

# Customer and Employee Experience Trends Driving 2022 Planning

An McorpCX Thought Leadership Webinar:  
13 trends driving organizational planning in what  
we would like to hope is a post-pandemic world

August 10, 2021



# Your McorpCX hosts:



**Michael Hinshaw**

President and Practice  
Leader, XM Strategy

- A global CX speaker and best-selling author on digital innovation and customer experience
- On multiple “Global CX Thought Leaders to Watch” lists such as Top 20 CX Leaders to Follow, Top Customer Experience Influencers, and more
- A *Forbes* columnist, he’s also been published and quoted in dozens of publications including *Harvard Business Review*, *Fast Company* and many others
- Mentor and Richard H. Holton Teaching Fellow at U.C. Berkeley’s Haas Business School



**Stephen Shay**

Vice President and Practice  
Leader, XM Capabilities

- Senior technology and Customer Experience strategist
- Former Microsoft General Manager responsible for building internal Customer Experience practice
- Sales, Operations, and IT leadership background
- Responsible for leading cross-company, transformational initiatives inside Microsoft and with other Fortune 500 enterprises as an executive with McorpCX

# A recognized experience design and activation leader with over 18 years of 'experience industry' leadership...

## Media recognition for our thought leadership

**Bloomberg  
Businessweek**



**FASTCOMPANY**

**TIME**

**THE  
HUFFINGTON  
POST**

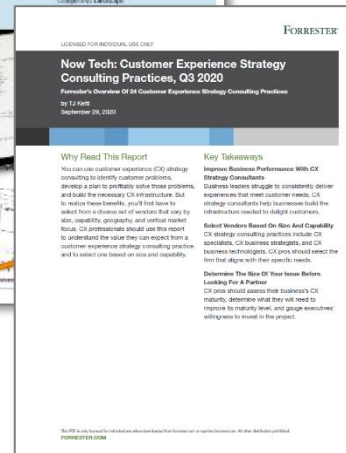


**Forbes**

## Analyst Recognition as a Top 25 global Customer and Employee Experience expert



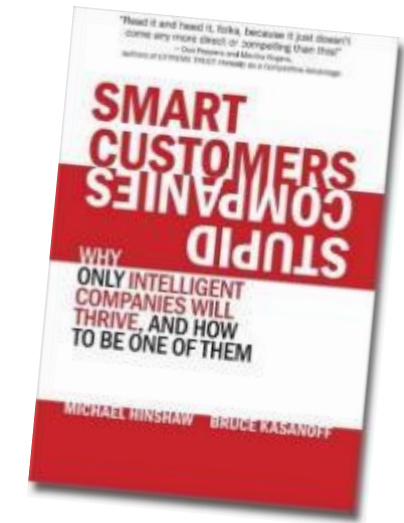
Kennedy: Digital Customer Strategy and Experience Consulting



Forrester: Customer Experience Strategy Consulting

Forrester: Employee Experience Consulting

## Best-selling book on Digital Customer Experience innovation




“One of the most exciting business books I’ve ever read.”

- Don Peppers  
Founder, Peppers & Rogers


# McorpCX helps activate customer-centric experience transformation –and drive results–in three core areas:

## Transform Experiences

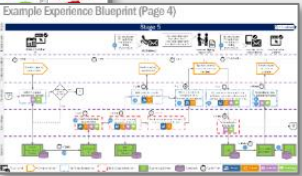
Applying our proven customer, employee and experience management techniques, playbooks, and frameworks



**Persona**  
For priority audience segments or personas



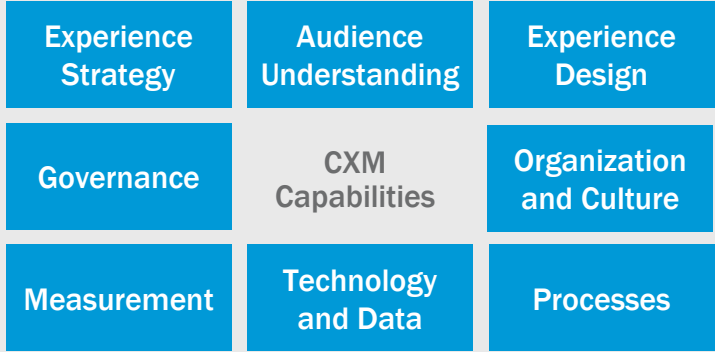
**Journey Maps** Across prioritized audience journeys



**Blueprints** Linked to the actions, systems and capabilities to Improve

## Build CXM Capabilities

Assessing maturity, defining improvements and helping activate organizational expertise across the 8 best-practice CXM Capabilities



Helping organizations adopt CXM best practices to systematize, scale and consistently deliver better experiences, and become more customer-centric

## Activating CXM

Optimizing, designing, delivering and managing Qualtrics and Cisco WXM driven VoC systems and industry-specific digital solutions



