

Enabling Digital and Customer-Centric Culture, Capabilities and Transformation

An McorpCX Lessons Learned Webinar: Defining business success in the 2020's as 'digital first but not digital only' customers demand cohesive, seamless multichannel experiences.

September 14th, 2021



Your McorpCX Hosts:



Michael Hinshaw
Founder and CEO,
McorpCX

- A global CX speaker and best-selling author on digital innovation and customer experience
- On multiple “Global CX Thought Leaders to Watch” lists such as Top 20 CX Leaders to Follow, Top Customer Experience Influencers, and more
- A *Forbes* columnist, he’s also been published and quoted in dozens of publications including *Harvard Business Review*, *Fast Company* and many others
- Mentor and Richard H. Holton Teaching Fellow at U.C. Berkeley’s Haas Business School



Rajesh Makhija
President, McorpCX
Digital Solutions Group

- IT business management, solution development, and digital workforce leader
- Former CEO of Mphasis Wyde & Eldorado, both Blackstone Group software product companies
- Recognized as 2018 Executive of the Year by Stevie American Business Awards
- Previously President & EVP at \$1.4B System Integration & Technology Services firm Mphasis (then an HP company)

A recognized experience design and activation leader with over 18 years of 'experience industry' leadership...

Media recognition for our thought leadership

Bloomberg
Businessweek



FASTCOMPANY

TIME

THE
HUFFINGTON
POST

Forbes



Analyst Recognition as a
Top 25 global Customer and
Employee Experience expert

Kennedy: Digital
Customer Strategy and
Experience Consulting

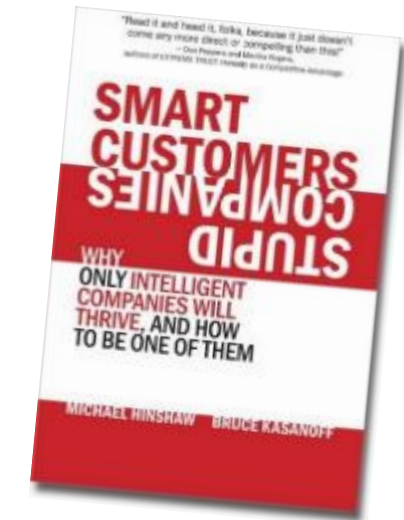


Kennedy: Digital
Customer Strategy and
Experience Consulting

Forrester: Customer
Experience Strategy
Consulting

Forrester: Employee
Experience Consulting

Best-selling book on
Digital Customer
Experience innovation



"One of the most exciting
business books I've ever read."

- Don Peppers
Founder, Peppers & Rogers

McorpCX helps activate customer-centric experience transformation – and drive results – in three core areas:

Build CXM Capabilities


Assessing maturity, defining improvements and helping activate organizational expertise across the 8 best-practice CXM Capabilities

Experience Strategy	Audience Understanding	Experience Design
Governance	CXM Capabilities	Organization and Culture
Measurement	Technology and Data	Processes

Helping organizations adopt CXM best practices to systematize, scale and consistently deliver better experiences, and become more customer-centric

Transform Experiences

Applying our proven customer, employee and experience management techniques, playbooks, and frameworks



Persona
For priority audience segments or personas

Journey Maps Across prioritized audience journeys

Blueprints Linked to the actions, systems and capabilities to Improve

Activating CXM

Optimizing, designing, delivering and managing Qualtrics and Cisco WXM driven VoC systems and industry-specific digital solutions



Understanding Systematically listen to your audiences

Insights Analyze to gain audience insights, and act on them

Journey Management Optimize and orchestrate journeys

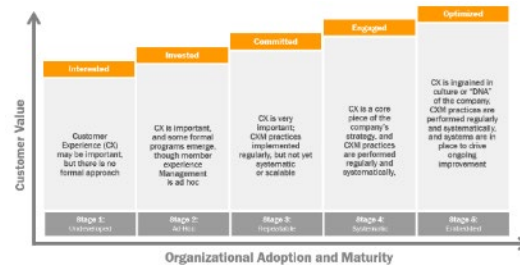
Helping leading brands plan for, design, and deliver better customer experiences and business performance



