Now entering the 4th major customer experience transformation: CX Wave 4, or "The Wave of More."

An McorpCX Thought Leadership Webinar
with Cisco, Usermind, and Sykes Digital

March 18, 2021

mcorpcx

Your McorpCX Host, and Distinguished Panel:

Graham Clark
VP Market Development, McorpCX

www.mcorp.cx

Customer, employee and digital experience consulting leader

Graham has been the global head of Digital, Digital Experience and Multichannel CX at Isobar, NIIT & Mphasis, and is the creator of Digital E3 frameworks for Digital and Care Operating Models.

Michel Feaster
Founder and CEO, Usermind

www.usermind.com

Leading the emergence of Journey Orchestration.

Michel brings more than 20 years of experience in enterprise software helping organizations grow through product strategy, marketing and technology business management.

Michael Gravel
Global Lead for CX Incubation, Cisco Systems

www.cisco.com

Cisco Systems, delivering the future of customer experience.

Michael has 20+ years in the CX industry and is passionate about the future of work transformation and the XM evolution.

Steve Gush
VP Digital Solutions, Sykes Digital Services

www.sykes.com/digital

Architecting digital solutions focused on a core aim of providing effective and efficient CX services.
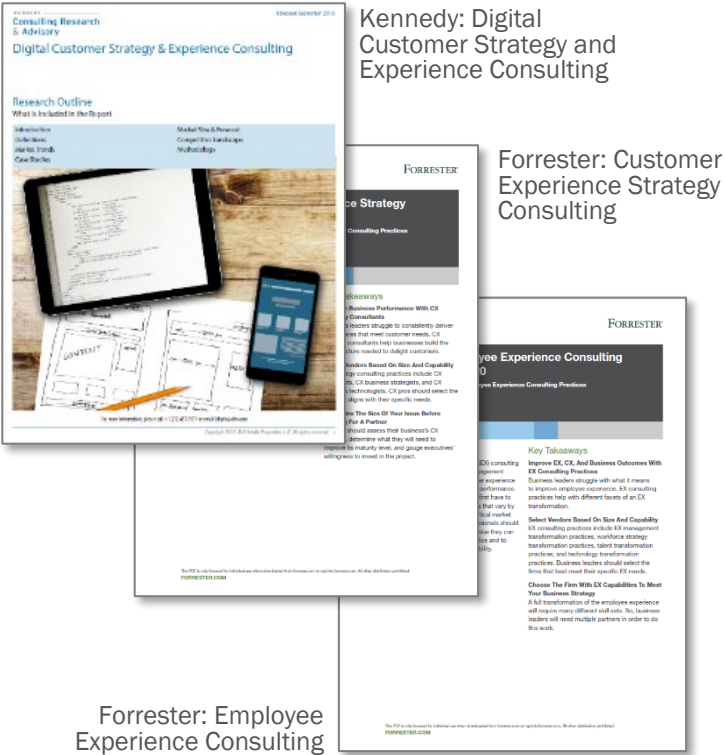
Focused on how intelligent automation can be key components in CX transformation.

A recognized experience design and activation leader with over 19 years of 'experience industry' leadership…

Media recognition for our thought leadership

Analyst recognition as a Top 25 global Customer, Employee and Digital Experience expert

Kennedy: Digital Customer Strategy and Experience Consulting

Forrester: Customer Experience Strategy Consulting

Forrester: Employee Experience Consulting

Helping companies improve and innovate experiences, and build CX Capabilities

Experience and ecosystem improvement and innovation

Assess, Build and Educate on Experience Management Capabilities

Experience Strategy	Customer Understanding	Experience Design
Governance	CXM Capabilities	Organization and Culture
Measurement	Technology and Data	Processes

Today, we're going to: Discuss CX Wave 4, the next evolution of the customer experience movement; Dive into more details with our panel of CX leaders; Have an open, insightful conversation with you!

