

## CUSTOMER EXPERIENCE - MIND THE GAP

*Bridging the gap between management vision and employee engagement in the delivery of customer experience*

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Companies around the world are focusing on driving a better customer experience to increase sales, improve customer satisfaction and manage customer retention.

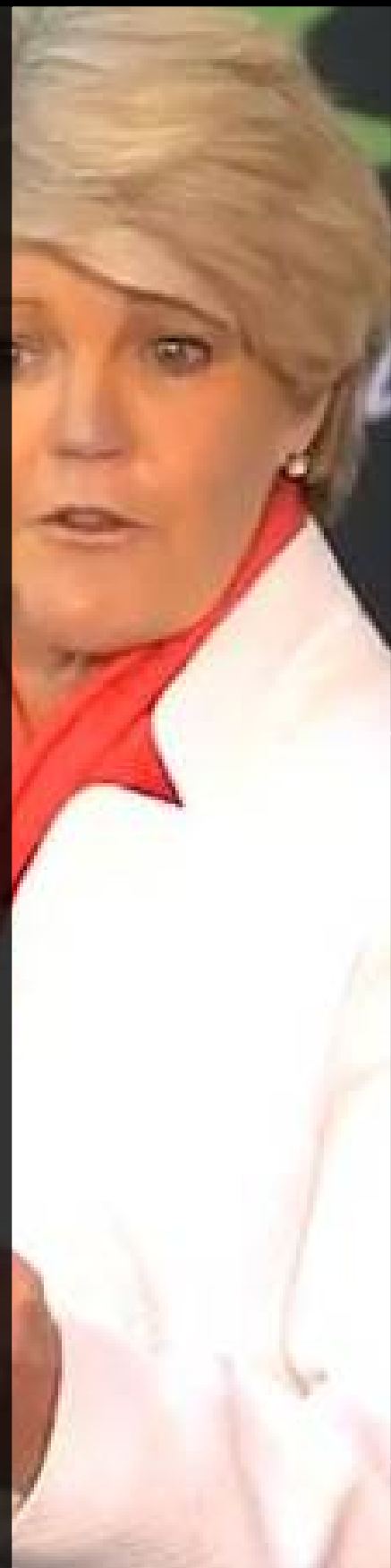
In line with this trend, Management teams have spent hundreds of hours designing customer experience strategy; only to find a huge disconnect between management vision and employee delivery, causing many customer experience strategies to fail. It is not necessarily that employees don't want to deliver an improved experience, it is often merely a lack of understanding of the concept, with employees seeing it as just another marketing campaign. What's become clear, is that without a clear explanation of the cx vision to employees, engagement will inevitably fail.

Employee Engagement is critical to the success of a cx strategy and leadership are looking for innovative ways to encourage employees to deliver an improved experience.

The **5** keys to increasing employee engagement in a cx strategy are : **Information** - clearly explain the reason *why* for the cx campaign; **Instruction** - explain how employees are expected to deliver on it; **Inspire** employees by connecting them with the company vision and values; **Involve** employees as much as possible in the design, delivery and measurement of cx strategies and finally, **Incentivise** employees - show them how their contribution will make a difference. (Ref Temkin Group).

In line with the above, Lynn Baker a successful business woman and speaker on customer experience who recently attended the Disney Customer Experience Summit 2018 in USA, has designed a presentation aimed at 'bridging the gap' between strategic intent and the delivery of customer experience by employees at all levels.

Lynn explains the difference between customer service and customer experience. She shares fascinating stories with dynamic video footage of how the best companies in the world including Disney, Amazon.com; The Ritz Carlton and others are using customer experience to drive sales, increase customer satisfaction and improve customer loyalty. More importantly, she challenges every member of the audience to consider how their role impacts the current customer journey and what they could do in future to add more value. Just imagine if every employee focused a little more effort on their role in the customer journey, how substantially the customer experience would improve!



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