Unlocking the Power of the Customer Journey
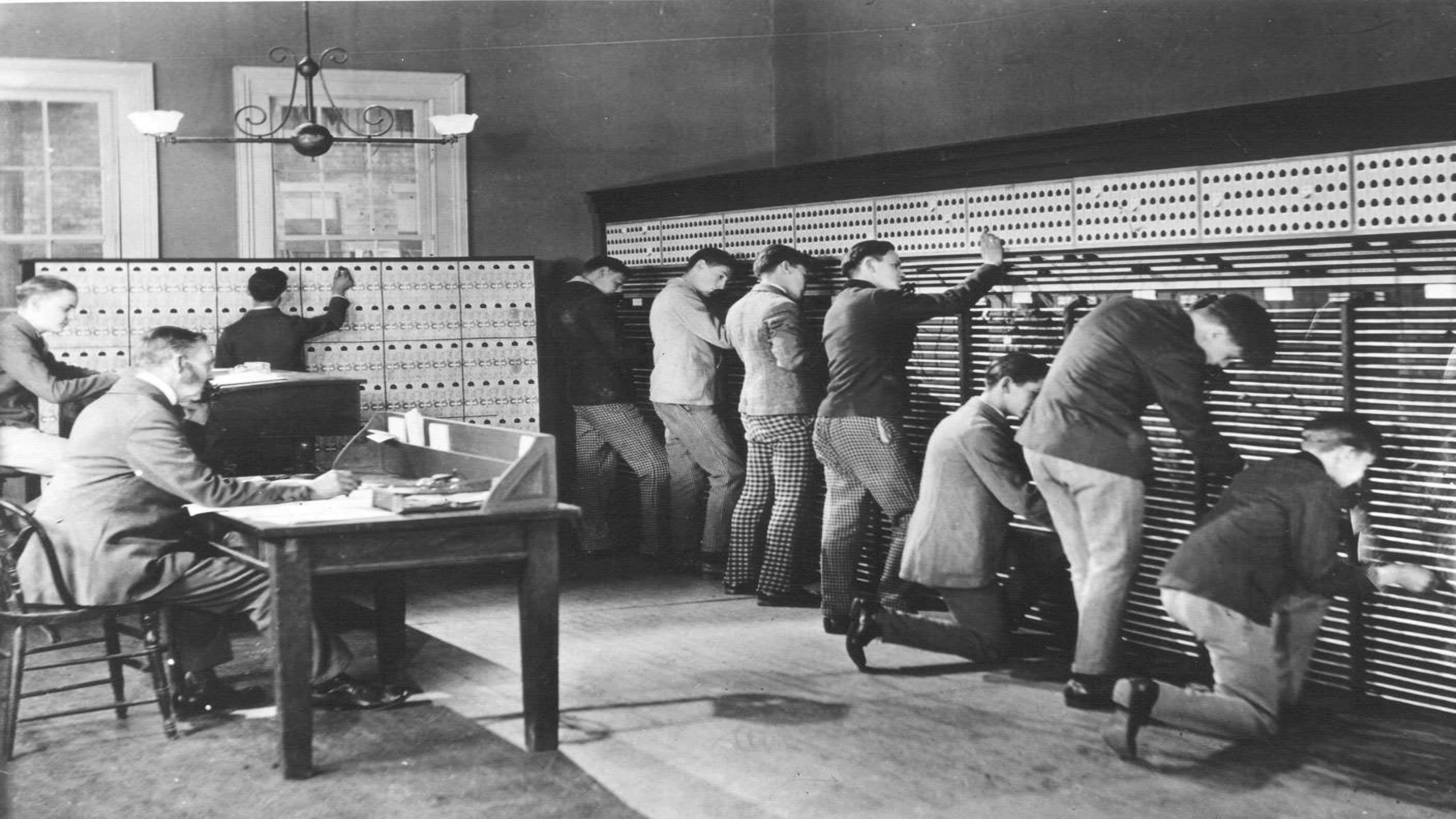
Enghouse ENGAGE
experience the journey 2017

Jim Rembach

EQ-i 2.0 CERTIFIED — Emotional Intelligence

CXPA Customer Experience Professionals Association — CX EXPERT

In just a few years 89% of businesses will compete mainly on customer experience.

