

Bonus companion workshop template to the book Happy R.A.V.I.N.G. Customers! by Carol Buehrens Customers: Six Powerful Steps to Grow Your Business with Exceptional Customer Experience

CAROL BUEHRENS

About the book...

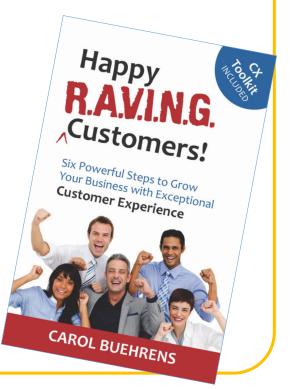
'Happy R.A.V.I.N.G. Customers!' is a hands-on, user friendly book about delighting your customers. It provides a simple process for anyone to get started with this important work, with great real time examples, tools, templates, and checklists ... [<u>Read more</u>]

> – Karyn Furstman, VP Agent & Customer Experience Safeco Insurance

"Happy R.A.V.I.N.G. Customers!" by Carol Buehrens (MCH Press, 2014), is packed full of strategic, tactical, and practical inspiration.

Follow the steps provided by Buehrens to focus your strategy, goals, and employee culture on what counts, your customers. Help move your organization from being process-driven to customer-driven by following the ideas and techniques in *Happy R.A.V.I.N.G. Customers!*

- Buy it now on Amazon amzn.com/099102740X.
- SAVE 10%! RavingCX blog readers, go to createspace.com/4628573, and enter discount code: CG83XLJ6



Learn more at happyravingcustomers.com.

Carol is available for speaking engagements, workshops and book signings. Contact Carol directly at <u>cbuehrens@ravingcx.com</u> and read her blog: <u>ravingcx.com</u>

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Your CX Strategy should deliver results...

But does it? Why make a Customer Experience Strategy Plan unless you can see it through. But, it's no easy task to get everyone following your marching orders (and I know this from experience). To strengthen your plan and develop your roadmap, you'll need to formulate appropriate, *actionable* goals. And, you'll want to partner each goal with *measurable* objectives.

You know the drill - goals should roll up to your strategy, objectives should describe how your goals will be attained and measured for success.

To assist you in getting started, here are **Six Essential Goals**. (You'll come up with more, but I consider these foundational.)

Six Essential Goals...

1. Understand your customers better.

This might include such things as employing customer research to identify customer segmentation, learning expectations and emotional attributes, regularly asking for feedback, and creating advisory committees.

2. Become a more "customer-centric" organization.

Consider including finding ways to connect employees with customers, ingraining your customer into everything you do, employing customer personas for every project, and understanding how everyday decisions affect your customers.

3. Deliver emotionally engaging customer experiences.

Perhaps you'll add topics such as designing experiences that delight the senses, looking for new ways to surprise and delight customers at regular intervals in their journey, allowing customer to help design the products they use.

4. Continually measure and improve.

Consider designing systematic measurement techniques, employing regular measuring of experiences, continuing to identify opportunities, tracking and communicating improvements.

5. Grow leadership capabilities.

In this goal, you might include developing internal leadership training, inviting experts in to provide leadership presentations, identifying helpful seminars and webinars, and encouraging leader to join professional customer experience and customer service associations.

6. Drive cultural change.

Lastly, don't forget to include your employee culture, by providing training, engaging employees with customer-focused activities, creating committees that forward customer-focused ideals, tying performance evaluations and merit increases with customer experience objectives, offering continuous communications, and celebrating successes.

The templates

On the following pages, you'll find the Customer Experience Goals Workshop* templates that I've prefilled with these goals and the objectives adding fitting the above descriptions. Use these to begin to shape your own Action Plan for your Customer Experience Strategy. *I hope this gives you a big jumpstart!*

*Learn how you can request this workshop for your company.

CUSTOMER EXPERIENCE GOALS

Goal #1. Understand customers better.

Objective:

Employ customer research

How we will accomplish this:

When we will deliver - our milestones:

How we will measure that we're successful:

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CUSTOMER EXPERIENCE GOALS

Goal #1. Understand customers better.

Objective:

Identify all of our different types of customers

How we will accomplish this:

When we will deliver - our milestones:

How we will measure that we're successful:

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CUSTOMER E	XPERIENCE GOALS
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Goal #1. Understand customers better.

Objective:

Learn our customer's expectations

How we will accomplish this:

When we will deliver - our milestones:

How we will measure that we're successful:

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Goal #1. Understand customers better.

Objective:

Monitor how customers feel (emotions) as they interact with us

How we will accomplish this:

When we will deliver - our milestones:

How we will measure that we're successful:

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Goal #1. Understand customers better.

Objective:

Discover what motivates our customers

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

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CUSTOMER EXPERIENCE GOALS

Goal #1. Understand customers better.

