

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

Overview: Customer experience (CX) may seem 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 what customer experience is. Prior to the discussion, the group will watch a two-minute video.



ONLINE RESOURCE:

Temkin Group video: "What is Customer Experience?"

DIRECTIONS FOR USING THIS TOOL

1) SET UP THE DISCUSSION

Introduce the video by letting the audience know that while customer experience seems like a simple concept, often people think about and understand it in vastly different ways. Explain why CX is important to your organization and that sharing a common definition of CX is a critical first step to creating or 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:

- *When you heard this definition of customer experience, what stood out to you? 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.