**Understanding Systematically**  
listen to your audiences



**Insights**  
Analyze to gain audience insights, and act on them



**Journey Management**  
Optimize and orchestrate journeys



# Helping leading brands plan for, design, and deliver better customer experiences and business performance



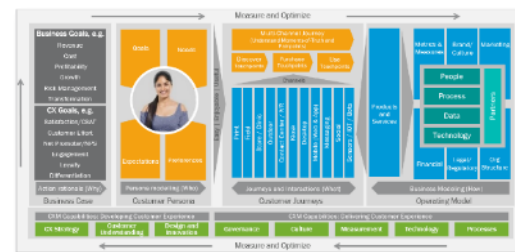
# Playbooks and Best-Practice Standards Across Key Capability Areas



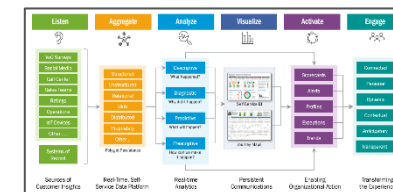
## CXM Capabilities and Maturity Model, and 'CX Operating System'



Enabled through our  
Customer Experience  
Operating Model ('CXOM')



## Proven Methodologies and CXM Technology Partners to Manage Experiences



**Today: What's happening in our world;**  
**Key trends affecting Customer**  
**Experience; Employee Experience;**  
**Experience Management; What you**  
**can do now; Answers to your**  
**questions.**

# COVID has radically accelerated digital trends...

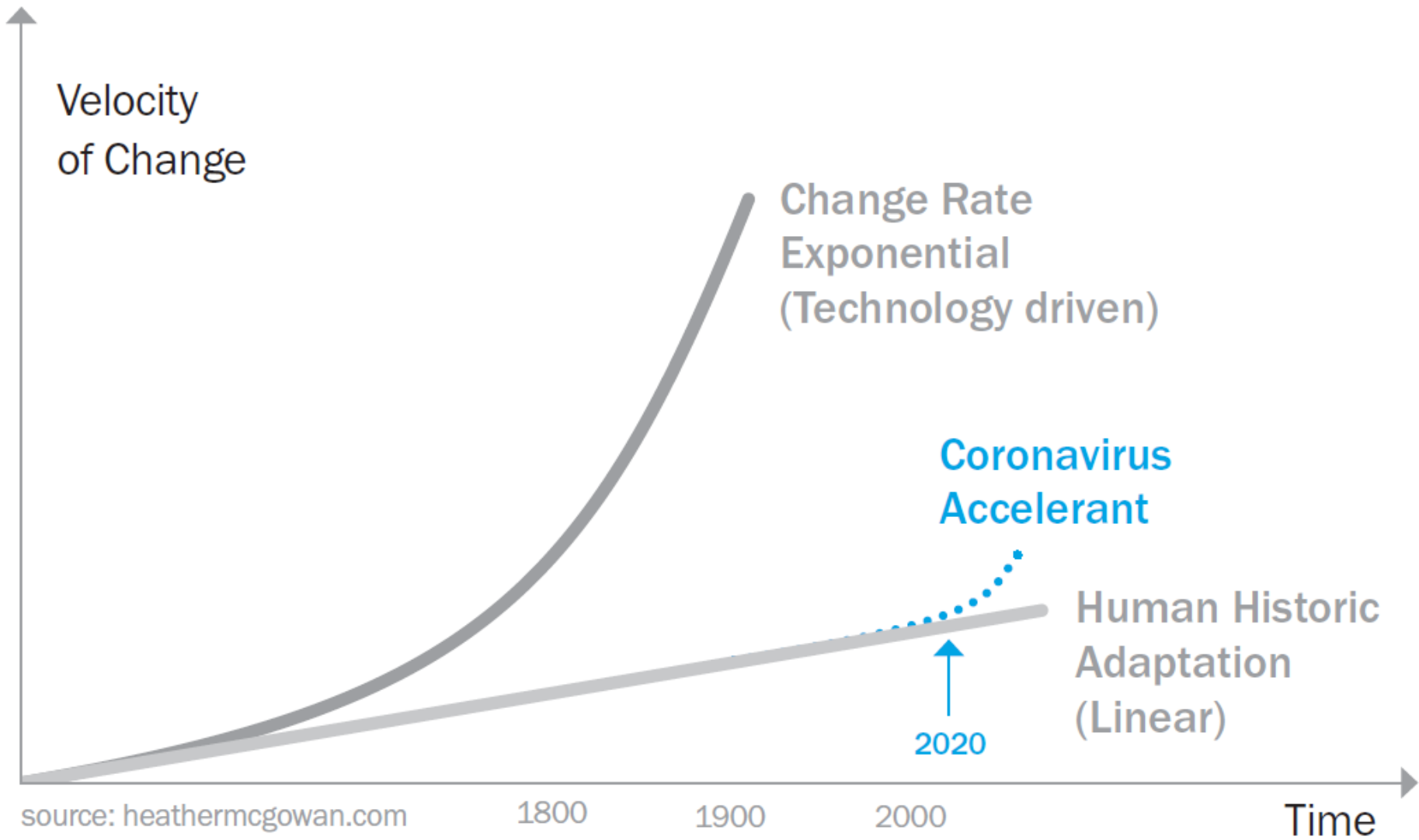
“We’ve seen two years’ worth of digital transformation in two months...”

