

**DISCUSSION GUIDE: DRIVING CX TRANSFORMATION, MADE SIMPLE**

**Overview:** While many companies try to improve their customer experience (CX) by making superficial changes, Temkin Group research has found that companies can only create lasting differentiation and increase loyalty by building a customer-centric culture. Use this tool to spark a discussion with a group of people around the four CX core competencies, which are the cornerstones of any customer-centric culture. Prior to the discussion, the group will watch a three-minute video.

**ONLINE RESOURCE:**

Temkin Group video: “Driving CX Transformation, Made Simple”

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

Introduce the video by letting the audience know that customer experience is not a veneer, but a reflection of a company’s culture and operating processes. Share that building a customer-centric culture involves mastering four core competencies: *Purposeful Leadership*, *Compelling Brand Values*, *Employee Engagement*, and *Customer Connectedness*.

**2) WATCH THE VIDEO**

Have the group watch the three-minute video.

**3) LEAD THE DISCUSSION**

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

- *When thinking about CX as a set of organizational competencies to be developed, what stands out to you? What catches your attention across these four competencies?*

Now shift the discussion to what this means for the organization. Capture answers on a flipchart or whiteboard. If needed, prompt them to think about:

- *Based on how this video defines the four core competencies of a customer-centric culture, what does this (company/team/department/project) do best?*
- *Where do we need to put more attention or improve?*
- *Who else in the organization can we work with when focusing on these competencies?*

**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.