



How to Become a CX Superhero

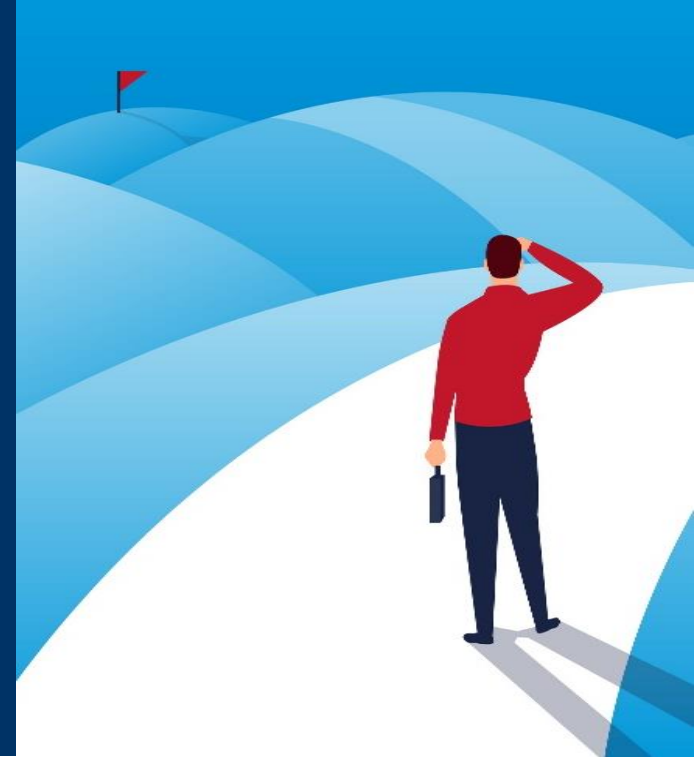
All you need to know*

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If you've noticed that your Voice of the Customer (VOC) program is stagnant, stalled and struggling to move the needle, you're definitely not alone.

And the fact that it feels like a ton of effort and resources are involved is just salt in the wound. But that's just it: the work being put in – all the processes, the management, and the day-to-day stuff – is only going *in*, with little to no real action coming *out*.

One of the main reasons for this is the fact that most CX teams are often small in size. Although they're the ones best suited for improving customer loyalty, reducing customer effort, and streamlining customer solutions, they're constantly tied up with more administrative tactics. This disconnect results in strategy, alignment, outcomes and enthusiasm for CX being more of an after-thought than a focus.



What can be done?

The great news is that this pattern can change. If CX practitioners can recognize the need to tap into externally provided support on the process side of things, they'll be able to see their value again, freeing themselves up to spearhead change to create some real actionable outcomes – which is exactly what companies with the most successful VOC programs are known for.

In this report, you'll learn how to transform the role of CX practitioners from process-driven administrators, to action-oriented CX evangelists.

Refocus your efforts.

It's time to step into a larger role, one which recruits and relies on the support of colleagues outside of CX — and maybe even outside your company — so you can free up more time and empower your CX team to focus on higher-value actions that produce ROI.

**Around the company,
eyes are on your CX
team and VOC programs
to show big results.**

We've defined four simple and effective focus areas to show you how, but remember: this only works if companies have engaged the help of external support to free up their CX team.

Within each focus area, we'll describe what the CX Evangelist role and responsibilities entail. As you read, compare these to your current CX roles, and see how becoming a team of action-oriented Evangelists could bring your VOC program's profile – and results – to higher levels.



1 Scale the troops.

The Evangelist creates *cross-functional* accountability.

Build a CX Council and aligns members

Evangelists focus on creating relationships with stakeholders – from HR to operations to the product teams – and brings them together in a productive way, which helps drive cross-functional awareness and accountability for CX.

This focus also speeds action. For example, when an opportunity for product improvement is uncovered through customer feedback, you have the right people in front of you with authority to make the change.

Facilitate meetings

It's also the role of the evangelist to facilitate these meetings, ensuring the agendas are set and outcomes of the meetings lead to actionable plans.

Develop action principles

Action principles are a set of criteria that help the council prioritize opportunities and action. To facilitate cross-functional meetings and decision-making, the CX Evangelist should focus on developing a list of action principles and assigning them to the rightful owners.

The average size of
a CX team is

9 people

Small teams
focused on process
can't drive
transformation.



2 Champion change

The Evangelist *facilitates* improvement initiatives.

Guide analysis and action planning.

Facilitating improvement initiatives doesn't simply mean conducting analysis, identifying opportunities and sharing results. What's also needed is action planning – with targeted next steps and owners.

Evangelists also spend their time partnering closely with stakeholders to help turn insights into real initiatives that create positive outcomes for customers, employees and the business.

Monitor implementation and results

Evangelists don't step away from the process once the insights and action plans are handed over. They concentrate on working right alongside the team implementing the change, monitoring results, and quantifying the ROI for the business.

Promote wins

Evangelists also need to spend time promoting themselves, their team, and their CX wins! This requires a mechanism for communication across the organization, to showcase what's been done and the positive ways in which CX helps customers and drives business.

Elevating the value of CX internally requires widespread visibility into the value the team is delivering.



smart move

BIG results

We partnered with a communications company who made the strategic decision to get their CX team out of the business of doing VOC analysis, instead transferring this task to Concentrix.