- Satya Nadella, CEO Microsoft  
Q3 Earnings Report, 2020

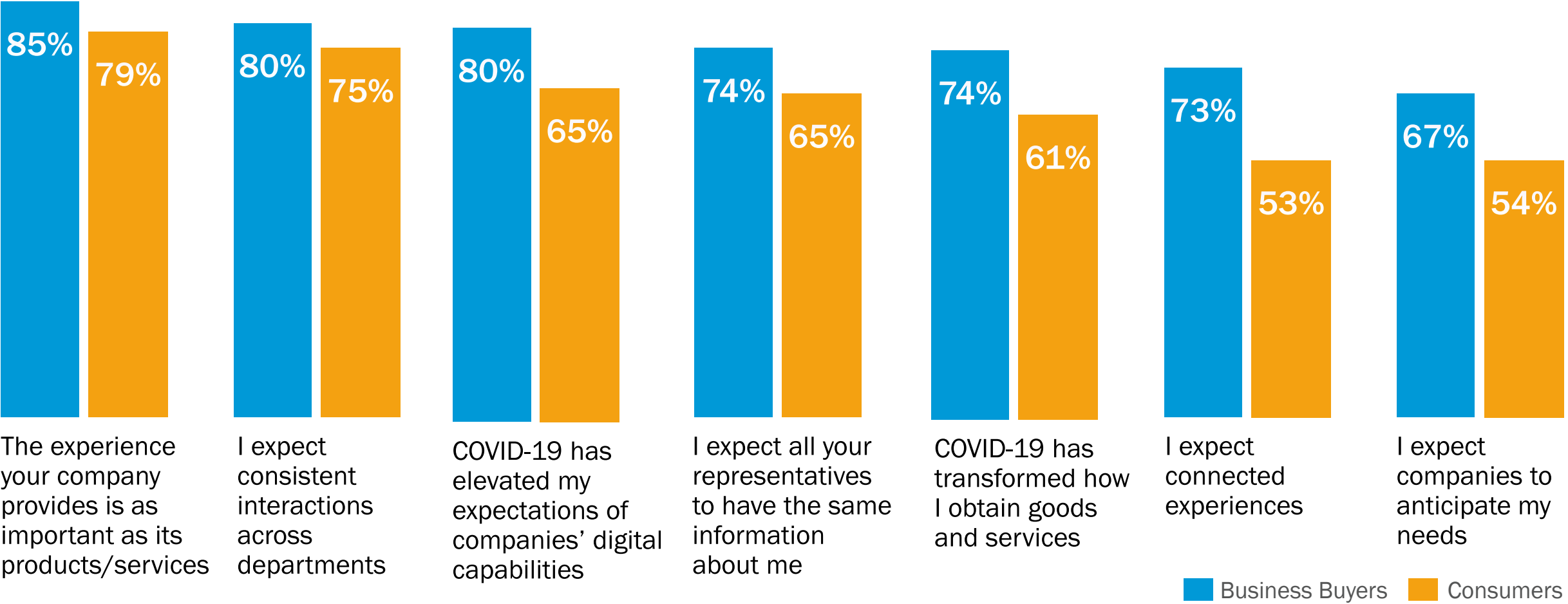




# With human adaptation catching up to digital technology



# While business buyers and consumers expect more and better experiences from the companies that serve them



# Together, driving business success in the years ahead



**“Together, a focus on integrated, digital and customer experience transformation can generate a 20 to 30% increase in customer satisfaction and economic gains of 20 to 50%.”**