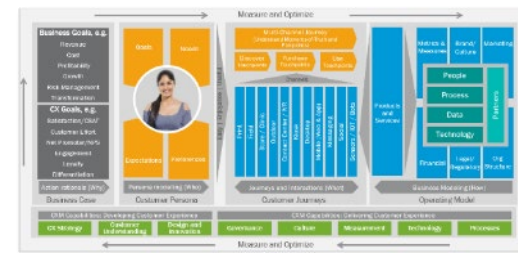
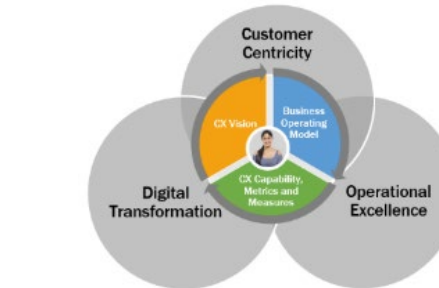
Playbooks and Best-Practice Standards Across Key Capability Areas



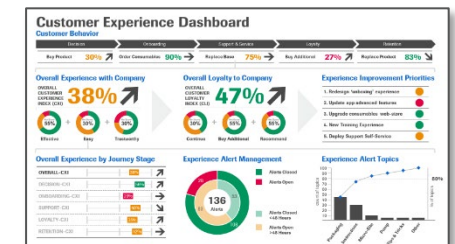
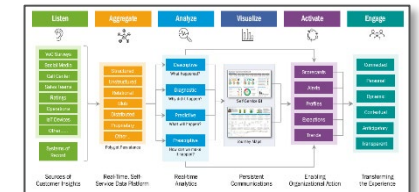
CXM Capabilities and Maturity Model, and 'CX Operating System'




Enabled through our
Customer Experience
Operating Model ('CXOM')



Proven Methodologies and CXM Technology Partners to Manage Experiences



Today, we'll discuss: How the world we do business in is changing; What a digital-first, customer-centric culture means; How leaders get there; Benefits for your business, and what you can do now; Your questions...



COVID has radically accelerated digital trends...

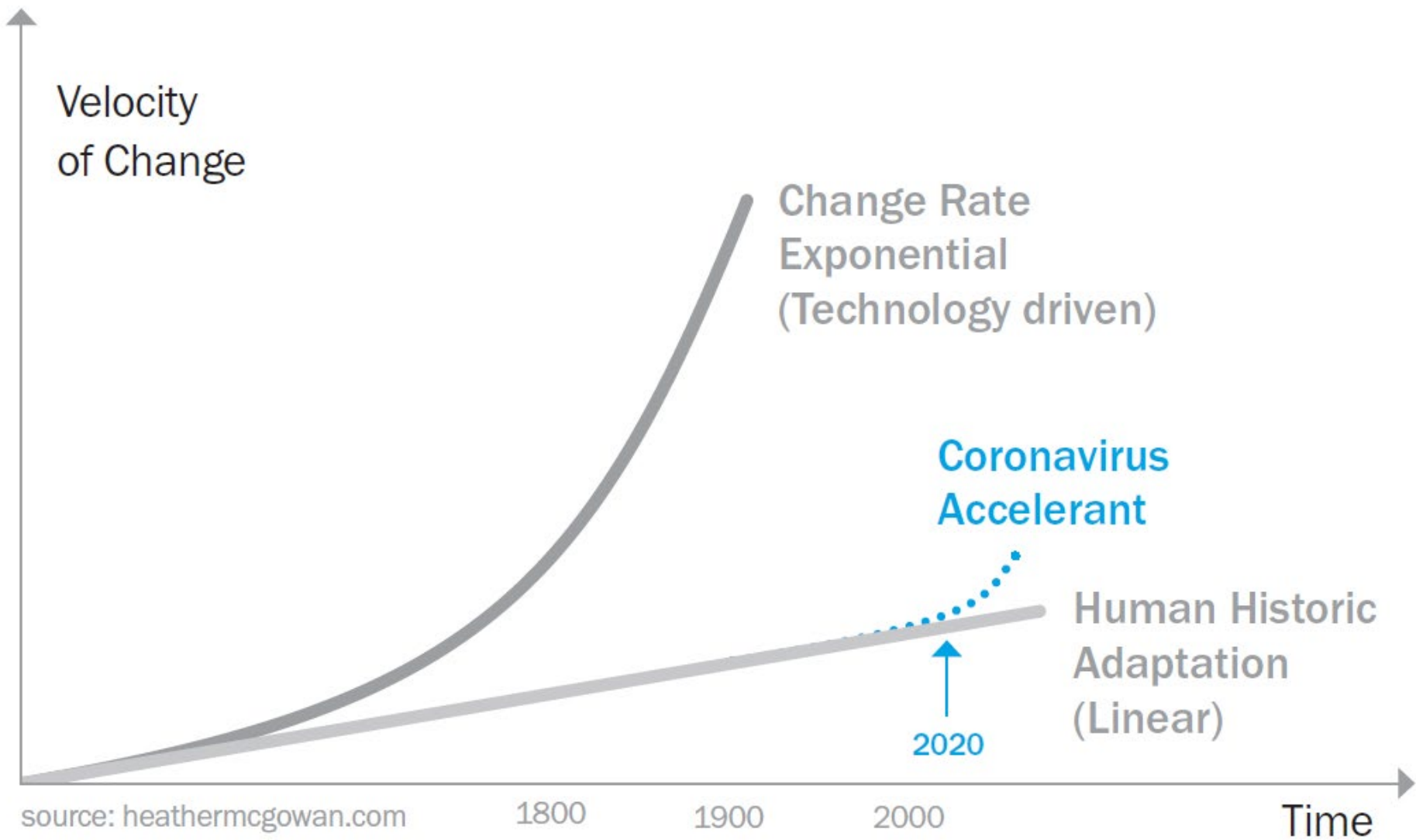
“We’ve seen two years’ worth of digital transformation in two months...”

