WHAT GREAT FIRMS ARE DOING TO DRIVE LOYALTY

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HOW DID THIS HAPPEN?
Storyboard

“The storyboard was a galvanizing event in the company. We all now know what “frames” of the customer experience we are working to better serve.”

-Nate Blecharczyk, Co-Founder, Airbnb
SO, WHAT IS CX?
That’s a job?

No, it’s a commitment to the customer.
WHAT IF YOUR FIRM COMMITTED TO CX?
91% of marketing leaders believe they will be competing primarily on the customer experience (Gartner)

2% increase in client retention has the same effect as decreasing cost by 10%

Acquiring new customers cost 5X more than satisfying and retaining current customers (PSMJ)
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<th>Stay Longer</th>
<th>Buy More Services</th>
<th>Cost Less to Serve</th>
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<td>ID Ways to Reduce Costs</td>
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<td>Bring Us New Clients</td>
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<td>Happy Clients = Happy PM’s</td>
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POLLING

Send to: 22333

Message: clientfb
80% CEO’s
YES

CX GAP

8% CUSTOMERS SAY YES

FAILURE TO DESIGN
FAILURE TO EXECUTE
FAILURE TO RENEW CX CAPABILITIES

Bain & Company 2006
362 CEO’s Surveyed
CX MATURITY IMPACTS OUTCOMES

- Apathetic: 20% Financial, 21% Customer
- Investigate: 17% Financial, 14% Customer
- Measure: 22% Financial, 18% Customer
- Respond: 25% Financial, 20% Customer
- Standardise: 39% Financial, 40% Customer
- Solve: 44% Financial, 44% Customer
- Align: 54% Financial, 48% Customer
- Enculturate: 64% Financial, 58% Customer

90%+ improvement

MaritzCX
INVESTIGATE – CX Moments (ex: AR)
LISTEN (AND FIX)
“Unfortunately, we cannot respond to specific issues raised via this survey.”

REALLY?
Even best friends need help. Let me tell a story.
Interesting! I wonder why she said that?

Curiosity will lead to empathy
Changing the change-order
Ten “Listen and Fix” tips

- Go deep with ten
- Go wide with eighty
- Start conversations (micro)
- Establish governance (macro)
- Solicit and mine
- Ask early and often
- Process > Results
- Combine metrics
- Commit and Lead
- Lead and Commit
DEFINE AND DESIGN

Empathy map
Journey map
Prioritize
Increment
Measure!

Entice → Enter → Engage → Exit → Extend

Questions
ID Needs
Thinking
Feeling
Saying
Doing
SOLVE NEW PROBLEMS
ALIGN AND LEAD
MYWay® is about your way.

EVERY CLIENT AND EVERY PROJECT IS UNIQUE

MYWay is a McDonald York philosophy founded on four principles: Trust-Based Teams, Valuable Communications, Early Collaboration and Partnering Relationships that are implemented using leading industry practices developed by McDonald York involving Continuous Innovation, Progressive Processes and End-to-End Workflows. MYWay® works with all delivery methods and contract types and allows owners the flexibility of doing the project their way. MYWay® is about doing it your way.

McDonald York approaches every client and every project from a...
Voice-of-Client
- Clearly Understand Client Expectations

Elevate
- Leverage feedback to grow top and bottom line

Optimize
- Define and Design our Desired CX for KLF Clients

Differentiate
- A-ha Moments of Revealed Unmet Client Needs (Industry vs. KLF)
ENCULTURATE
WHAT IS YOUR FIRM DOING TO DRIVE LOYALTY?
WHAT YOU CAN DO

Weekly CX Moment
Empathy Mapping Session
Interview 10 Clients

Start Measuring CX
Accountable Follow-Up

Journey Map
Design Your Experience
Decide Thru CX Lens
Client Experience Matters

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