

Turning Focus Into Improvement: A 5-Step Framework for Driving Action & Seeing Results from your CX Programs

Delivering an excellent CX throughout the entire customer lifecycle is the top priority challenge being addressed by B2B marketers & insights professionals in 2021. In fact, improving the customer experience has been the top priority challenge for a number of years.

FACT

Despite this, only **1 in 5 (22%)** of B2B organizations are defined as a CX Leader – those who are strong on at least 5 of B2B International's 6 CX excellence indicators.

So, for the majority of B2B organizations, an increased focus on the customer experience is not leading to improvements in performance.

To address this gap, we've identified the 5 most-important things that organizations should be doing if they want to move the needle and drive real improvement in their customer experience.



Interest

1

Ensure that there is genuine interest, support and involvement in your CX program from the highest levels of the organization. If the C-Suite are only showing interest from a cost-cutting or box-ticking perspective, your CX program will never drive real change.



Insights

2

Develop a thorough understanding of customer needs, challenges and expectations and make use of as much behavioral and transactional data as possible to anticipate and proactively address customer issues before they arise.



Investment

3

Invest the necessary resources, especially time and budget, into both insight collection and putting into place the mechanisms to be able to improve the customer experience across every touchpoint.



Improvement
Plans

4

Create actionable improvement plans that are updated at least every year, especially when there is a shift in customer expectations, and ensure the plan is seen through to the end.



Incentives

5

Provide specific incentives linked to business processes with the biggest impact on the customer experience. The Service Profit Chain tells us that good CX comes from high employee engagement and a strong belief in the programs that are put into place, rather than from punishing employees for not meeting expectations.

To find out more about how B2B International can help your organization put into place successful CX programs, get in touch with one of our research experts:

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or visit our website at

b2binternational.com/what-we-do/customers/