- Satya Nadella, CEO Microsoft
Q3 Earnings Report, 2020





With human adaptation catching up to digital technology



source: heathermcgowan.com

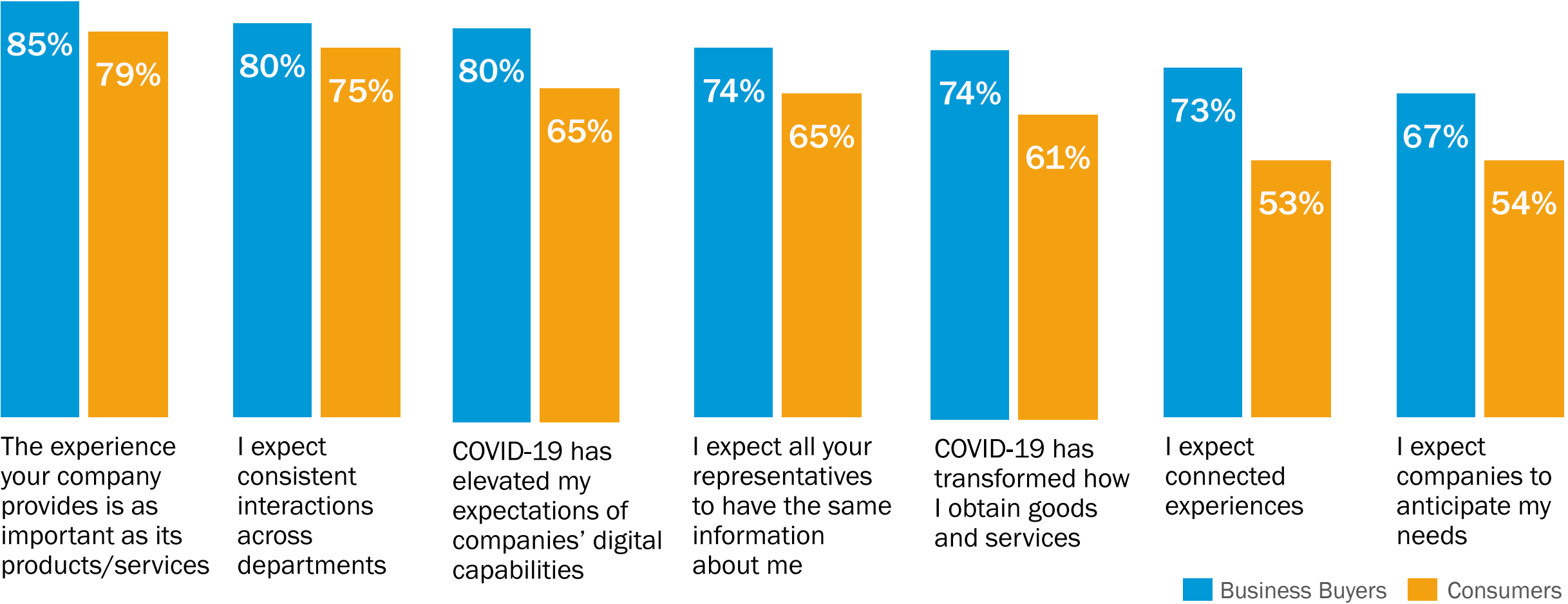


Which means we need to catch up, too.
Because our employees, our customers,
and our competitors all
have a “new normal”





