THE ANATOMY OF A CX TEAM

CUSTOMER EXPERIENCE (CX) MANAGEMENT IS AN EXCITING PROFESSION. HERE ARE SOME RANDOM OBSERVATIONS OF JUST HOW EXCITING IT CAN BE.

RECENT GOOGLE SEARCH
VP CX

customer experience definition
VOC

ultimate survey design
CX ARCHITECT

mapping the world
CX RETENTION

hypnosis tricks
CUSTOMER SERVICE

100% self-service IVR
DRAWER CONTENTS

FAVORITE TV SHOW
Office

ME CREATORS

INITIATIVES

CUSTOMER SERVICES

FAVORITE PLACE

STOP VP CX

VOC

CX ARCHITECT

RETENTION

CUSTOMER SERVICE

FAVORITE PICK-UP LINE

“IT CAN PLAY A MEAN GAME OF WAC-A-MOLE, AND I USUALLY WIN!”

VP CX

“HEY BABY, WANNA SEE MY DATA?”

VOC

“I’LL GIVE YOU A USER EXPERIENCE YOU’LL NEVER FORGET.”

CX ARCHITECT

“You’ll get an experience to last a lifetime.”

RETENTION

“You’ll never have to call a handyman again. I can fix anything.”

CUSTOMER SERVICE

AVERAGE DAILY TIMESHEET

exec dashboard_

rev84.ppt
executive alignment

begging for $

proving value

bringing the outside “in”

designing another

proving spot at table (vs bi)

mapping

persona creation

chasing the newest fad

cya financials

giving out nifty gifts

cleaning up other people’s problems

SPIRIT ANIMAL

VP CX

VOC

CX ARCHITECT

CUSTOMER SERVICE

RETENTION

SHEEPDOG

herding cats

OWL

Whooo can take my survey?

BEAVER

building a structure

BADGER

renew! like us! engage!

ANT

carrying a big load

BAD HABIT

VP

CX

VP

CX

VP

CX

BAD HABIT

morphing everyone’s job

hoarding data

feature creep

opinions schmopinions

filling kid’s stockings with freebies

transferring call to other department

LIKELY REACTION IN THE EVENT OF BEING FIRED

THANK GOODNESS

I HAVE A [ HUGE ] PACKAGE

I GET A RECRUITER CALL A DAY

THIS IS EASY

NOW I CAN GO BACK TO DESIGNING WEB PAGES

I CAN MAKE A LIVING SELLING MY DRAWER FULL OF FREEBIES $$$ ON EBAY $$$

NOW I CAN WORK AT HOME AS A VIRTUAL AGENT OR...

IN THE PHILIPPINES

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CX Team.indd   1
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