

CREATING EXTRAORDINARY CUSTOMER EXPERIENCES

“Best-In-Class” Supplier Practices

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Customer Experience Management (CEM) may now be a core business metric and practice for organizations looking to optimize the customer experience. The following represents recognized “best practices” that facilitate creating and sustaining customers.

“Best-in-Class Practices” Customer Experience Management Checklist

1. Cultural commitment and alignment to Customer Operational Excellence; The entire TEAM

- Define Company Customer Experience Management Goals
- Coordinate and communicate as one-Team; Corporate, Team and Individual Team members
- Integrate Customer experiences into Business Processes; Focus on creating “Partnerships”

2. Know your Customers and what initiatives create Extraordinary Customer Experiences

- Map Customer interactions, experiences and high-impact activities
- Define high, wide and deep Customer expectations by Customer roles, functions and responsibilities
- Capture and measure ongoing “Voice of the Customer” feedback – the Performance Dashboard

3. Enable your Customers to be Smarter and serve their Customers more effectively

- Enable access to critical business intelligence including “Thought Leaders”
- Conduct Collaborative Action Planning with customers
- Ensure senior supplier leaders are engaged in process and with customers

4. Provide Innovative Customer Solutions that enable them to meet their needs and challenges NOW!

- Make solutions that solve today’s and tomorrow’s customer challenges readily available
- Create collaborative customer work teams
- Respond NOW!

5. Deliver consistent Quality, Service and Pricing

- Best-in-Class quality with extraordinary support and responsiveness
- Ensure solutions are consistent on a global basis
- Consistent, coordinated, communicated and logical pricing practices and methodology

6. Make doing business easy

- Immediate access to accurate knowledge and right resources
- Simple and flexible business terms
- Innovative problem solvers

7. Establish the Reward System; A strong Economic Value Proposition

- Celebration and success; Supplier and Customer
- Document and validate the Return on Investment (ROI) of the relationship for all parties
- Personalized “WINS” for Corporation, Team and Team Members

“More than ever, global organizations need to be focused on creating and measuring extraordinary Customer Experience. Customers are also very focused on partnering with suppliers that are living up to their end of the relationship - delivering extraordinary experiences!”