In fact, business buyers and consumers expect more and better experiences from the companies that serve them





With a digital-first, customer-centric culture and ways of working driving business success in the years ahead



“Together, a focus on integrated, digital and customer experience transformation can generate a 20 to 30% increase in customer satisfaction and economic gains of 20 to 50%.”

McKinsey & Company, 2019

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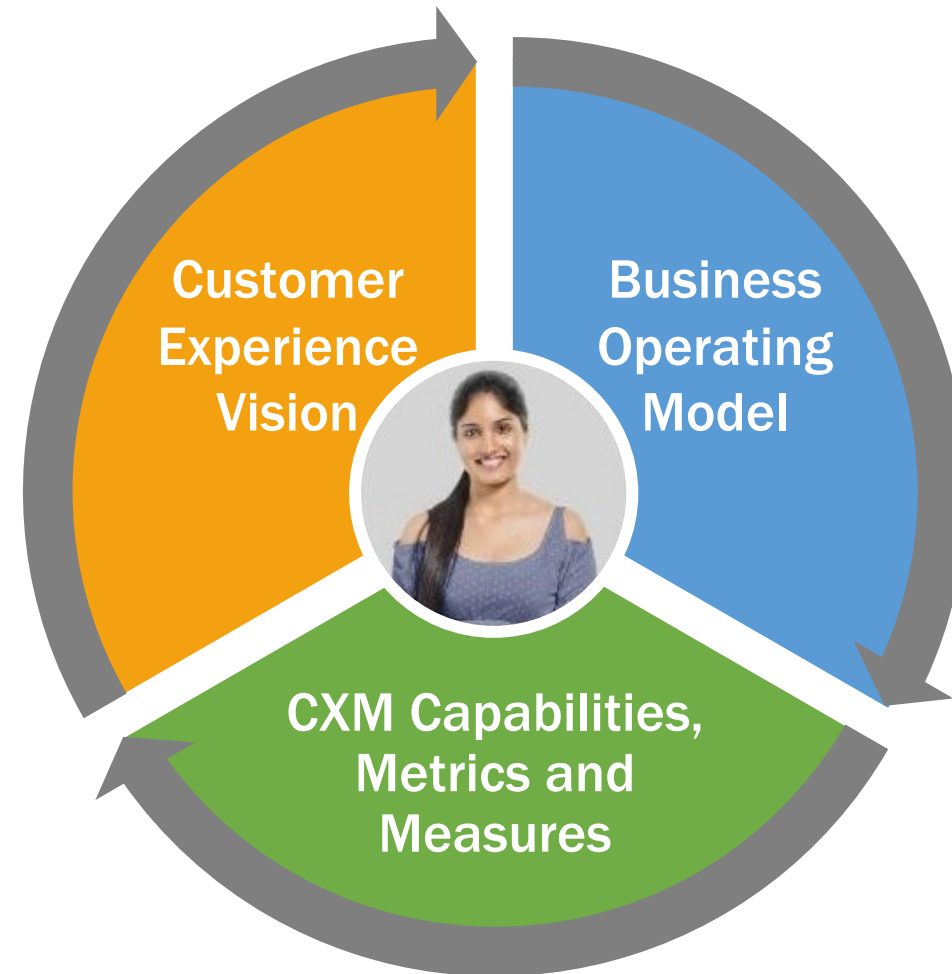


What we mean by digital first:
Working through technology
rather than simply being aided
by technology





What we mean by customer-centric: Moving from an inside-out to outside-in ways of thinking and operating





Doing this changes culture, allowing the organization to embrace new ways of thinking, working, and competing.





Which means your people will think and work differently...