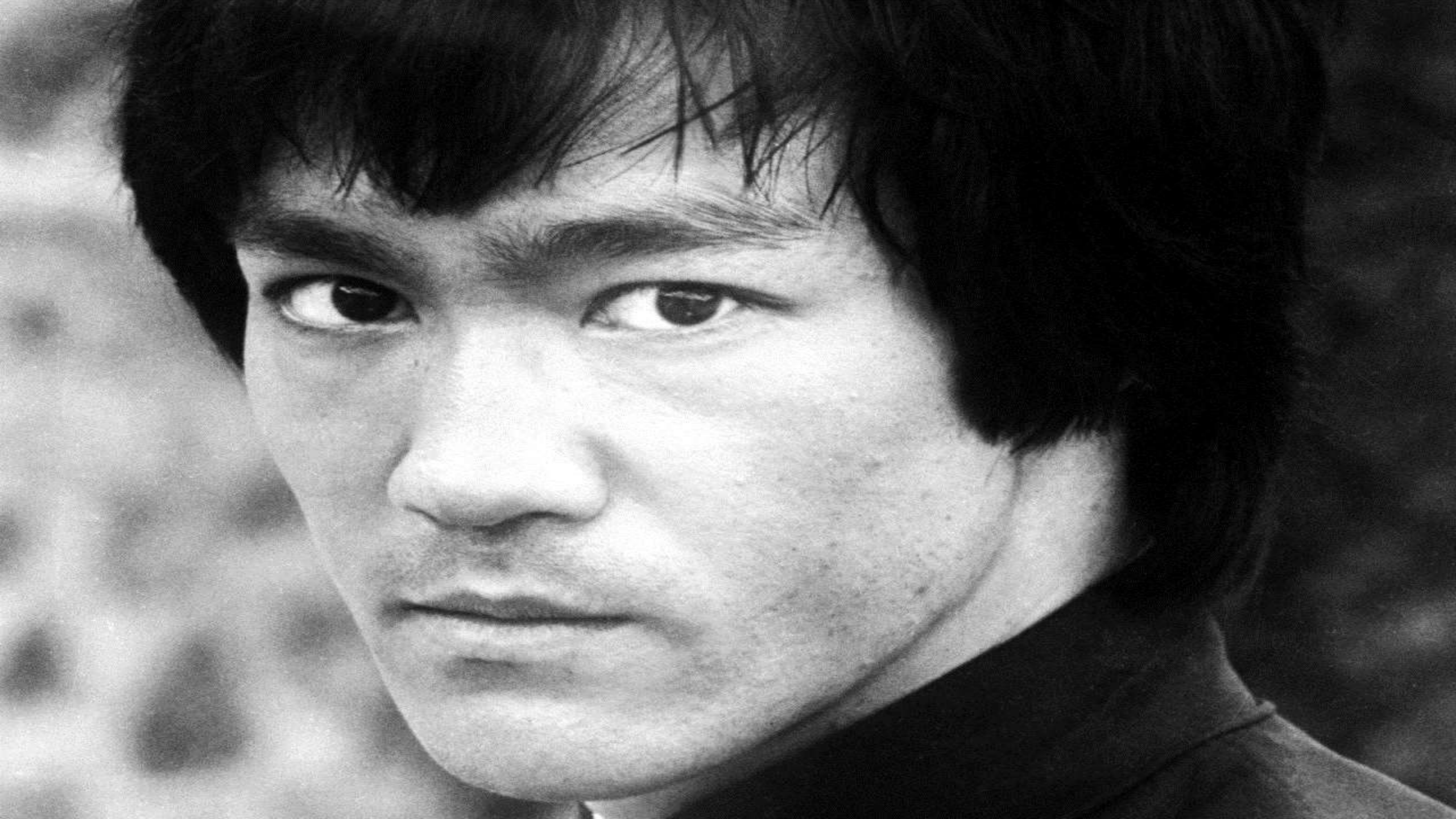-Gartner

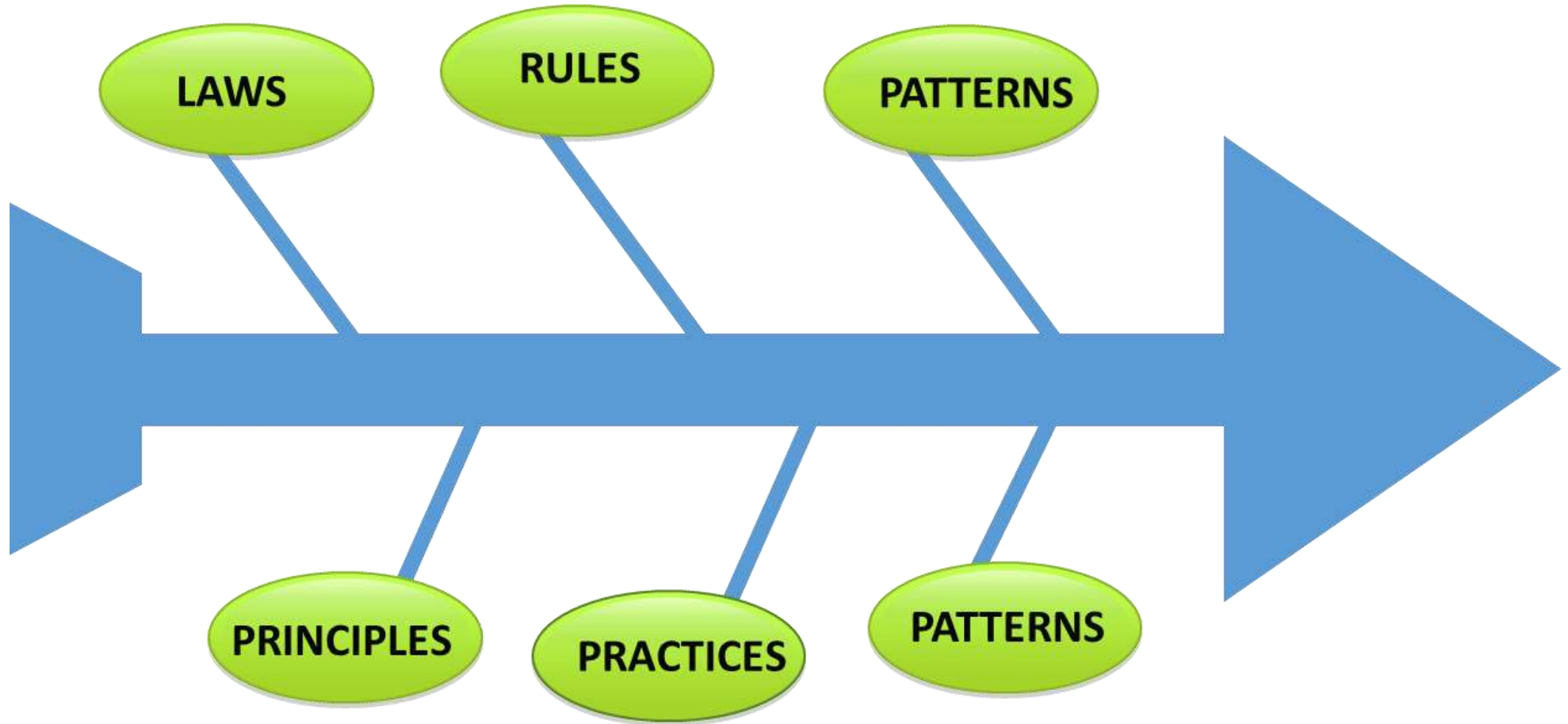I did even whip out my inner Austin Powers

Yeah Baby!

