

DISCUSSION GUIDE: CUSTOMER CONNECTEDNESS COMPETENCY

Overview: Building a customer-centric culture involves mastering four customer experience (CX) core competencies: purposeful leadership, compelling brand values, employee engagement and customer connectedness. Use this tool to spark a discussion with a group of people around the Customer Connectedness competency and what it looks like in action. Prior to the discussion, the group will watch a two-minute video.

**ONLINE RESOURCE:**

Temkin Group video: “CX Competency: Customer Connectedness”

DIRECTIONS FOR USING THE TOOL**1) SET UP THE DISCUSSION**

Introduce the video by letting the audience know that *Customer Connectedness* is one of essential core competencies of customer-centric organizations. Share that the goal for this competency is to infuse customer insights across the organization.

2) WATCH THE VIDEO

Have the group watch the two-minute video.

3) LEAD THE DISCUSSION

After showing the video, go around the group and ask people to respond briefly to this question:

- *What stands out for you when thinking about how well we truly understand what customers truly need and want and how they perceive the company?*

Now shift the discussion to the four strategies for greater customer connectedness: *continuously listen & act*, *target specific customer segments*, *focus on customer journeys*, and *design for real people*. Depending on the audience, you may need to share additional information on what is underway at your organization or how these strategies are executed. Talk about the strategies in relation to how each helps your audience and understand customers better. Seek feedback from the group:

- *How does having a better understanding of customers helped you – in your role – deliver better customer experiences?*

4) CLOSE THE DISCUSSION

After the discussion, go around the group and ask people to respond briefly to this question:

- *What is your key take-away from this discussion and what will you do differently as a result?*

After the session, send a follow-up email with the discussion notes. When possible, tie their ideas to existing initiatives and plans and outline additional next steps for you and the group.