

Six Levers For Gaining Executive Commitment To Customer Experience

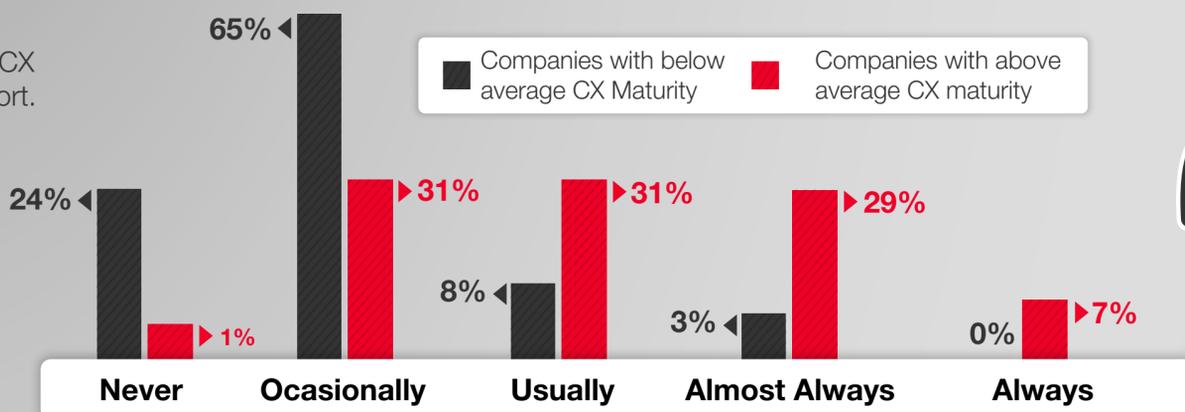


Leadership commitment is a critical component to customer experience (CX) success. And you can do something about it!

Customer Experience Success Require Executive Support

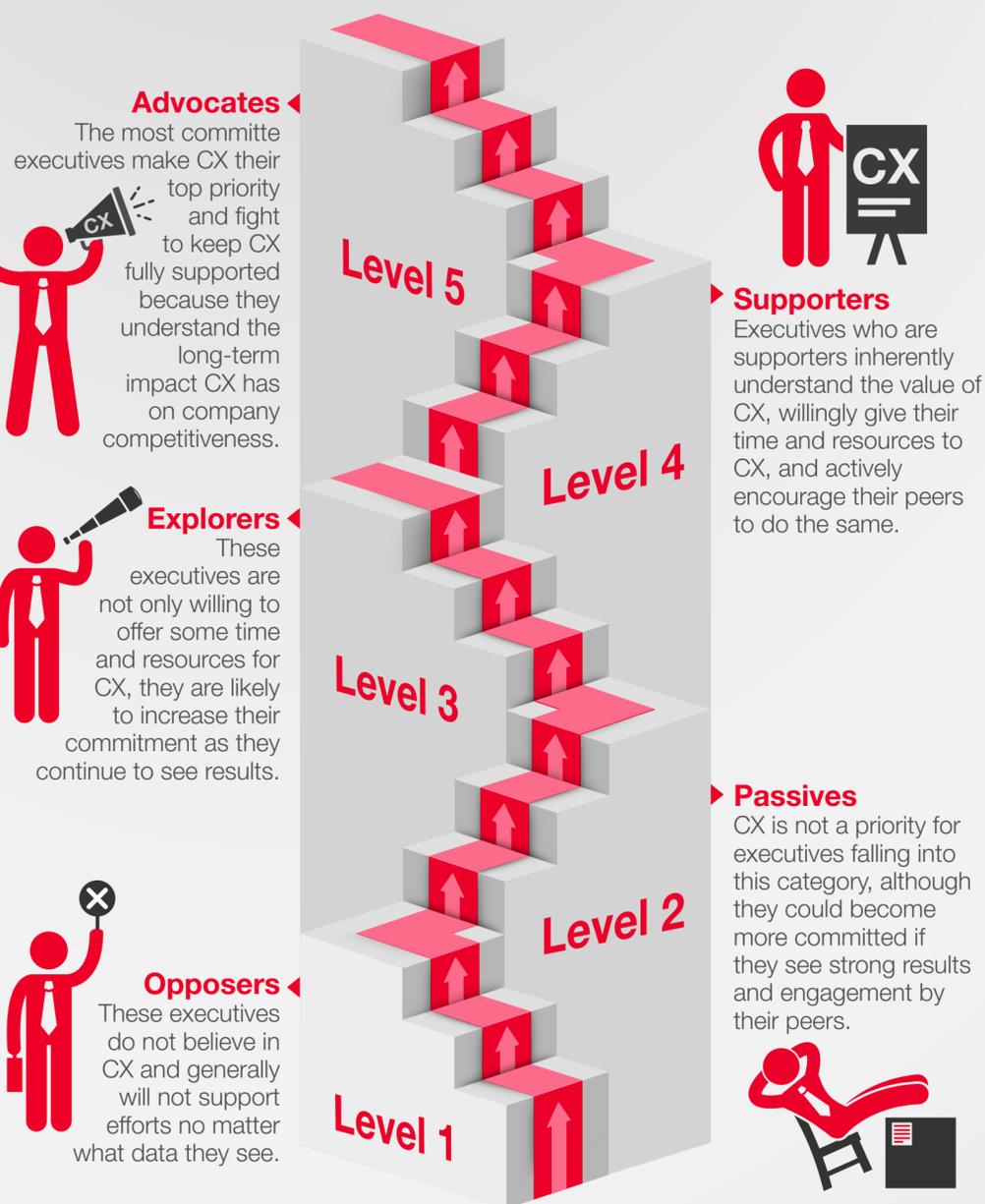
Based on a survey of large companies, we found that companies with more successful CX efforts have more executive support.

Senior Executives Who Support Decisions To Trade Off Short-term Financial Results For Longer-term Customer Loyalty.



Levels of Executive Commitment

Executives demonstrate one of five levels of commitment to CX:



Six Levers For Engaging Leaders

Temkin Group has identified six levers that CX teams can use with executives to raise their level of commitment to CX:

CREATE VISION CLARITY

Senior executives may be enamored by customer experience, yet have an unclear picture of what it really means for their organizations. CX teams should help provide leaders with a clear understanding around where the CX efforts are heading.



SHARE COMPELLING OPPORTUNITIES

Senior leaders will only stay committed to a CX effort if they remain convinced that it will help the organization succeed. That's why CX leaders must continue to make and reinforce the CX business case to senior executives.



AMPLIFY EMOTIONAL EMPATHY

There's a different level of support provided between an executive who is intellectually bought-in and one who is emotionally committed. The CX team needs to bring customers' experiences to life for executives to enhance executives' natural empathy.



FEED INTRINSIC MOTIVATIONS

Executives are motivated by a myriad of things, from being seen as successful to reaching some self-defined objectives. CX leaders should connect their efforts to the personal goals of executives and make them feel good about what's going on.



ENABLE FIRST STEPS

Even executives who are fully committed to the CX agenda may not know exactly what they can do to help propel the CX efforts. It's up to the CX leader to make it easy for the senior leaders by recommending specific, doable steps that they can take.



FUEL ONGOING CONFIDENCE

While CX teams need ongoing support from their executives, senior leaders are prone to distraction and doubt. CX leaders need to keep communicating the progress and success of CX efforts, and demonstrate that resources are being well used and any risks are being well-managed.



Source: Temkin Group report, *Activating Executive Commitment to CX*
For more information, visit the *Customer Experience Matters*® blog at ExperienceMatters.wordpress.com

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