"Whether it's b2b or b2c you're selling to or delivering service to a human."

-Dr. David Vik (Zappos Culture Creator)

Tactical Decision Model

"It's the emotional connections that a brand makes...that last the longest and go the deepest."

-Ivan Wicksteed, CMO - Old Navy

Cleveland Clinic

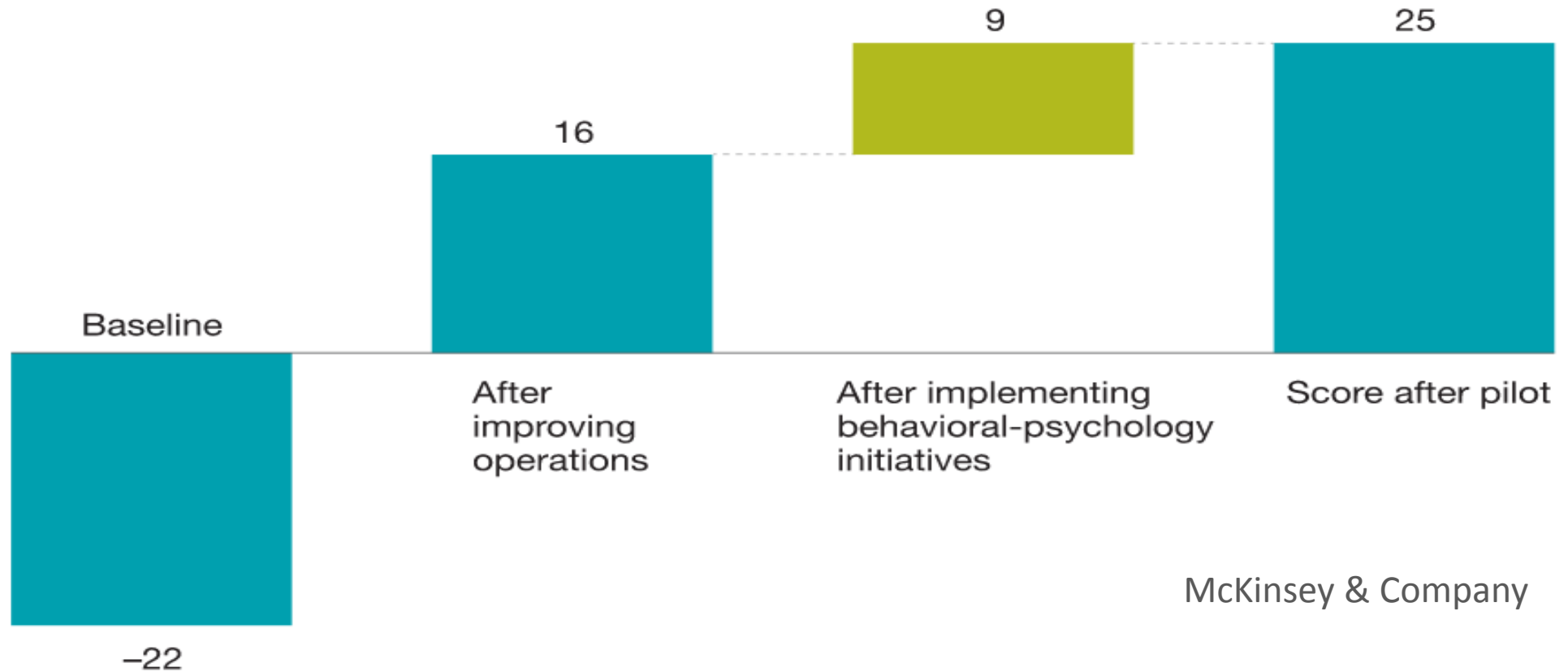"Our humanity is what connects us."