There have been 3 CX evolutions since ~2002: Now entering 'The 4th Wave of CX' – XM Transformation
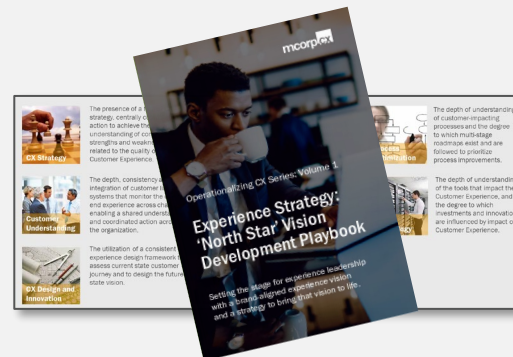
Wave 1
2002-2010

- CX Design
- Journey Mapping
- Persona Development
- CSAT, CES, NPS
- Customer Research + VoC

Wave 2
(2011 to 2015)

- CX Strategy
- CX Capabilities
- Journey Value
- Creating satisfied customers
- Digital First
- Social, Mobile, and Collaboration

Wave 3
(2016-2020)

- CX ROI and Business Impact
- VoA ('Voice of Analytics')
- Operating Models
- Promoters and Advocates
- Emotion
- Enhanced metrics (e.g. CXi)
- EX and VoE
- Data and Analytics
- IoT, Environmental, and Interactive Speech
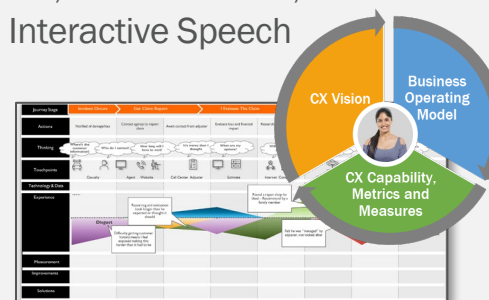
Wave 4
(2021+)

- CX+EX=XM (Real-Time)
- XM Transformation
- XM at Scale
- Customer Intelligence
- Journey/Experience Analytics and Orchestration
- AI+ML Including Intelligent Experiences, and Robotics

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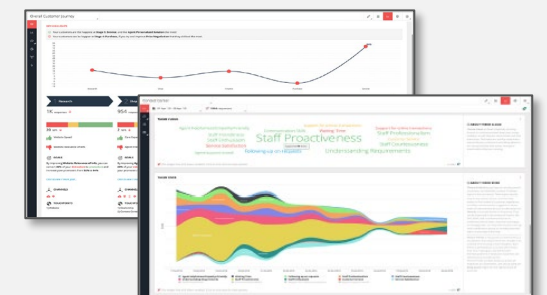
Driven by–and driving–a series of observable trends

Move From...	Move Towards...
Customer Experience	Audience Experience
Experience Management	Experience Transformation
CX Managed in Functional Silos	XM at Scale, Across the Organization
Voice-of-Customer (VoC) Data	Customer Intelligence
Research-Driven Journey Insights	Real Time Journey Analytics
Channel Experience Management	Multichannel Experience Orchestration
Static	Living

A few "action thought starters": 4 things we see companies doing now to capture this wave

Prioritize your Wave 4 focus

Pick the ones most interesting and impactful to you (and your customers)

Conduct Pilots

Not everything will work for you, try a few small tests to prove them and build momentum

