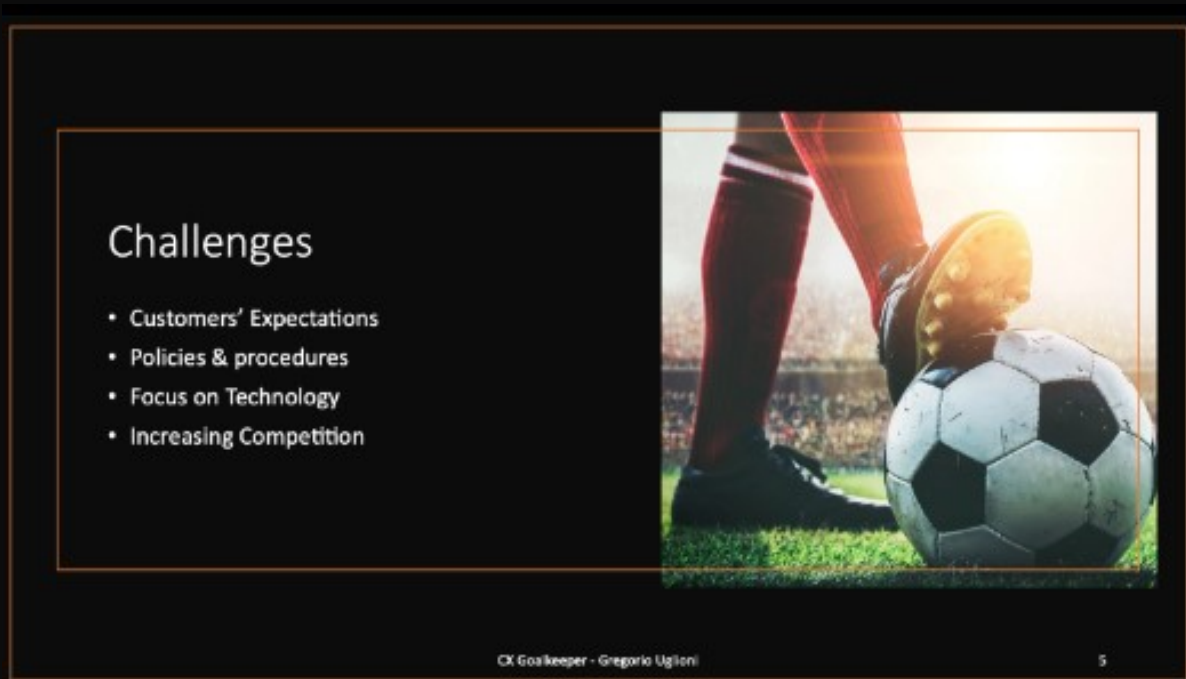
They are long-term, recurring loyal customers.

THE ROLE OF CUSTOMER SERVICE:

Customer Service departments as value-generating teams who score goals by **improving acquisition, reducing churn, and driving share of wallet**, whilst at the same time **optimizing servicing costs**.



THE CHALLENGES



Challenges

- Customers' Expectations
- Policies & procedures
- Focus on Technology
- Increasing Competition

CX Goalkeeper - Gregorio Ugioni

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A PROPOSED SOLUTION (KEY LEARNINGS)

1

PLAY SIMPLE AND LISTEN TO FEEDBACK

Simplification is also key in CS departments. Companies need to manage the basics before they start focusing on delighting customers.

If you win a match 3-0 than it is possible to delight your customers, if you lose 3-0, I would not suggest to even try to do it.

Leverage the power of the **well-known Process Engineers** by giving the access to the available insights to improve not only processes but also the customer journey.

- o Voice of The Employees
- o Voice of The Customers
- o Voice of The Processes

Soccer teams get unfiltered direct feedback from the fans during a match. In addition, teammates are continuously exchanging relevant information (including positive and negative feedback) as they are also getting feedback from the game itself.



