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4 Fundamental CX Questions CMOs Must Answer.



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The customer experience (CX), by its very definition, is complex.

Forrester Research defines the customer experience as...

“The product of the interactions between an organization and a customer over the duration of their relationship. This includes all of a customer’s interactions with your company from awareness to discovery, purchase, use of products/services, loyalty and advocacy.”

However, Forrester understands the power of simplicity and has distilled this definition down to ...

“How customers perceive their interactions with your company.”

Perception.

This is something that every CMO should know something about. Perception is defined as ...

“The way we think about or understand someone or something.”

Isn't that what marketing is all about? Isn't that what “branding” is meant to do? Establish a clearly defined position or perception in the mind of the customer?

The CMO owns customer perception.

That is why the CMO must own the “experience” – and capture the customer data / insight that is required to turn the customer experience into a competitive advantage.

Now that we have a description of what the “customer experience” is – and clearly assigned ownership to the CMO – let’s talk about the customer insights CMOs absolutely must have ... to improve it.

Since the definition of customer experience is ... “how customers perceive their interactions with your company” ... your data collection model should be rooted in three things: customers, perceptions and interactions.

More specifically, the customer insight you need to capture should answer these four fundamental questions...

- > What do my high-performing customers look like (life time value, demographics, psychographics, etc.)?
- > What does my customer’s journey look like (when, where, how and why do they interact with my company)?
- > What are my customer’s desired outcomes in critical interactions they have with my company (personally and professionally)?
- > What are their overall experience expectations (with respect to my people, products and processes)?

Remember, just like Forrester, your goal is to simplify. By surfacing accurate answers to these four critical questions, you will have the insight you need start leading and implementing a customer experience strategy that will improve ... “how customers perceive their interactions with your company.”

Don't boil the ocean. Focus on the insights (answers) you need to impact critical interactions your company has with customers throughout their journey. When you do this ... you will gain invaluable knowledge, positively impact “perception” and begin laying the groundwork for more comprehensive improvements in your customer’s overall experience.

More Information:

To improve your company’s customer experience visit itsonmessage.com/resource.