Commit for Impact

Organizational decisioning on the most impactful priorities to truly invest in
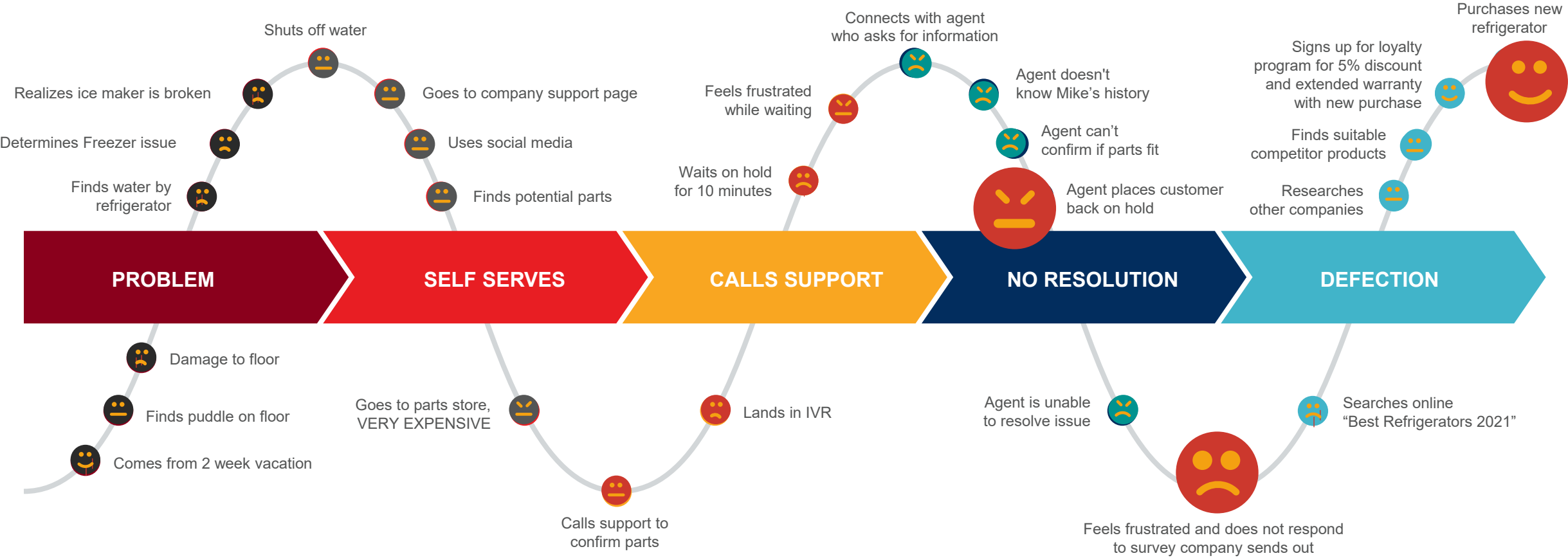

Deploy

Roll out, measuring impact in an agile, continuous learning and improvement model

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Individualized engagement throughout the journey: No matter the audience, the "ask' is the same

PROBLEM

SELF SERVES

CALLS SUPPORT

NO RESOLUTION

DEFECTION

Realizes ice maker is broken

Shuts off water

Determines Freezer issue

Finds water by refrigerator

Goes to company support page

Uses social media

Finds potential parts

Feels frustrated while waiting

Waits on hold for 10 minutes

Connects with agent who asks for information

Agent doesn't know Mike's history

Agent can't confirm if parts fit

Agent places customer back on hold

Purchases new refrigerator

Signs up for loyalty program for 5% discount and extended warranty with new purchase

Finds suitable competitor products

Researches other companies

Damage to floor

Finds puddle on floor

Comes from 2 week vacation

Goes to parts store, VERY EXPENSIVE

Calls support to confirm parts

Lands in IVR

Agent is unable to resolve issue

Feels frustrated and does not respond to survey company sends out

Searches online "Best Refrigerators 2021"

Moving beyond CX to all audience experiences, with a focus on employee experience

Expand by Bridging the Experiential Journeys

- Customer Experience (All Touchpoints)
  - Outside-in Empathy for Discovery
  - Emotions –> Behaviors –> Actions
  - Real-time Closed Loop is achievable

- Employee Experience (Collaboration)
  - Moments matter: Collaboration is Key
  - Brand your Workplace Transformation

