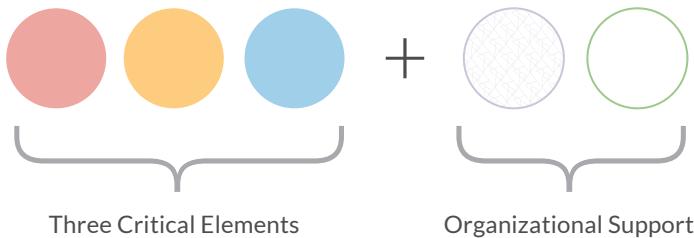
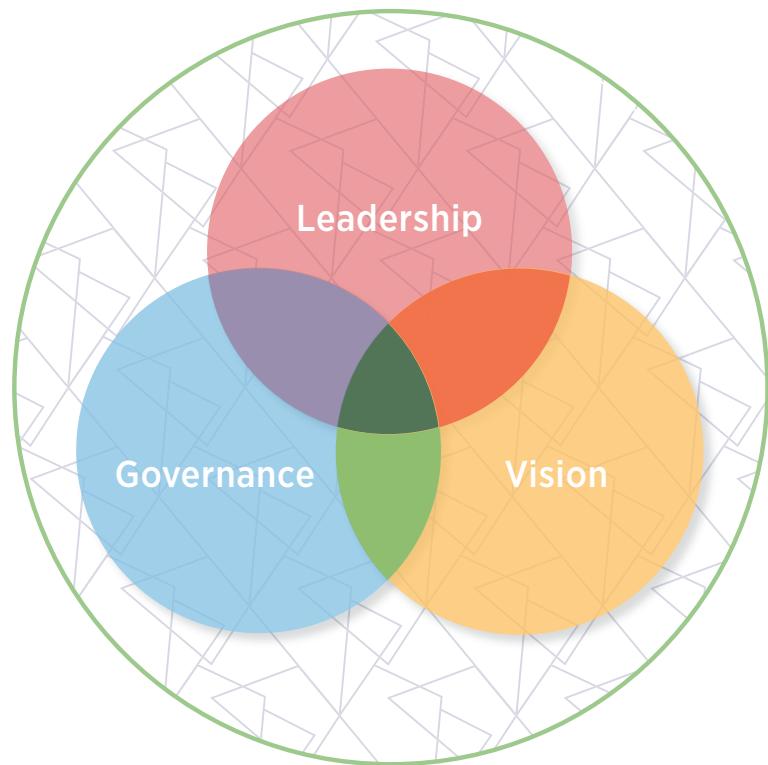


3 + 2 Customer Experience Model



A World Class Customer Experience Program

Heart of the Customer's 3 + 2 CX Model is based off of a review of world-class customer experience programs. These programs share three elements that are critical to driving progress. The order of these three is not critical but all three must exist.



Three Critical Elements

Leadership Effective programs—whether customer experience, quality, or marketing—have one thing in common: a leader working across your silos to ensure a consistent approach. This leader must have customer experience as their mission—if they have another day job, your customer experience program will suffer.

Vision A shared vision is crucial to continuing the momentum while also building consistency. If one part of the organization is advocating simplicity while another is focused in increased options, this will create a Frankenstein-like experience. This vision needs to be clear and actionable. Most importantly, the vision has to be specific enough that it can be used to say “No” to initiatives.

Governance Governance is often neglected, robbing programs of the support they need to continue their impact. If leadership is not consistently making decisions on your customer experience, they won't support it. And employees will see customer experience as just another flavor of the month.

Organizational Support

Voice of the Customer Program The leadership, vision and governance is critical—but they must be supported by a solid Voice of the Customer program to ensure your programs are truly based on customer needs. This voice of the customer must include measurement to ensure you are truly solving customer needs.

Culture Your greatest efforts will fail if your organization's culture doesn't support a world-class customer experience. Training and communications are important. And mismatched incentives can lead to your teams focusing on their own needs, as opposed to those of your customers.