LEADERSHIP

Modeling behavioral change through everyday actions, language and attitudes



OPERATIONS

Adopting a customer-obsessed way of operating, and a digital first way of working



YOUR TEAM

A workforce with the ability, mindset and tools to bring the customer view to decision making

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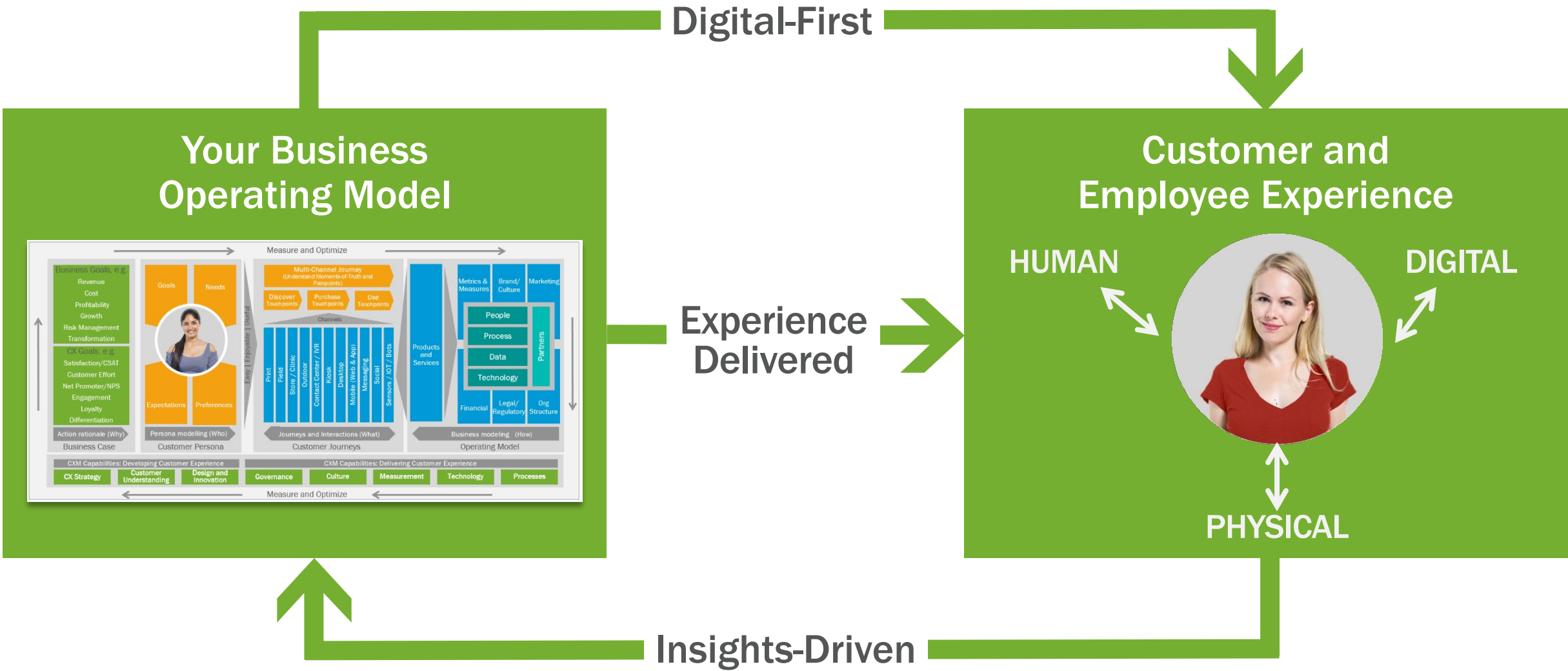


While many factors are in play, these six are imperative:

- 1** A clear strategy, defined goals, and a business rationale
- 2** Committed leadership, aligned across the organization
- 3** A clearly articulated roadmap to accomplish your goals
- 4** Build and operate an insights-driven organization
- 5** Maximize the business value of technology and data
- 6** Empower, upskill, and motivate your people



