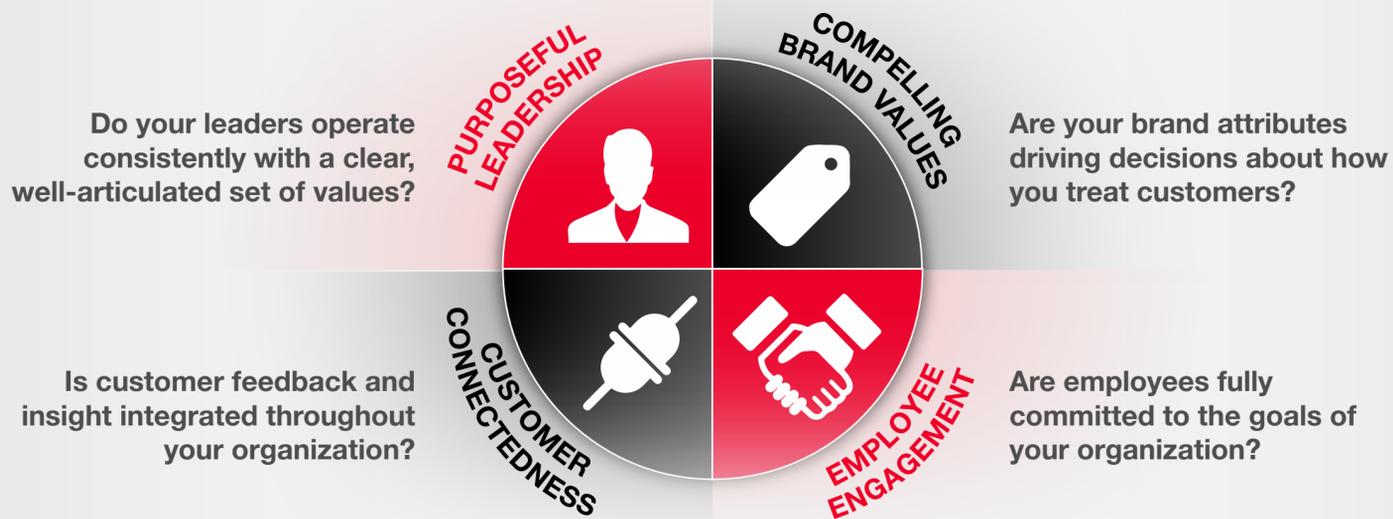


# THE FOUR CUSTOMER EXPERIENCE CORE COMPETENCIES

Through our extensive research and our experience working with hundreds of organizations, Temkin Group has uncovered unique characteristics that distinguish customer-centric companies from their peers. We call these areas of differentiation the **Four Customer Experience Core Competencies**:



## Purposeful Leadership

### ALIGN THE DIRECTION OF OTHERS

Leaders must clearly define their values and motivate other people to follow them. Embrace Purposeful Leadership by embodying these five characteristics:

**PERSISTENT**  
Act consistently with stated values.



**POSITIVE**  
Motivate people by showing appreciation.



### PURPOSEFUL LEADERSHIP



**PROPELLING**  
Empower others to succeed.



**PASSIONATE**  
Share a compelling view of the future.



### PERSUASIVE

Explain why things are necessary.

## Compelling Brand Values

### EMBRACE CUSTOMER PROMISES

True brands are more than just marketing slogans – they're a set of promises that an organization is committed to delivering to its customers. Create Compelling Brand Values by following these three steps:

### MAKE PROMISES

Communicate how you will treat customers by defining a set of explicit promises.



### COMPELLING BRAND VALUES



### KEEP PROMISES

Hold the organization accountable for delivering on these promises.



### EMBRACE PROMISES

Help all employees understand their role in delivering on these promises.

## Customer Connectedness

### MAKE CUSTOMER-INSIGHTFUL DECISIONS

Any company that wants to improve its customer experience needs to embed deep customer insights in every aspect of its operation. Master Customer Connectedness by embracing these four activities:

### FOCUS ON CUSTOMER JOURNEYS

Help customers achieve their broader goals rather than focusing on individual interactions.



### CUSTOMER CONNECTEDNESS



### CONTINUOUSLY LISTEN AND ACT

Establish a voice of the customer program that generates actionable insights.



### TARGET SPECIFIC CUSTOMER SEGMENTS

Have a clear set of customers in mind when making decisions.



### DESIGN FOR REAL PEOPLE

Create experiences that tap into customers' emotions and behaviors.

## Employee Engagement

### TAP INTO THE POWER OF PEOPLE

Engaged employees are more likely to work harder, make improvement recommendations, and help their colleagues and customers. Tap into the value of Employee Engagement with these five activities:

### INVOLVE

Take action with employees to improve processes and solve problems.



### INCENT

Deploy appropriate systems to measure, reward, and reinforce behaviors.



### INSPIRE

Connect employees to the organization's vision and values.



### EMPLOYEE ENGAGEMENT

### INSTRUCT

Support employees with training, coaching, and feedback.



### INFORM

Provide employees with the information they need to understand company priorities.



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

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