JanaSedivy
@janasedivy

FASTLEADER .NET
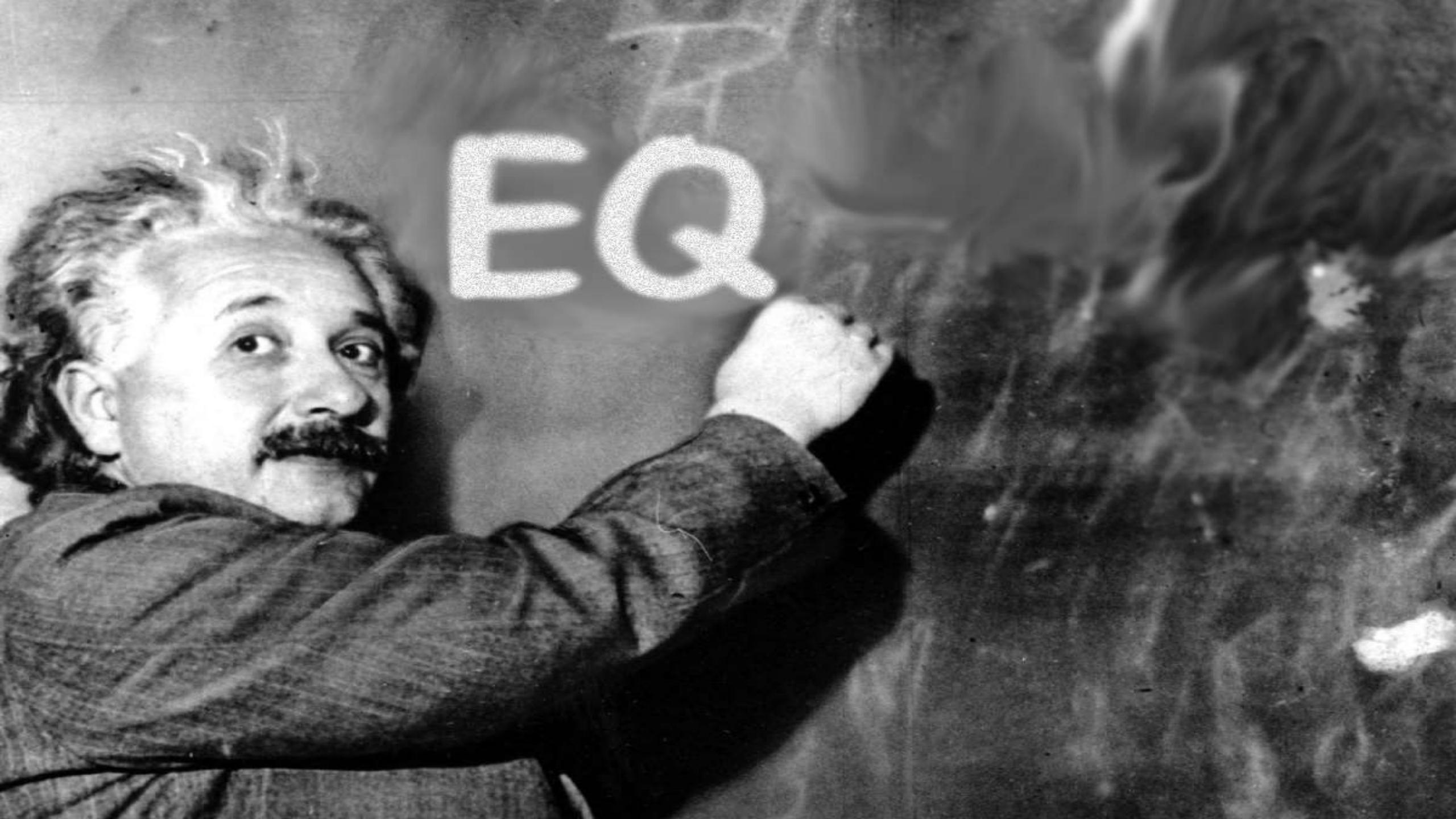
Helping Leaders Get Ahead Faster

Lifehacks that improve
your leadership skills

Emotional Intelligence raised customer experience scores

Net promoter score[1]

McKinsey & Company

INDUSTRY LEADERS

THE LEADERS WITHIN CUSTOMER EXPERIENCE

When we talk about the leaders within the industry, it's all too often the same names (John Lewis and First Direct). But they aren't the only exemplary organisations, as our research has found. We asked all our survey respondents – practitioners, solution providers and analysts – who they admire. Below are the most mentioned organisations.

amazon   Virgin   Google   THE RITZ-CARLTON®   AMERICAN EXPRESS   Disney

Emirates   STARBUCKS COFFEE   NORDSTROM   zalando   Zappos.com POWERED by SERVICE   John Lewis   ebay   BMW

first direct   Australian Government Australian Taxation Office   Hilton HOTELS & RESORTS   HOT TOPIC   naked wines

METRO BANK   Apple   vodafone   Chick-fil-A   BRITISH AIRWAYS   GE
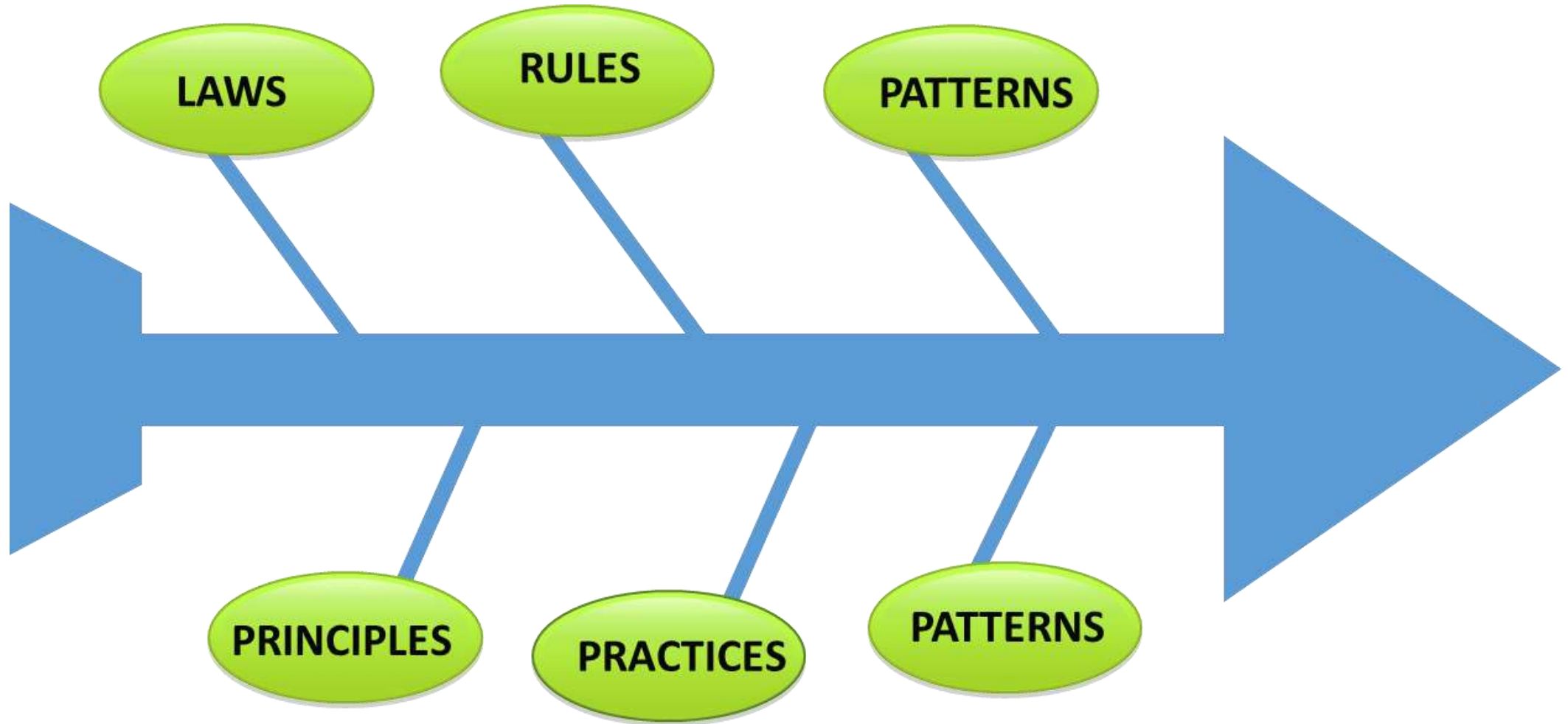
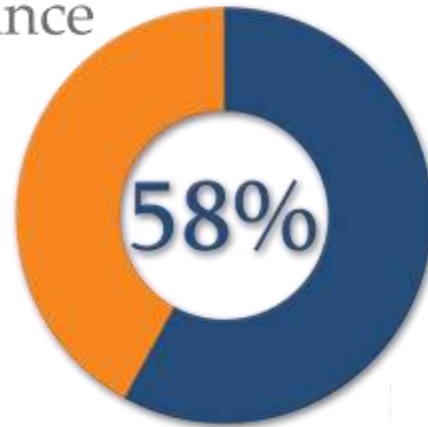KLM   f   Bloomberg   CAT   USAA   SAMSUNG