Objective:

Regularly check with our customers for feedback

How we will accomplish this:

When we will deliver - our milestones:

How we will measure that we're successful:

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Goal #2. Become a more "customer-centric" organization.

Objective:

Help our employees understand how their actions and decisions affect our customers

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

Goal #2. Become a more "customer-centric" organization.

Objective:

Find ways to ingrain our customer throughout your

company

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

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CUSTOMER EXPERIENCE GOALS

Goal #2. Become a more "customer-centric" organization.

Objective:

Employ customer personas in everything we do

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

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Goal #2. Become a more "customer-centric" organization.

Objective:

Bring the voice of our customer into our organization

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

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Goal #3. Deliver emotionally engaging customer experiences.

Objective:

Baseline what our competition is doing

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

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Goal #3. Deliver emotionally engaging customer experiences.

Objective:

Design experiences to purposefully delight our customers

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

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CUSTOMER EXPERIENCE GOALS		
Goal #3. Deliver emotionally engaging customer experiences.		
Objective:		
Surprise our customers at reqular intervals		
How we will accomplish this:		
When we will deliver – our milestones:		
How we will measure that we're successful:		

Goal #3. Deliver emotionally engaging customer experiences.

Objective:

Have customer help design our services

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

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Goal #3. Deliver emotionally engaging customer experiences.

Objective:

Be sure to continue to think out of the box

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

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CUSTOMER EXPERIENCE GOALS

Goal #4. Continually measure and improve.

Objective:

Identify industry best practices for measurement

How we will accomplish this:

When we will deliver - our milestones:

How we will measure that we're successful:

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Goal #4. Continually measure and improve.

Objective:

Design our own systematic measurement techniques, ones that will work for us

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

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CUSTOMER EXPERIENCE GOALS Goal #4. Continually measure and improve. **Objective:** Employ regular measuring of our customer's experiences When we will deliver – our milestones:

How we will measure that we're successful:

CUSTOMER EXPERIENCE GOALS

Goal #4. Continually measure and improve.

Objective:

Continue to identify opportunities

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

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CUSTOMER EXPERIENCE GOA	LS
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Goal #4. Continually measure and improve.

Objective:

Track and communicate our improvements

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

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Goal #5. Grow leadership capabilities.

Objective:

Develop internal customer experience training

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

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CUSTOMER EXPERIENCE GOALS

Goal #5. Grow leadership capabilities.

Objective:

Invite experts in to provide leadership presentations

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

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Goal #5. Grow leadership capabilities.

Objective:

Identify helpful seminars and webinars

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

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Goal #5. Grow leadership capabilities.

Objective:

Encourage our leaders to join professional customer experience and customer service associations

How we will accomplish this:

When we will deliver - our milestones:

How we will measure that we're successful:

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Goal #6. Drive cultural change.

Objective:

Provide training for our employees

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

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Goal #6. Drive cultural change.

Objective:

Engage employees with customer-focused activities

How we will accomplish this:

When we will deliver - our milestones:

How we will measure that we're successful:

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Goal #6. Drive cultural change.

Objective:

Create employee led committees to forward our customer-focused ideals

How we will accomplish this:

When we will deliver - our milestones:

How we will measure that we're successful:

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Goal #6. Drive cultural change.

Objective:

Tie performance evaluations and merit increases with customer experience objectives

How we will accomplish this:

When we will deliver - our milestones:

How we will measure that we're successful:

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CUSTOMER EXPERIENCE GOALS

Goal #6. Drive cultural change.

Objective:

offer continuous employee communications

How we will accomplish this:

When we will deliver – our milestones:

How we will measure that we're successful:

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CUSTOMER EX	KPERIENCE GOALS
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Goal #6. Drive cultural change.

Objective:

Celebrate the successes our employees earn!

How we will accomplish this:

When we will deliver - our milestones:

How we will measure that we're successful:

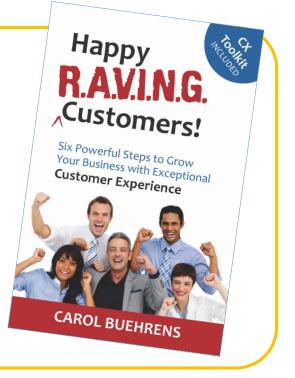
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Thank you! I hope you find this resource helpful. As a way to say "thanks" to my friends and followers, we've set up a discount code for the book, below. Enjoy!

- Carol Buehrens

SAVE 10%! createspace.com/4628573, enter discount code: CG83XLJ6

You can also purchase on Amazon amzn.com/099102740X



To request this workshop for your company

Contact Carol directly at <u>cbuehrens@ravingcx.com</u>. Additional Customer Experience Workshops that can be requested for your company, include:

- What's your plan? Strategy, goals and objectives
- Journey Mapping Your road to success
- Who's your customer? Developing CX Personas
- Wave your magic wand Innovate your customer's experience
- Customer advocacy at your company

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