*McKinsey & Company, 2019*

# And accelerating key trends affecting your customers, your employees, your planning, and your investments

More  
(And More)  
Digital

Energize  
Employee  
Experience

Real-Time  
Reporting

Upskill  
and Reskill  
Employees

Optimize  
Processes

Link Brand  
to CX

Work From  
Wherever

Proactive  
Engagement

Better  
Listening

CX  
Operating  
Models

Be  
Transparent

Be More  
Empathetic

Predictive  
Analytics

Increased  
Automation

Measure  
Emotions

Get  
Hyper-  
Personal

CX In  
Customer  
Care

Omni-  
Channel

CSR

Talent  
Wars

Smart  
AI and ML

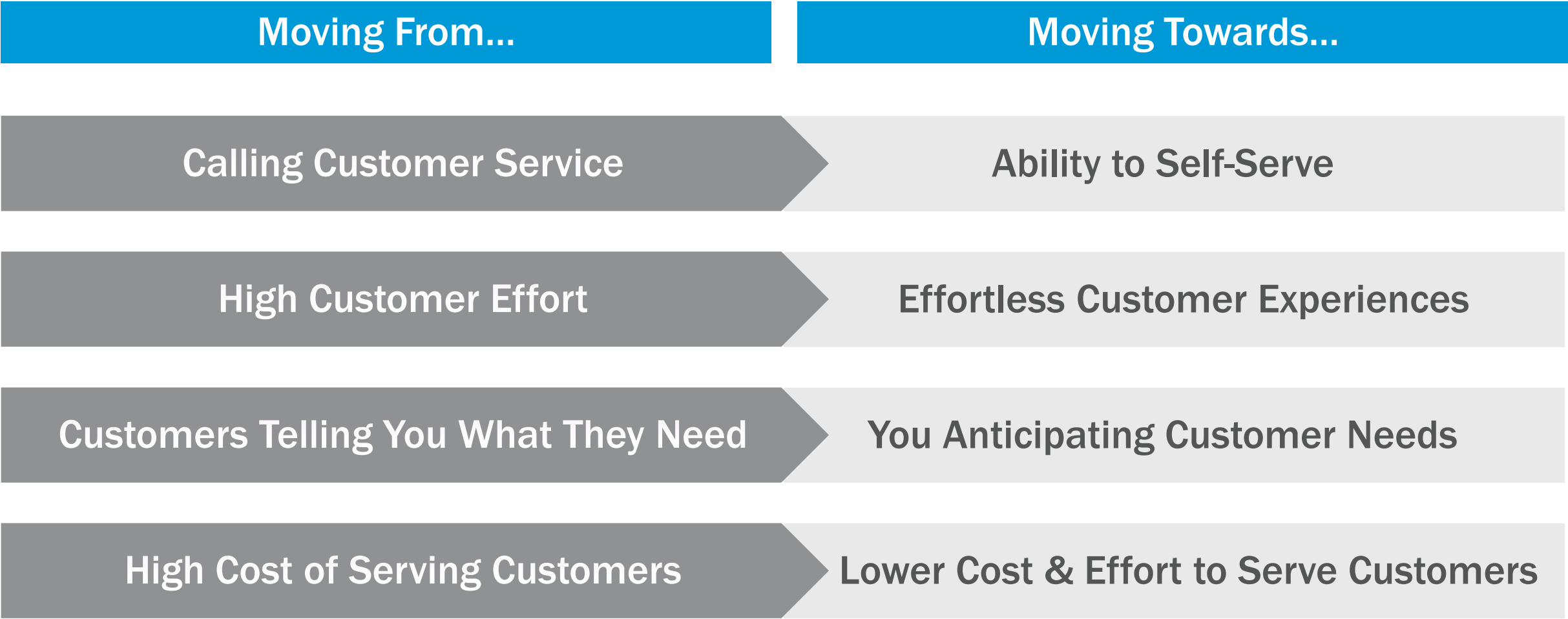


Today's discussion: Macro trends affecting experience; Key trends affecting Customer Experience; Employee Experience; Experience Management; What you can do now; Answers to your questions.

Recognize that you have a  
new “customer normal”



