

TIME TO RISE



Rethinking the Client Experience CX IN THE NEW NORMAL



INSPIRE A CLIENT FIRST PHILOSOPHY

- Incorporate CX as a strategic pillar for your organization
- Establish a steering commit to focus on Client First initiatives
- Review and update client segmentation approach in a Client First culture



CALIBRATE YOUR CLIENT EXPERIENCE

- Survey your team for their ideas on ways to improve CX
- Revitalize your CX promise
- Communicate your differentiators



REVISIT YOUR CLIENT SERVICE MODEL

- Review each stage of the client service model
- Update client touchpoints and how to focus on "no touch" or remote approach
- Re-evaluate performance metrics and communicate with clients



PROMOTE A PASSION FOR BUILDING RELATIONSHIPS

- Fortify technology to create connections
- Challenge workflow and process to be more "effective," not just efficient
- Map improvement opportunities based upon organizational readiness and impact to clients



STRENGTHEN THE CX APTITUDE OF THE TEAM

- Review and prioritize the Top 5 CX skills for your team
- Assess your team members CX skills
- Train and coach CX skills, along with technical skills



CELEBRATE CX SUCCESS

- Each team meeting celebrates a CX story
- Review reward and recognition systems to promote CX behavior
- Integrate clients in sharing their perspective on the value that is created through CX

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