- Application Experience (In-App Journey)
  - Ethno-graphic to Netno-graphic

usermind
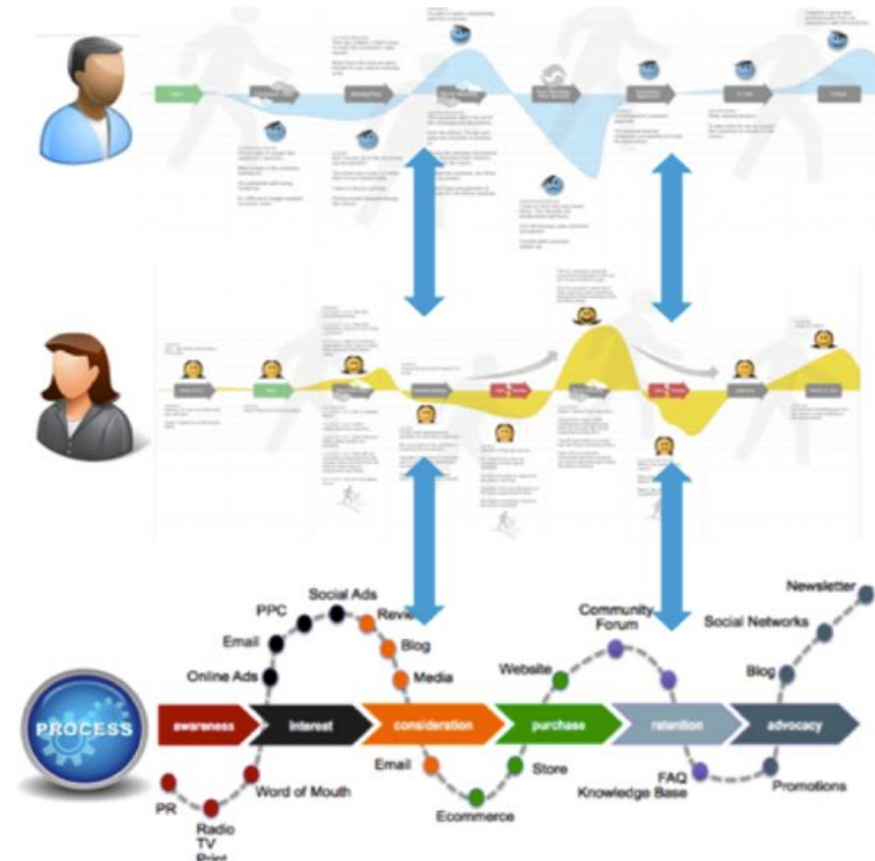
Journey analytics and experience orchestration: Data and automation driving tomorrow's experiences today
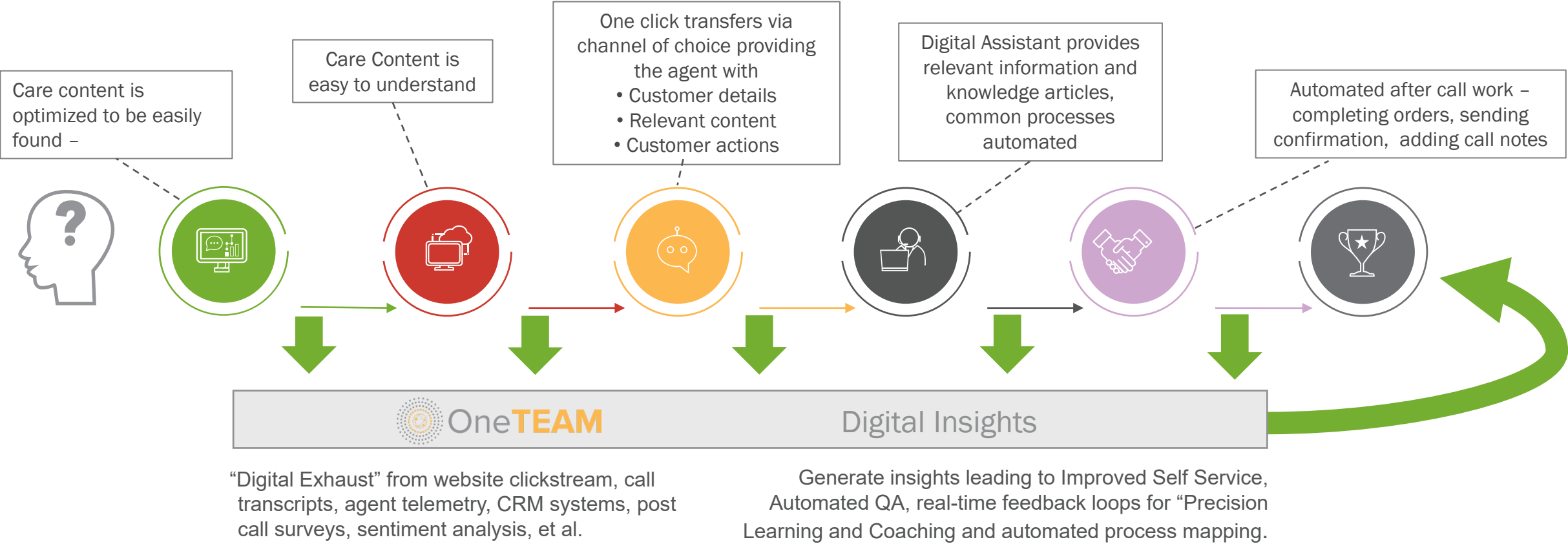
SYKES®
Digital Services
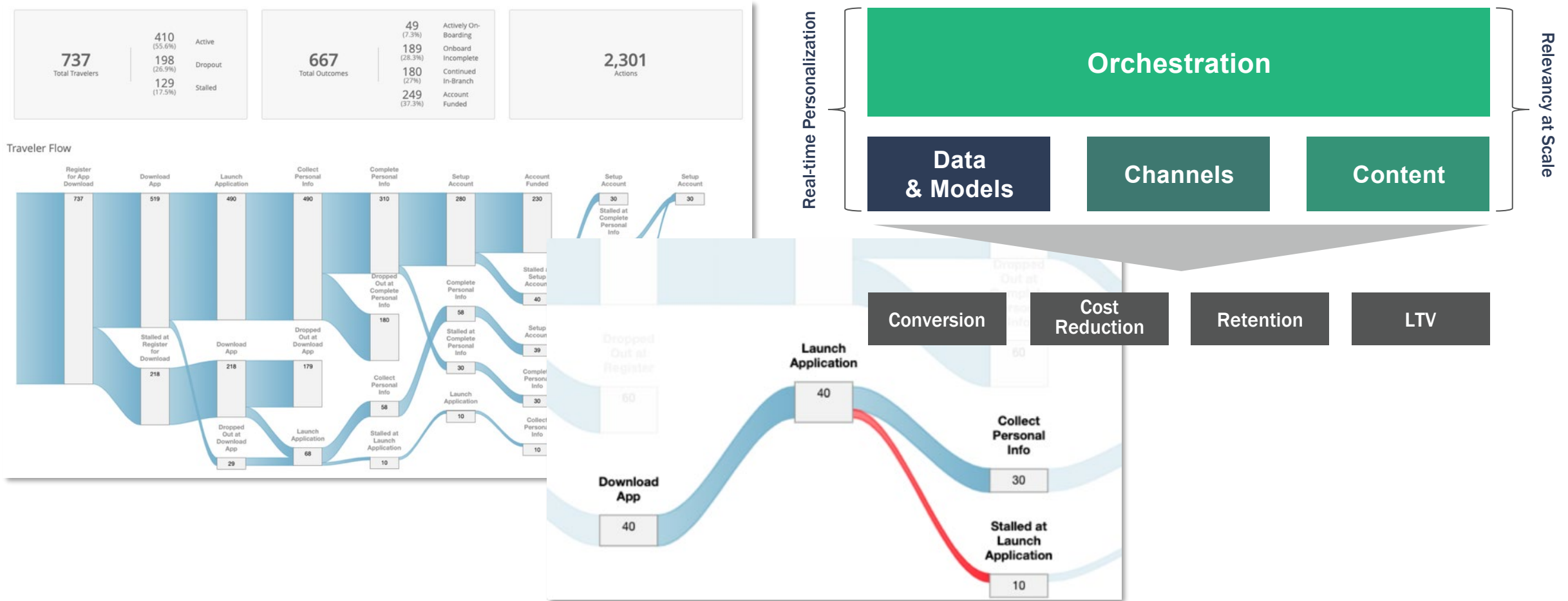
Enabling the Intelligent Experience

| Help the customer help themselves | New technologies enable augmented, multichannel channel, real time configurable, ultra personalized experiences | Help the agent help the customer |

Care content is optimized to be easily found –

Care Content is easy to understand

One click transfers via channel of choice providing the agent with
• Customer details
• Relevant content
• Customer actions

Digital Assistant provides relevant information and knowledge articles, common processes automated

Automated after call work – completing orders, sending confirmation, adding call notes

OneTEAM   Digital Insights

"Digital Exhaust" from website clickstream, call transcripts, agent telemetry, CRM systems, post call surveys, sentiment analysis, et al.

Generate insights leading to Improved Self Service, Automated QA, real-time feedback loops for "Precision Learning and Coaching and automated process mapping.

Continuing the conversation! Let's ask the experts....

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Founder, Usermind

Michael Gravel
Global Lead for CX
Incubation,
Cisco Systems

Steve Gush
VP Digital Solutions,
Sykes Digital Services

Your Moderator

Our Panel

Thank you!

mcorp.cx

Graham Clark,
VP Market Development
D: 1-404-526-2651
gclark@mcorp.cx
www.mcorpcx.com