# Key trend: Shift to proactive customer engagement

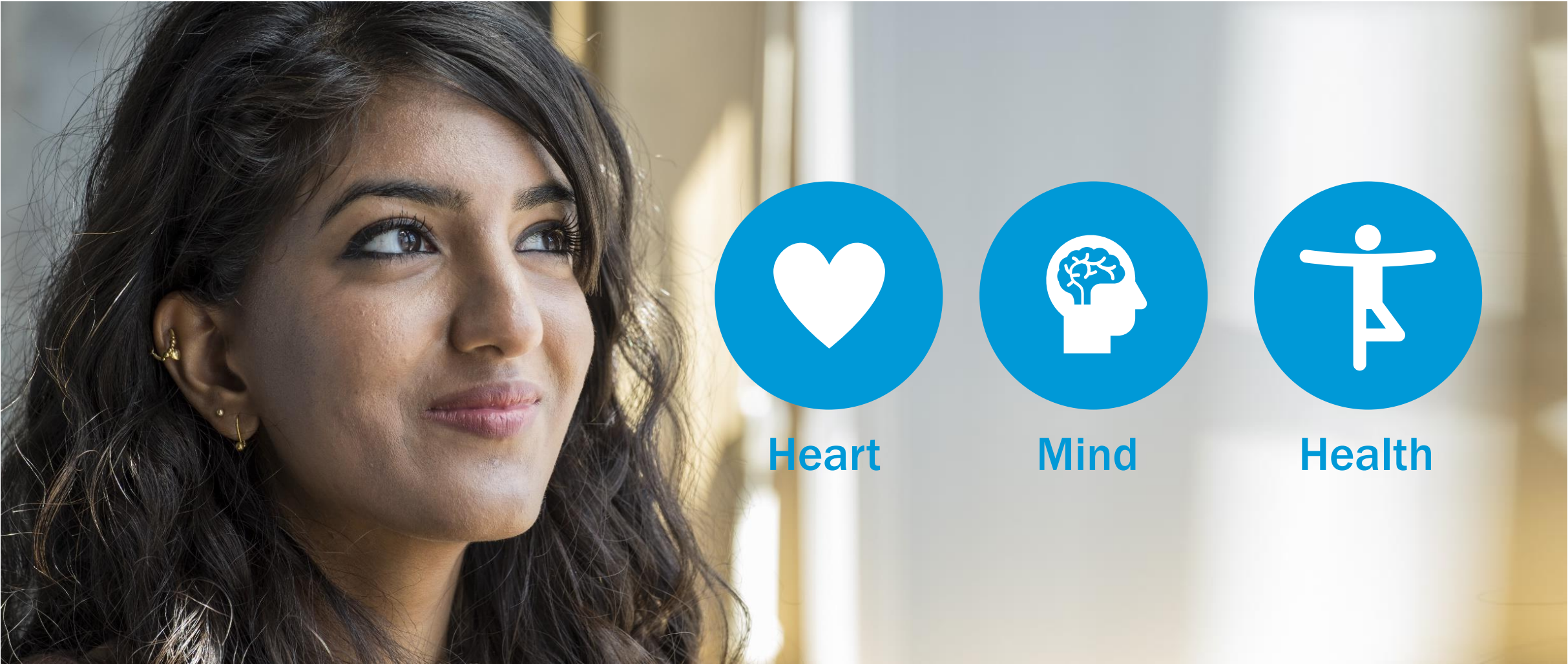


# Key trend: Omnichannel optimization





# Key trend: An increased focus on empathy and emotion



# Key trend: Drive to hyper-personalization

## For Your Customers...

...42% of consumers are annoyed when content isn't personalized.

...80% are more likely to buy from a brand that provides personalized experiences.

...71% feel frustrated when a shopping experience is impersonal

...84% say treating them like a person, not a number, is key to winning their business.

## And For Your Business...

...89% of digital businesses are investing in personalization

...Personalization can reduce customer acquisition costs by up to 50%.

...Personalization efforts can boost revenues by up to 15%.

... 80% of companies report seeing an uplift since implementing personalization.

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**You have a new “work normal” as well.**





# Key trend: The future of work is hybrid

“We’ll never go back to business as usual...”

**83%**  
identified a hybrid model as being optimal in the future

**3 out of 4**  
U.S. employees want to work remotely at least 2 days a week

**74%**  
of business buyers expect to spend more time online

**1 in 3**  
U.S. employees would prefer never to go to the office

**78%**  
of B2B sales orgs are increasing inside and remote sales

# Key trend: Reskill, upskill and transform the workforce

“No matter how digital-first our business gets, our success is still driven by the human element.”

- Vice President, Ecommerce  
\$4.5B financial services company



# Key trend: Competition for talent at every possible level

Sales



Analysts



Service



Retail Staff



Call Center



Interns



Marketers



Distribution



Managers



Developers

# Key trend: Energizing the employee experience

Good For The Business



Companies That Invest in Employee Experience Outperform Those That Don't



Good For Customers



“87% of customers affinity to Starbucks is driven by the way the company treats its employees”