1. A clear strategy, defined goals, and business rationale



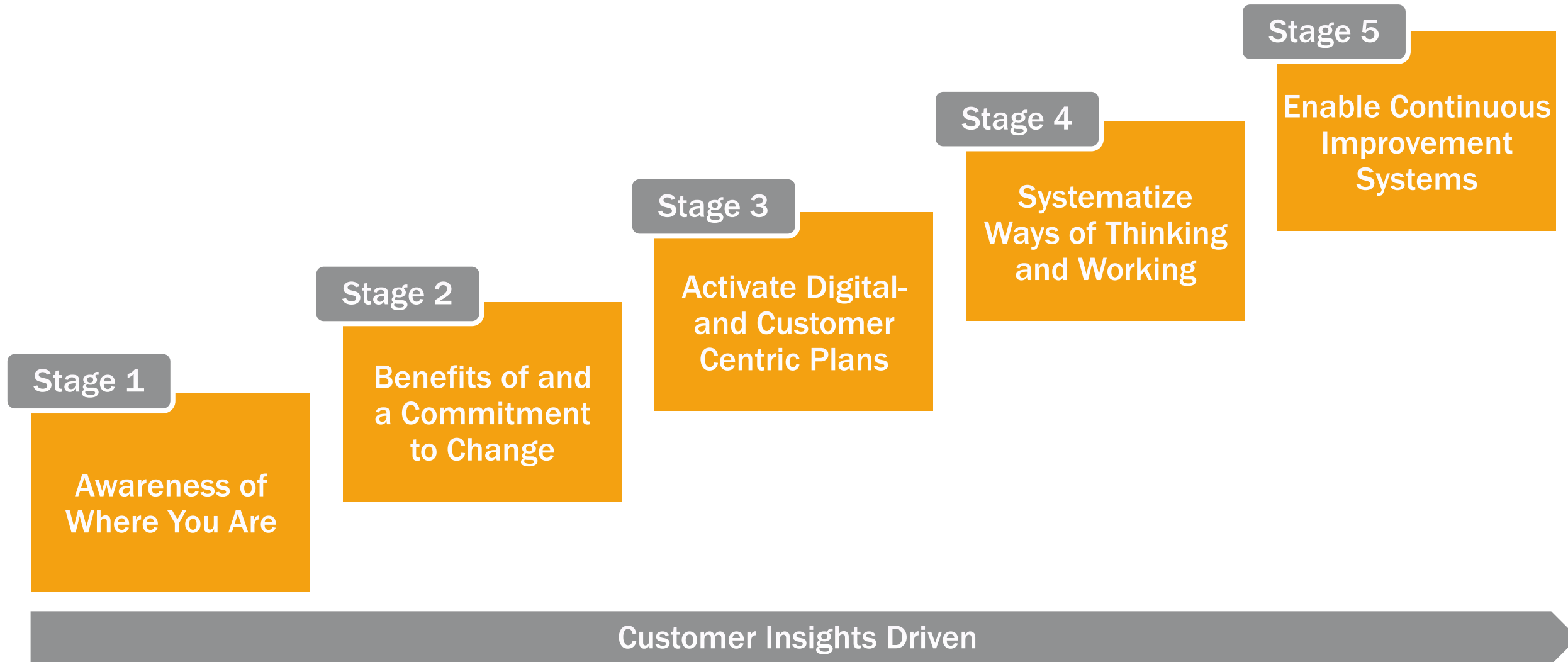


2. Committed leadership, aligned across the organization



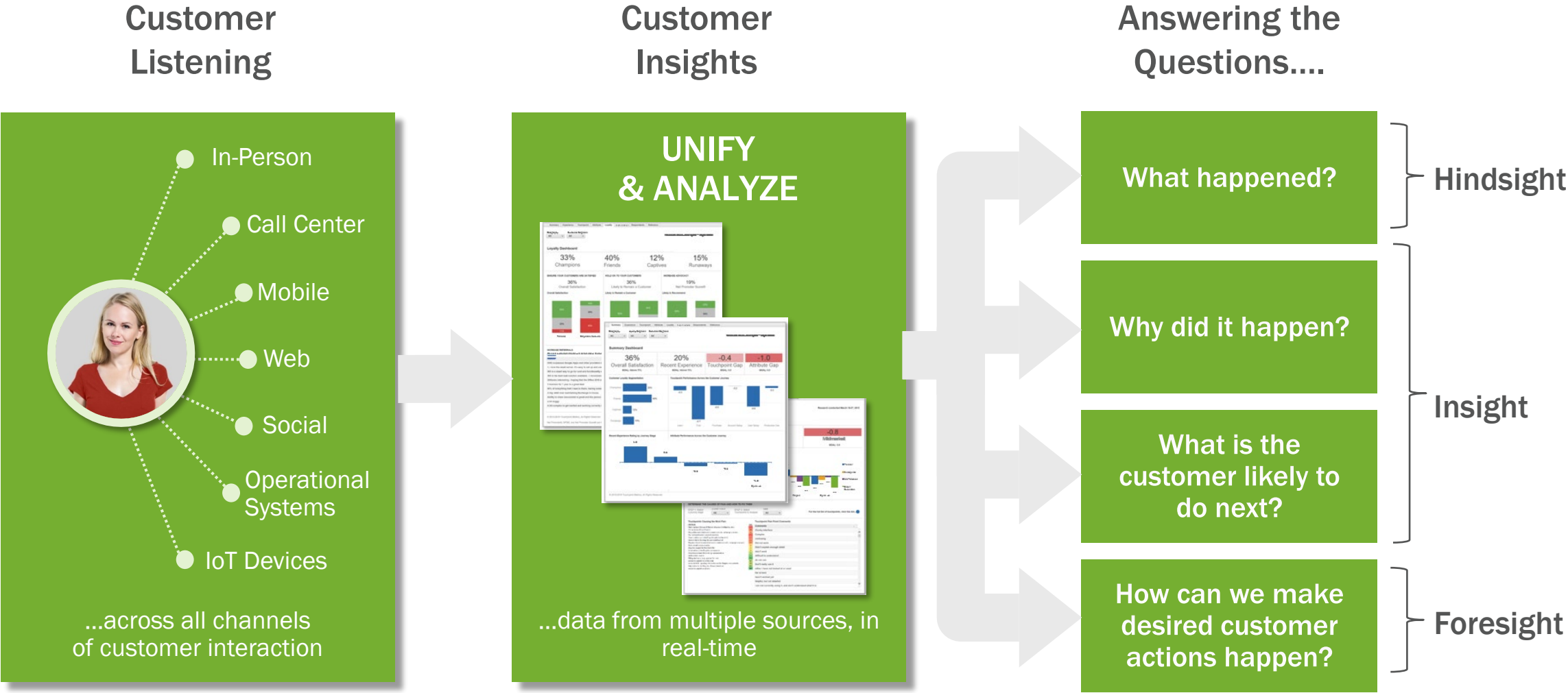


3. Clearly articulated roadmap to accomplish your goals





4. Build and operate an insights-driven organization





5. Maximize the business value of technology and data

Reimagine...

Business Processes...

Innovation...

Automation...

Compliance...

Workforce...

Access...

Customer Data...

Metrics...

Rewards Systems...

Readiness...

Culture...

Go-to-Market...

Customer-Facing Systems...

Experiences...

Partnerships...

Channels...

Employee-Facing Systems...

Journeys...

Interactions...

IoT...

Analytics...



