

# CUSTOMER EXPERIENCE

## THE PATH FROM FLUFF TO TOUGH



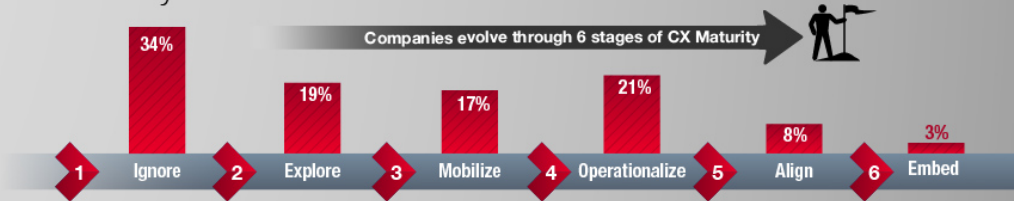
**Bruce Temkin**

"Customer experience is a reflection of your culture and processes. Great customer experience can't be tacked on, it must be embedded within your organization's operating fabric."

### Most Companies Have Low CX Maturity



199 Companies with \$500M or more in revenues completed Temkin Group's CX Competency & Maturity Assessment



**John Kenneth Galbraith**

"Faced with the choice between changing one's mind and proving that there is no need to do so, almost everyone gets busy on the proof."

### Make the Jump From Fluff to Tough



### Blueprint for Crossing the CX Chasm

To leap from fluff to tough, companies must master **Four Customer Experience Core Competencies**

Leaders operate consistently with a clear, well articulated set of values



Brand promises drive decisions about how you treat customers

Customer feedback and insight is integrated throughout the organization



Employees are fully committed to the goals of your organization



**John F. Kennedy**

"Change is the law of life and those who look only to the past or present are certain to miss the future."

### Lead Your Company Over the CX Chasm

Chart a course to **from Fluff to Tough** in your organization's culture and operating processes



For more information, visit the *Customer Experience Matters*® blog at [ExperienceMatters.wordpress.com](http://ExperienceMatters.wordpress.com)

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