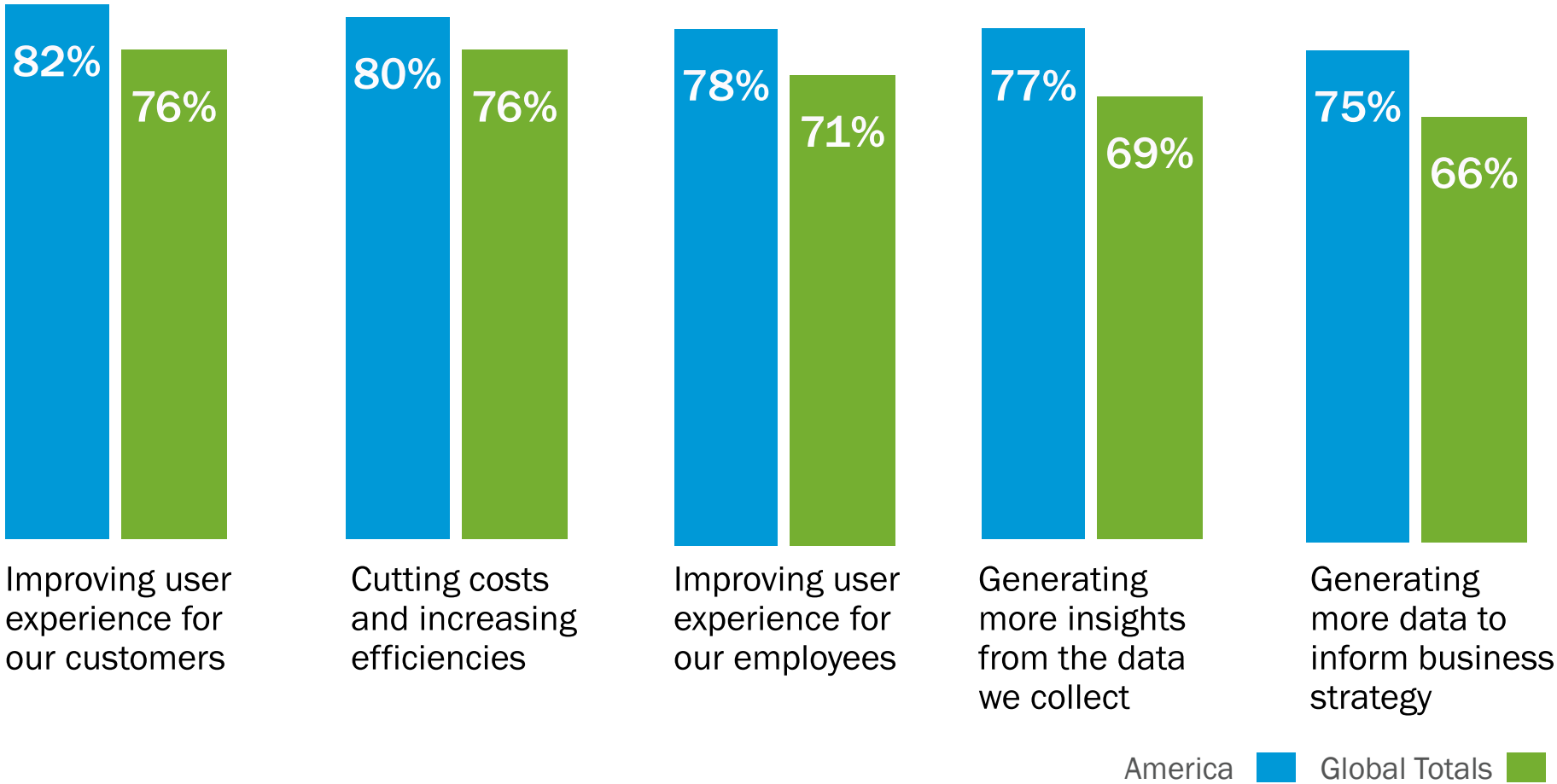


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# Key trend: Ever more digital plus digital transformation

Q: How much of a priority are each of the following for your organization's Technology Strategy?

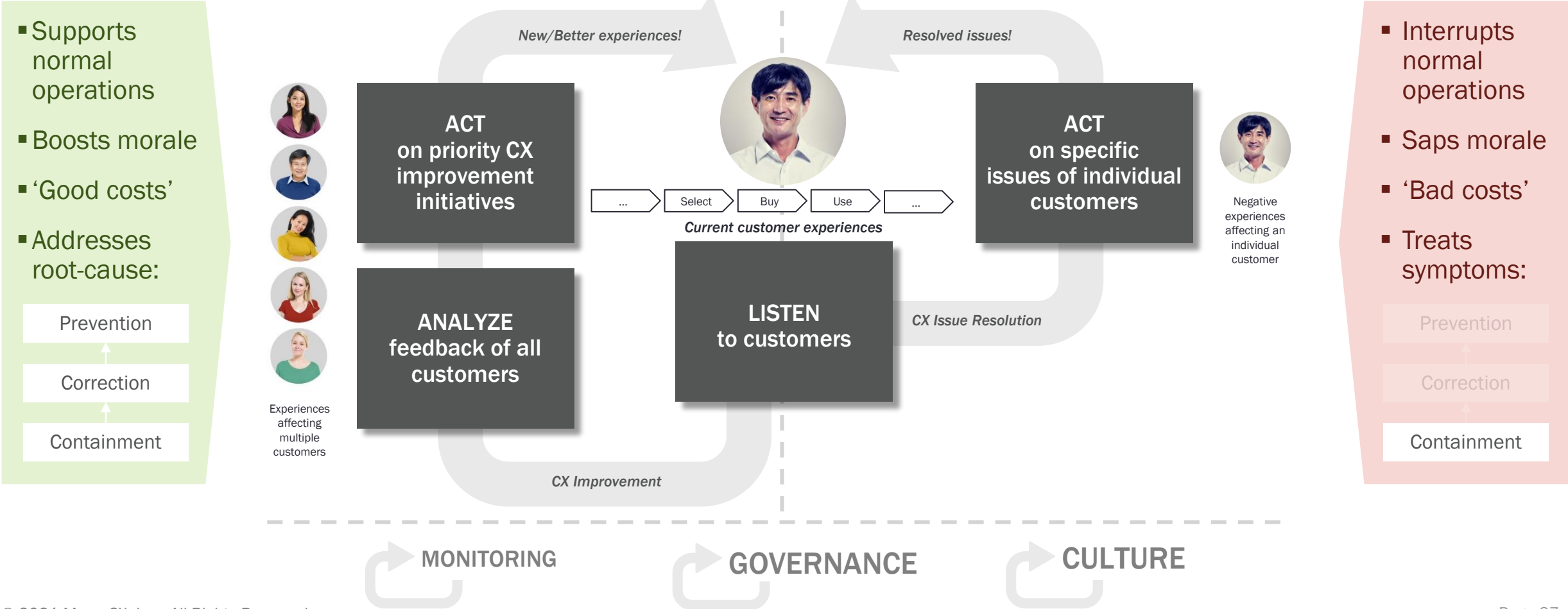
“The recovery will be digital.”