6. Empower, upskill, and motivate your people



Heart



Mind



Skills



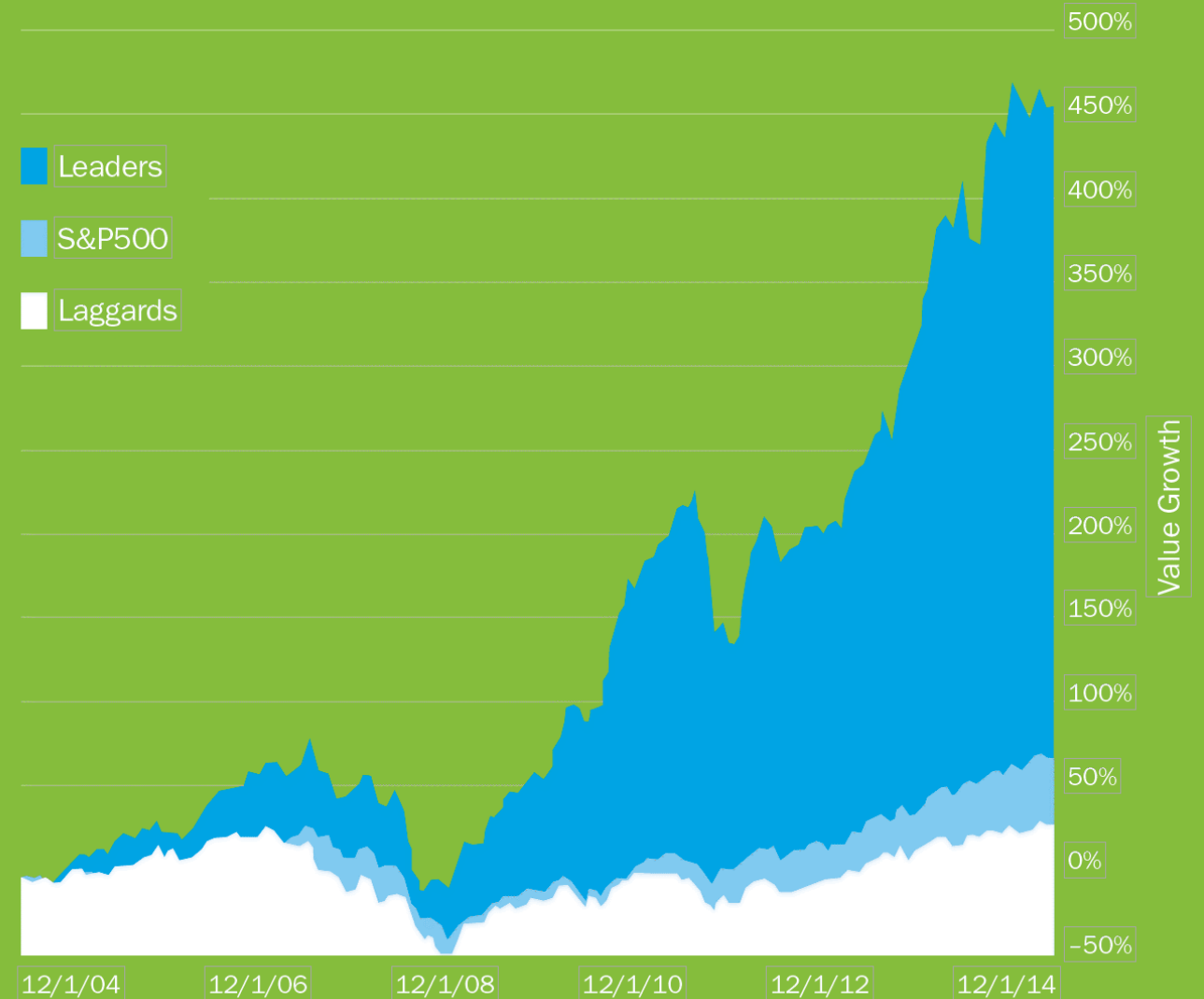
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For organizations seen as customer-centric leaders...

Market Performance of Leaders 15x Greater Than of Laggards*

Plus...

- Over a 300% greater lifetime customer value...
- Reduced cost to serve...
- Up to 200% greater customer and employee loyalty...
- Up to 2.4 times per-customer revenue increase...



*Source: Medallia Analysis. Leaders and laggards are defined using the American Customer Satisfaction index

For organizations seen as digitally enabled leaders...

Digitally mature companies are

23%

More Profitable

than their less mature peers.

71%

Of digitally mature companies say they can attract top new talent vs. only

10%

of early-stage digital companies.

Digital-first companies are

64%

More Likely

to achieve their business goals than their peers



There's a reason leaders across industries are investing in building Digital and Customer-Centric capabilities



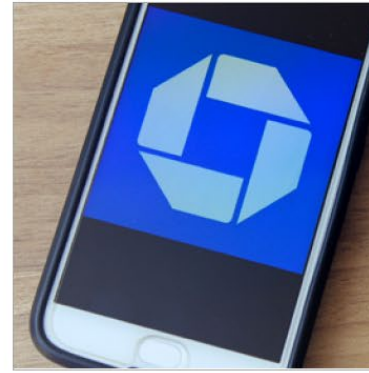
Focused on customer needs and digital technologies in every market



Has upskilled over 14,000 customer-facing employees on digital



Their customer-obsessed focus has driven a 60% revenue increase and a 355%+ stock price rise.



Gaining market share with better digital & customer experiences.



Their \$4B investment for launching workers into the future is paying off



With a customer focus from the start, today they're also digitally-driven.

Four things you can begin working on now...

**Digital-first, customer-centric leaders do many things to get started;
These are some of the most common.**



**Build Digital
and Customer-
Centric
Capabilities**



**Engage Key
Leadership and
Stakeholders**



**Adopt Digital
and Customer-
Centric
Methodologies
and Tools**



**Educate
and Upskill
Across the
Broader
Organization**

Today, we'll discuss: How the world we do business in is changing; What a digital-first, customer-centric culture means; How leaders get there; Benefits for your business, and what you can do now; **Your questions...**

What questions do YOU have? Let's chat...



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