2

TRUST THE TEAM, THEY WILL MAKE THE DIFFERENCE AND SCORE A LOT OF GOALS

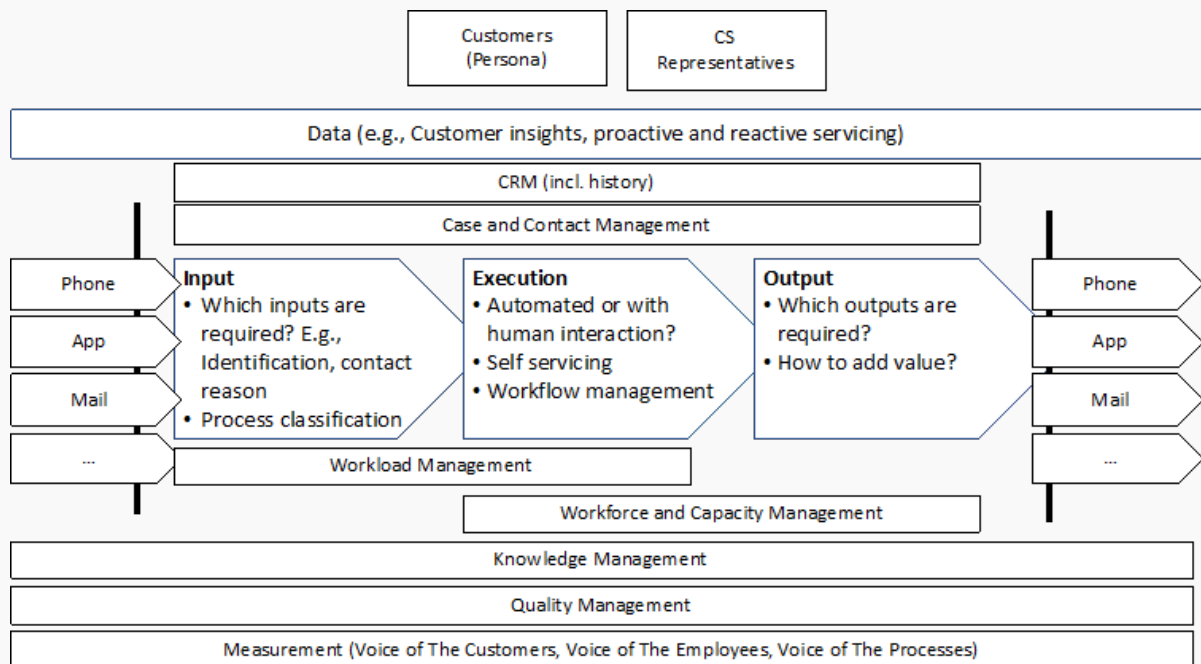
A network of **engaged human beings** with a common goal will create **happy customers**. The latter will take care of the **Shareholders**.

A soccer team has a clear common goal (to win the match). Defenders, midfield players and stickers are focusing on one main target: win the game (in contradiction to the different targets of every department in a company). In addition, the players are enabled to perform at their best. For example, they don't stop playing during a match to ask permission to the coach to score a goal.

3

PREPARE FOR THE GAME ACCURATELY AND LEAVE NOTHING TO CHANCE

In addition to the well know **servicing strategy** an important instrument the **Customer Service Architecture** (CSA), which often is missing in customer service departments. The CSA is a holistic overview of the way a company is serving customers. It supports, guides, and drives the required continuous improvement and it ensure a smooth "run the business" by monitoring the landscape and proactively identify risks.



Simplified Customer Service Architecture

CONCLUSION

PLAY SIMPLE AND LISTEN TO FEEDBACK!

The game changer is to shift the focus of process engineers on customers' pains and gains and let internal and external feedback flow through the organization.

EXPERIENCES ARE HUMAN!

CS is a team game. Human beings are the key differentiator and the only ones who can really create and realize the value for customers.

SUPERIOR EXPERIENCES, LIKE TITLES, DON'T HAPPEN BY ACCIDENT!

Short-term measures win a game, preparation wins championships.

These are our 3 goals to win in serving customers. However, I leave it to you, to provide your feedback and decide on the outcome.



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