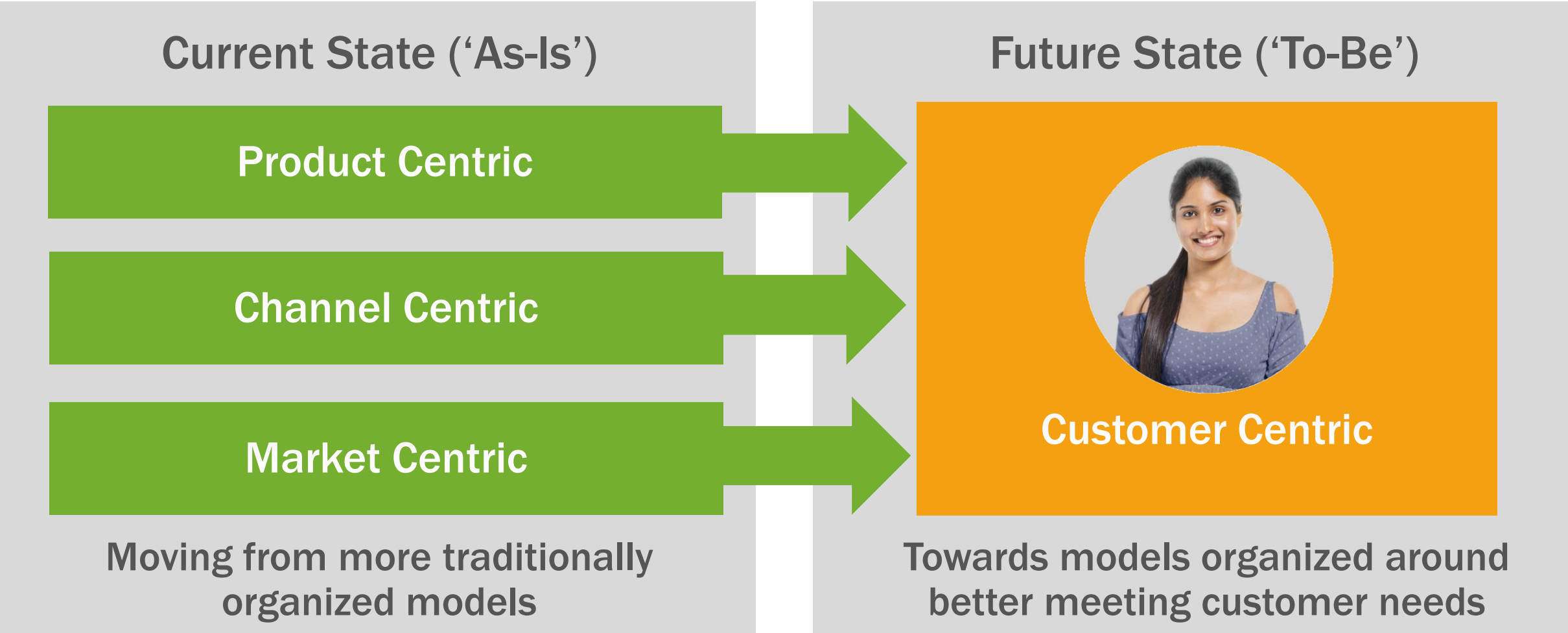
# Key trend: Greater focus on listening-driven improvement

