

## DISCUSSION GUIDE: **WHAT IS CUSTOMER EXPERIENCE?**

**Overview:** Customer experience (CX) seems like a simple concept, but it's often misunderstood. Use this tool to spark a discussion with a group of people to align their understanding of customer experience. Prior to the discussion, the group will watch a two-minute video.



### **ONLINE RESOURCE:**

Temkin Group video: "What is Customer Experience?"

## **DIRECTIONS FOR USING THE TOOL**

### **1) SET UP THE DISCUSSION**

Introduce the video by letting the audience know that while customer experience seems like a simple concept, it's often the case that different people have different understandings of what it actually is. Share why CX is important at your organization and that sharing common definition of CX is a critical first step in creating/strengthening a customer-centric culture.

### **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 in this definition of customer experience? What caught your attention?*

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 success/effort/emotion or how CX is a reflection of a company's culture and operating processes.

Ask people to discuss:

- *Based on how this video defines CX and what it takes to be successful, what does this (company/team/department/project) do best?*
- *Where do we need to improve?*

### **4) CLOSE THE DISCUSSION**

After showing the video, 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.