

The 5 Competencies

1: Honor and Manage Customers as Assets.

Know the Growth and Loss of Customers and Care About 'WHY?'

“Experience” Accountability =

#1

Customers as Assets:

Align leaders to make a defining performance metric – the growth or loss of your customer base. Shift to a simple understanding of customer-driven growth success.

- Growth of Customers
- Loss of Customers
- Business Growth

New Customers,
Volume and Value.

Lost Customers,
Volume and
Value? WHY?

The 5 Competencies

2: Align Around Experience.

Give Leaders a Framework for Guiding the Work of the Organization.
Unite Accountability as Customers Experience You. Not Down Your Silos.

“Experience” Accountability =

Awareness &
Research

Assess &
Sample

Develop
Solution

Partner &
Contract

Service &
Support

Strategic
Partnership

#2

Align Around Experience:

Align the Operation Around Customer Experience Delivery & Innovation. “Earn the Right” to Customer Asset Growth.

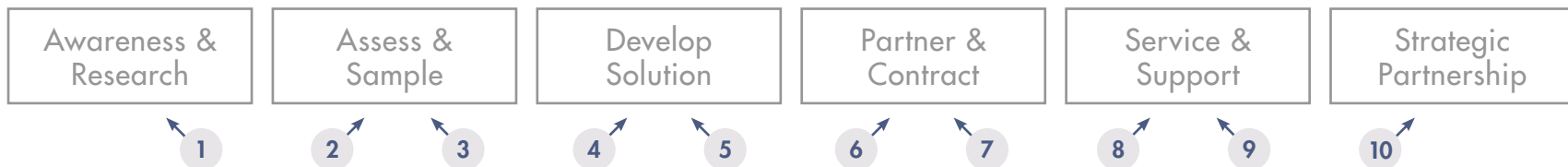
- Customer Journey
- Focus on Priorities
- Leadership Language

The 5 Competencies

3: Build A Customer Listening Path.

Seek Input and Customer Understanding, Aligned to the Customer Journey.

“Experience” Accountability =



#3

Build A Customer Listening Path:

Seek Input and Understanding at Critical Points Along the Customer Journey.

- Use Multiple Sources of Insight.
- Tell the Story of Customers' Lives.
- Unite Decision-Making and Focus.

The 5 Competencies

4: Proactive Experience Reliability & Innovation.

Know Before Customers Tell You, Where Experiences Are Unreliable.
Deliver Consistent and Desired Experiences.

“Experience” Accountability =



#4

Proactive Experience Reliability & Innovation:

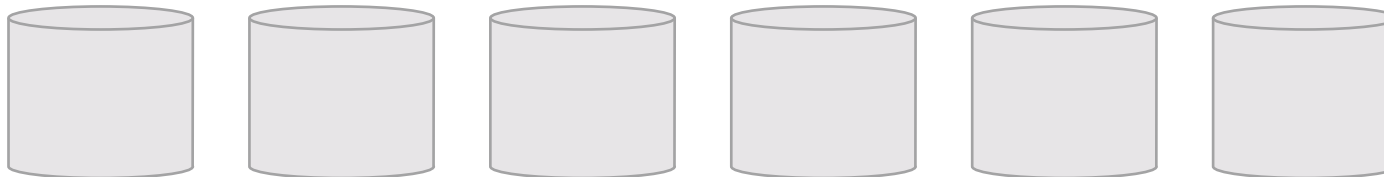
Build the ability to predict performance, rebuild and innovate at key touchpoints. Make customer experience development as important as product development.

The 5 Competencies

5: Leadership, Accountability & Culture.

Leadership Behaviors Required for Embedding the Five Competencies.
Enabling Employees to Deliver Value.

“Experience” Accountability =



#5

One-Company Leadership, Accountability, Culture:

Decisions and Operational Actions That Steer the Company Toward Customer-Driven Growth. United Leadership Behavior to Connect the Silos and Enable People to Act.