## Continuous Improvement Loop (“We have an **opportunity** or **problem** ” )

## Issue Resolution Loop (“Our customer has an **issue**”)

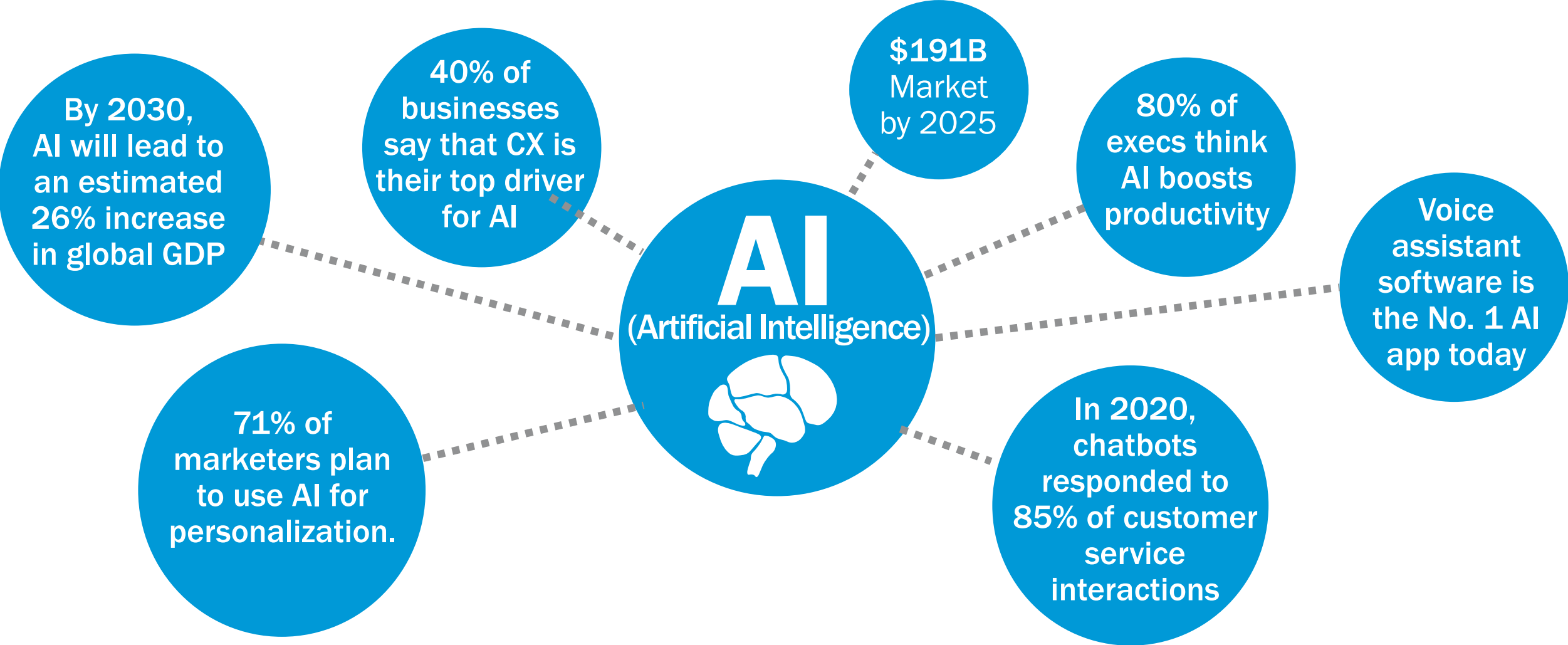


# Key trend: Re-assessing your business operating model





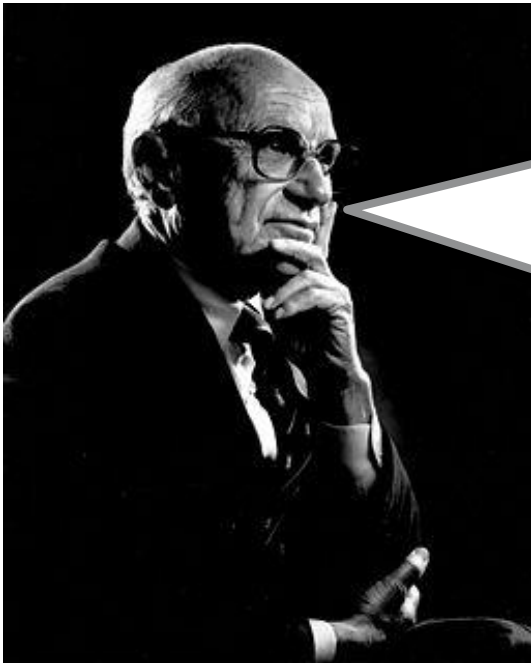
# Key trend: AI, ML and intelligent experiences



# Key trend: Increased importance of social responsibility



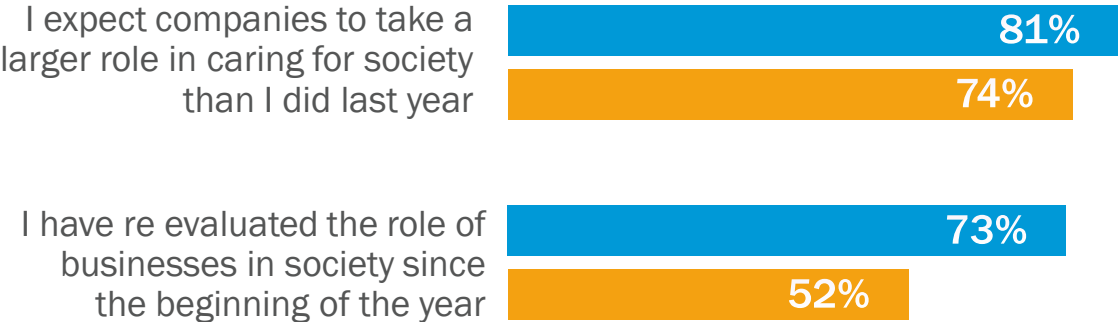
That Was Then:



“The Social Responsibility of Business Is to Increase Its Profits”

Economist Milton Friedman  
*The New York Times* September 1970

This is Now:



Consumers and Business Buyers,  
August 2020

Statement on the Purpose of a Corporation:  
We share a fundamental commitment to all of our stakeholders.

CEOs of The Business Roundtable  
August 2019

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There will be recovery speedbumps... and 2022 will be an experiment in how well we plan for and meet that test





# Taking all the trends we've discussed into account, there are three (other) things we'd like you to keep in mind...



**You (and your organization) will need to be more agile, proactive, faster and nimbler**



**Put processes in place to help you see and respond to what is (and might be) happening**



**You'll need to better understand and anticipate customer expectations, wants and needs**

**Today's discussion:** Macro trends affecting experience; Key trends affecting Customer Experience; Employee Experience; Experience Management; What you can do now; **Answers to your questions.**



What questions do YOU have? Let's chat...







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