Tactical Decision Model

90% of top performers have high EQ

EQ contributes to 58% of your job performance

58%

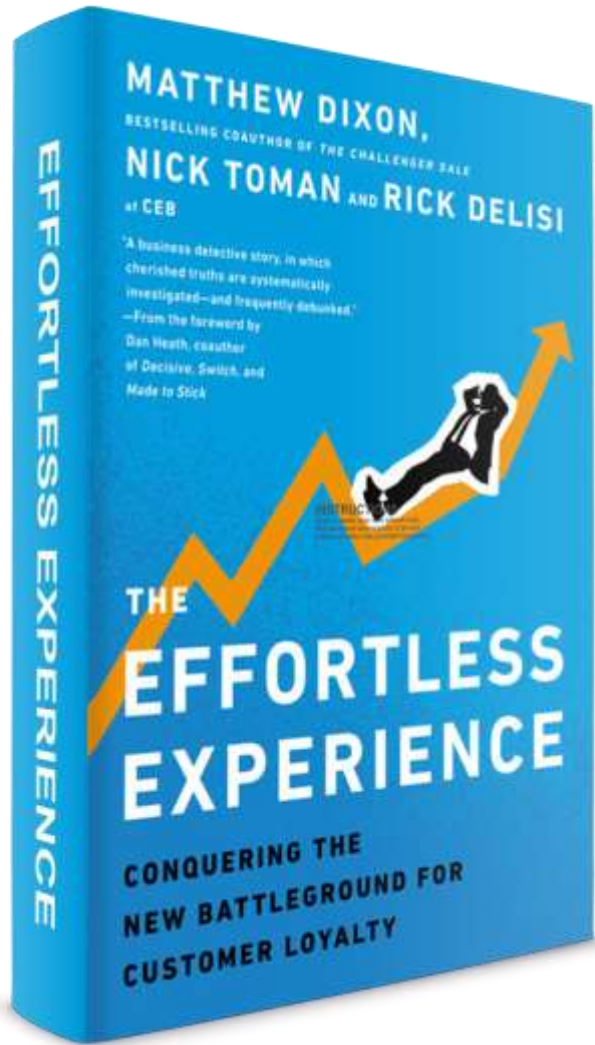$29,000 People with high EQ make more than low EQ counterparts