By spending less time digging through data and more time helping the company act on insights generated by Concentrix, **they were able to implement 84 CX improvement initiatives in a short 12 month period.**

They found it possible to carry out even the 'little' projects such as tweaking verbiage on their website and app, in pursuit of big results. Over the year, they saved nearly \$15 million while improving the customer experience.

3 Bring CX to life

The Evangelist *teaches* every employee their role.

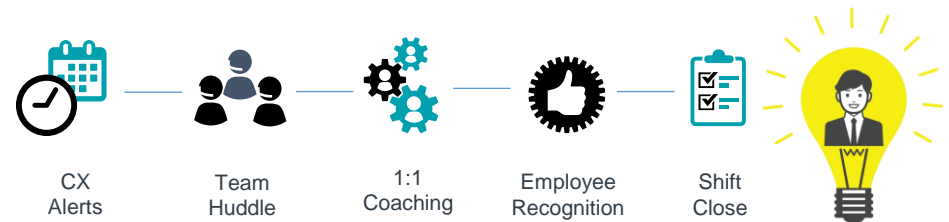


Teach employees about their role and contribution.

The most critical role of the CX Evangelist is to bring customer experience to life for employees – especially those dealing with customers on the front line every day

Evangelists shouldn't be spending time building dashboards and then training people on how to use them. Instead, they should be working with different employee groups to help them build and implement a Daily Action Framework, teaching them how CX fits into their daily job.

A **Daily Action Framework** is a document that provides each employee group with the CX-centric actions they should take on a daily basis in order to drive CX outcomes for the business and customers.



Here are some high level descriptions of what a Daily Action Framework would focus on, for various roles inside a financial institution:

- A **Regional VP** should spend time monitoring results for existence of certain defined issues, meeting with team leaders to encourage and direct action, and sponsoring recognition events so that CX gains are duly celebrated and socialized. These activities are very high-yield to the company.

- An **Operations Director** inside a contact center would have a Daily Action Framework built around staff interaction and coachable moments, often in response to CX issues in real time. Included here would be managing and responding to real-time CX coaching alerts that are driven by customer feedback, organizing and run team huddles, delivering one-on-one coaching in scheduled and ad-hoc cadences, employee recognition, and shift-end checklists. The content of these actions (i.e. the agenda for team huddles, topics for coaching, etc.) can be dictated by the insight arriving each day, but it all takes place within the Daily Action Framework that is consistent from one day to the next.
- A **Branch Manager** at a retail bank would have a Daily Action Framework focused around expediting and resolving customer issues. Actions would include running team huddles and managing CX elevations for issues that need to be escalated to a central CX team.

Teaching employees how to use customer feedback in their daily role creates a culture of ownership and action to improve CX, versus score-watching.

When employees understand how their own actions contribute to the bigger vision, they are inspired to create 'above and beyond' kind of customer outcomes that help secure brand loyalty.

For more on how Daily Action Frameworks align front-line employees with your CX strategy, download **The Action Gap: What's Causing All the Disappointment in Your VOC Program and How to Fix It**.

A Day in the Life of a Branch Manager



Team Huddle



Triad Sessions



Process Monitoring



CX Elevations

4 Communicate the mission

Show employees and customers that CX is more than lip service.

Close the loop

Evangelists take ownership of communicating the mission of CX to both to customers as well as employees. This means giving broader context to the CX mission when closing the loop with customers. In addition to resolving specific problems, make sure customers understand how important CX is to the company.

Marketing your mission

Evangelists spend time with marketing and communications team to ensure that CX is infused in all of the messages the company is sending out. Collect stories, and spread them. Remember, numbers may provide credibility, but stories propel people to change behavior and these CX stories are what will resonate with everyone you need to reach.

Perks and rewards

It's also important to communicate what success looks like and how employees may be rewarded, from bonuses and salary-increases to new career opportunities. Evangelists should take the responsibility for advocating for CX-driven incentives tied to performance, so that employees see the company is invested in CX as a core value.



Take our quick test.

How process-centric is your CX team today?

Take a moment, sit down with your team and ask how much time they spend weekly on these processes:– or more importantly where you're NOT spending your time - and the types of work and activities you need to offload to elevate your team's role as CX practitioners.

- | | | |
|--|--|---|
| <input type="checkbox"/> Survey design | <input type="checkbox"/> Dashboard design | <input type="checkbox"/> Data management |
| <input type="checkbox"/> Survey programming | <input type="checkbox"/> Dashboard training | <input type="checkbox"/> Insight distribution |
| <input type="checkbox"/> Sampling strategies | <input type="checkbox"/> User administration | <input type="checkbox"/> Timeline management |
| <input type="checkbox"/> Sample programming | <input type="checkbox"/> Root-cause analysis | <input type="checkbox"/> Quality control |

Is it more than **25%**?

This will give you a good baseline for where you're spending your time – or more importantly, where you're NOT spending your time - and the types of work and activities you need to offload to elevate your team's role as CX practitioners.

How ready are you to elevate the role of CX?



Ready to become a CX evangelist?



VOC
VOICE OF THE
CUSTOMER
POWERED BY CONCENTRIXCX

Where can you look to offload the administrative work and activities that hold you back from adding more value to your CX operation? That's where Concentrix can help!

Let's talk about how Concentrix looks after the collection of feedback, data collection and analysis, so you can become the action-oriented Evangelist you know you can be.

Interested in learning more? Contact us today!

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