BeyondMorale

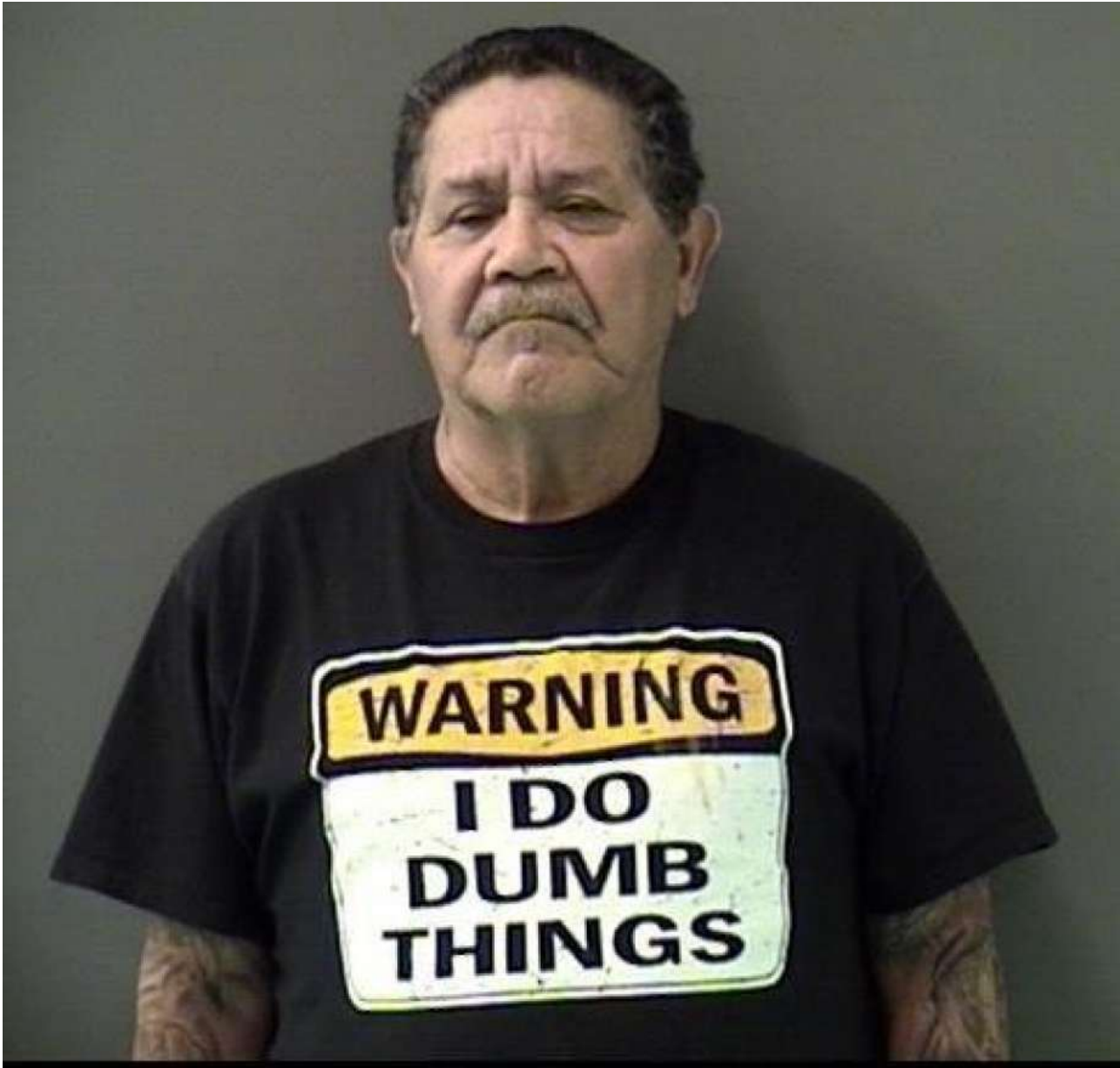"…companies spend a lot of money fixing the process but they ignore the people side."

-Matthew Dixon

CXPA
Customer Experience
Professionals Association™

50% FAIL

Journey mapping problems

REACTIVE

POST MORDEM

FRAMING EFFECT

CONVERGENT THINKING

CHALLENGES

The third part of our research was about the challenges facing customer experience, service, insight, digital and marketing practitioners. What are the biggest stumbling blocks for them when they want to optimise their strategies or move onto the next level in their digital transformation?

We also asked the vendor and analyst communities for their predicted top practitioner challenges so we were able to compare their answers, and assess perception versus reality.

TOP 3 CX CHALLENGES FOR PRACTITIONERS:		TOP 3 CX CHALLENGES AS PREDICTED BY SOLUTION PROVIDERS:		TOP 3 CX CHALLENGES AS PREDICTED BY ANALYSTS AND BLOGGERS:	
Creating a customer-first culture	40.3%	Creating a customer-first culture	37.1%	Digital transformation of the business	37.8%
Competing priorities	30.5%	Digital transformation of the business	36.3%	Creating a customer-first culture	31.1%
Employee engagement	25.8%	Linking CX initiatives to ROI	29.8%	Competing priorities	28.9%

Creating a Customer-first culture

| Upgrading legacy systems | 15.5% | From product-focus to customer-focus | 16.1% | Gaining senior management buy-in | 13.3% |

Emotional Intelligence CX Design™ (EQCX)

Unleash Emotional Awareness
What's already inherent

Leverage your Power Core
What you do best

Textualizing and Tone
The message and the vision

Environment and Empower
Workplace and Work

Propel to Profit
Linking Actions to Accolades

Nurture Growth
Win and Fail Fast

Organize and Optimize
Company/Customer Alignment
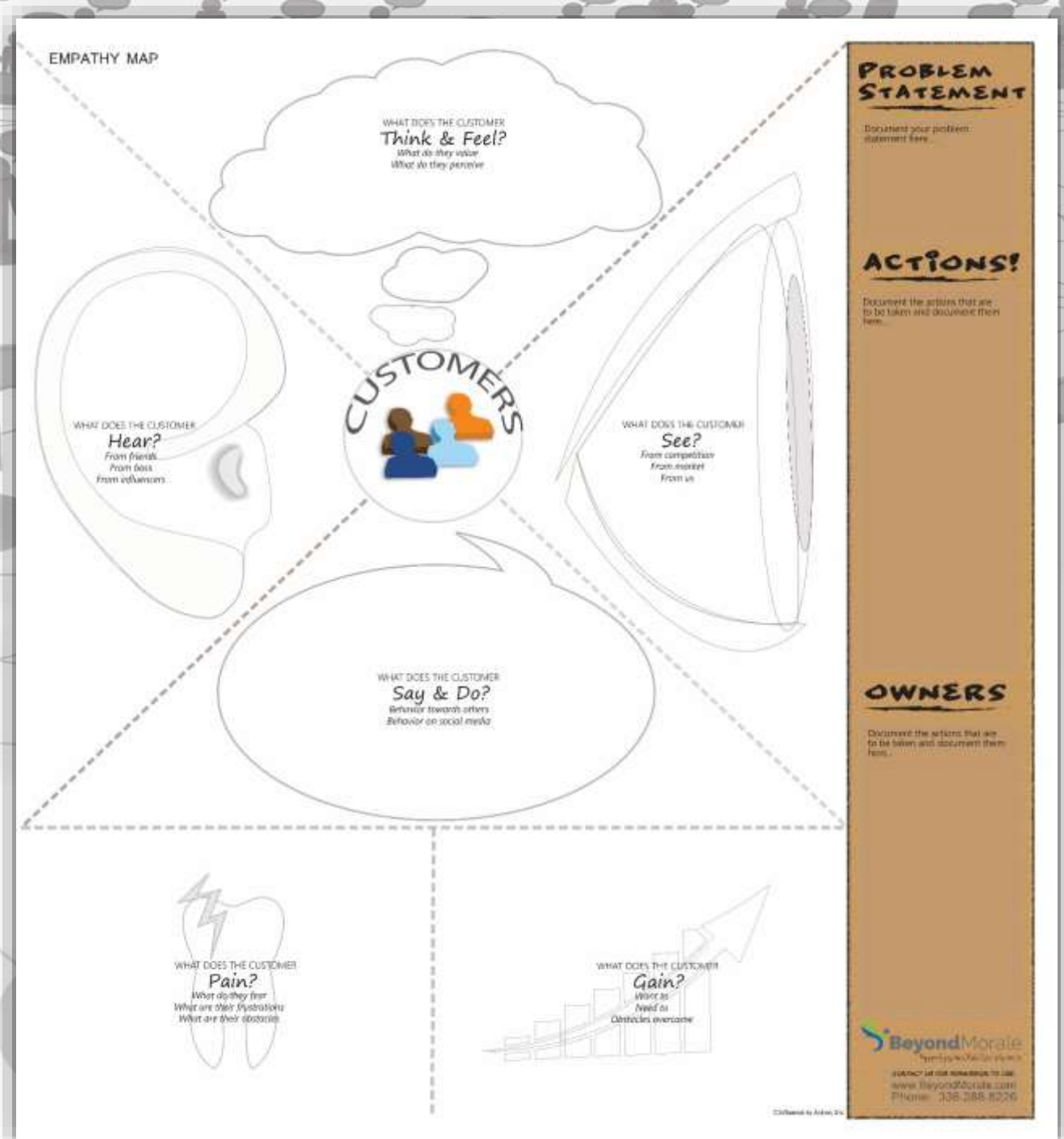
Embed and Sustain
Make it stick

A Lego Foundation study reports that students lose more than **90%** of their creative capacity during their school years.

The World Economic Forum reports that **creativity** will become one of the top three skills in demand by 2020.
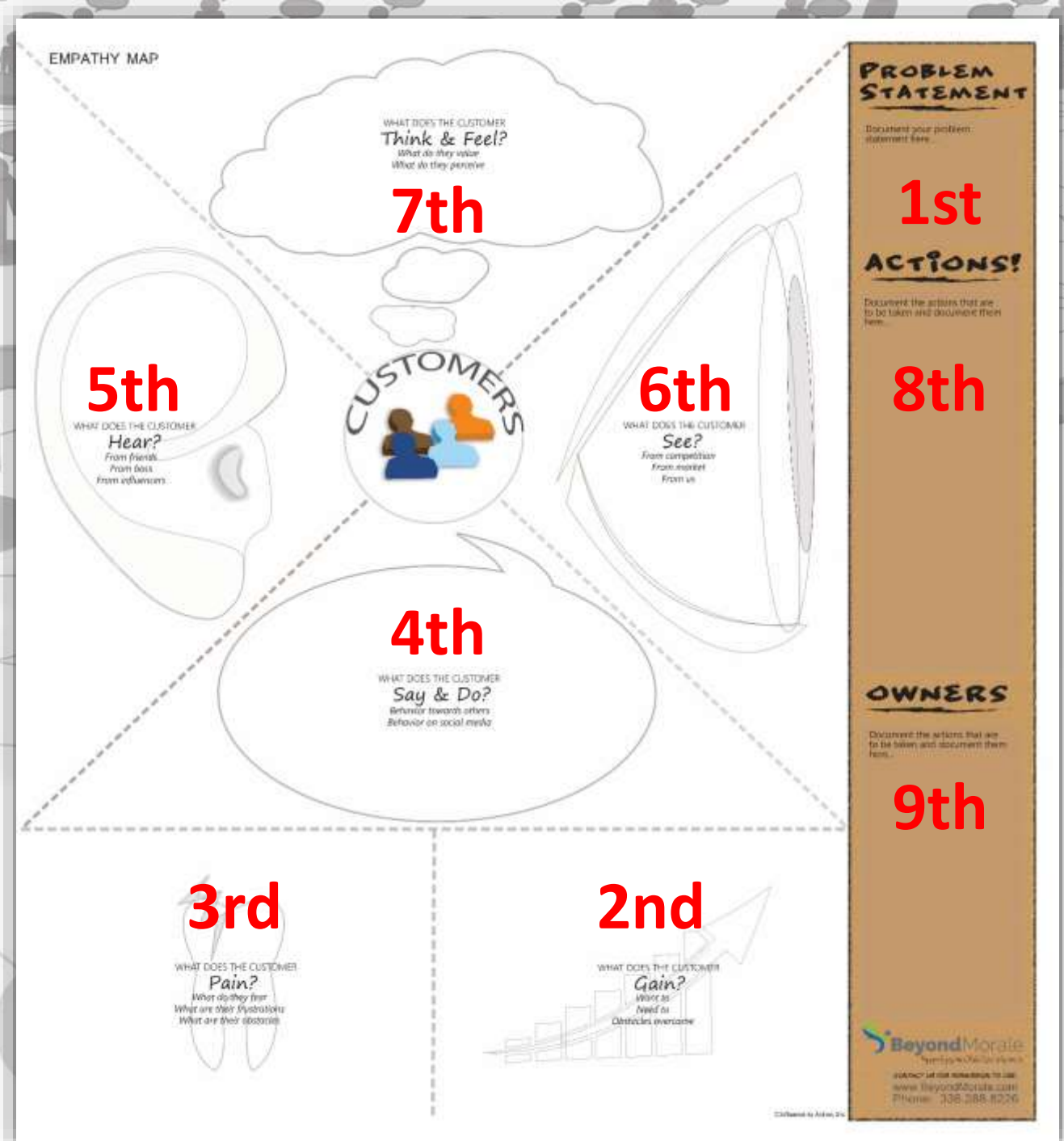
Empathy Map

Design for emotion

Activity: Empathy Map

Increase your EQ to influence and evoke emotions

"We have never uncovered insight likes this before."

"This will help us work better together."

Emotional Intelligence (EQ) Competencies

1._____	12._____	23._____	34._____	45._____
2._____	13._____	24._____	35._____	46._____
3._____	14._____	25._____	36._____	47._____
4._____	15. **EMPATHY**	26._____	37._____	48._____
5._____	16._____	27._____	38._____	49._____
6._____	17._____	28._____	39._____	50._____
7._____	18._____	29._____	40._____	51._____
8._____	19._____	30._____	41._____	52._____
9._____	20._____	31._____	42._____	53._____
10._____	21._____	32._____	43._____	54._____
11._____	22._____	33._____	44._____	

54

EMOTIONAL & SOCIAL FUNCTIONING

SELF-PERCEPTION
Self-Regard
Self-Actualization
Emotional Self-Awareness

SELF-EXPRESSION
Emotional Expression
Assertiveness
Independence

STRESS MANAGEMENT
Flexibility
Stress Tolerance
Optimism

Emotional Intelligence

DECISION MAKING
Problem Solving
Reality Testing
Impulse Control

INTERPERSONAL
Interpersonal Relationships
Empathy
Social Responsibility

WELL-BEING
PERFORMANCE
EMOTIONAL & SOCIAL FUNCTIONING

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Make it
MORE
effective

Construal level theory (CLT)

is a theory in social psychology that describes the relation between psychological distance and the extent to which people's thinking is abstract or concrete.
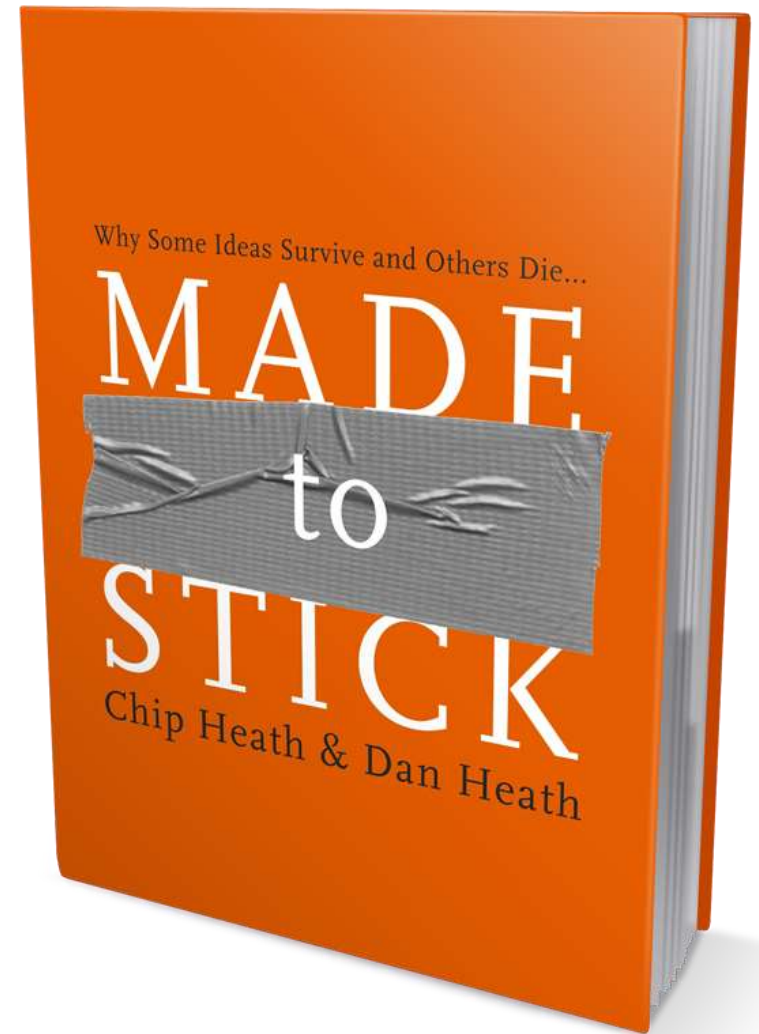
For more: **Lile Jia,** Indiana University

Psychological distance ↑NCREASES creativity

Objective:

I'm not our customer..

Curse of Knowledge

Why Some Ideas Survive and Others Die...
MADE to STICK
Chip Heath & Dan Heath

Process of acceptance

J.B.S Haldane, Evolutionary Biologist

- **This is worthless nonsense.**
- **This is ODD, but interesting.**
- **This is true, but quite unimportant.**
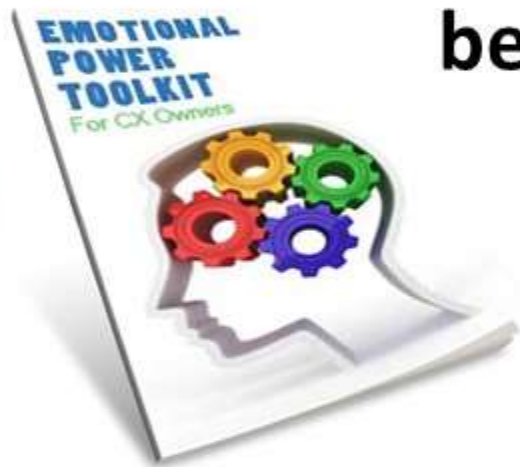- **I always said so.**

Yabt

Mrs. Fields