

How CX Influences and Informs UX

Just like Bookends, how CX can Influence and Support UX?



Many companies have fully siloed groups that focus on CX (BIG PICTURE!) and UX, Digital Marketing or Transformation. This results in a gap in both strategy and execution. Many Moments of Truth from the customer side are lost on the UX side, and similarly, key investment and media mix investments are missed from the customer's journey. This short document talks to how BOTH are critical components and how both should be taken into account during strategy, planning, design, and execution of communications and campaigns.

So what is Customer Experience (CX)?

CX is an umbrella concept encompassing the execution of the Brand Promise through all channels/touchpoints and all products within the same brand. 'Customer Experience' encompasses the interactions a prospect or customer has with every facet of your brand. It incorporates their journeys from awareness through advocacy.

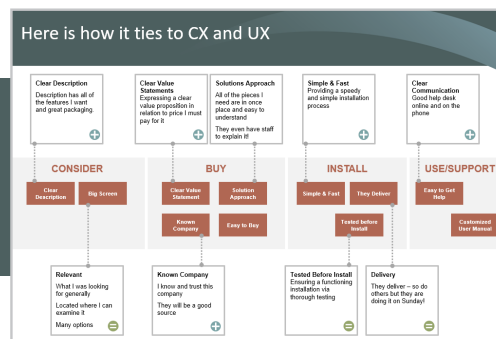
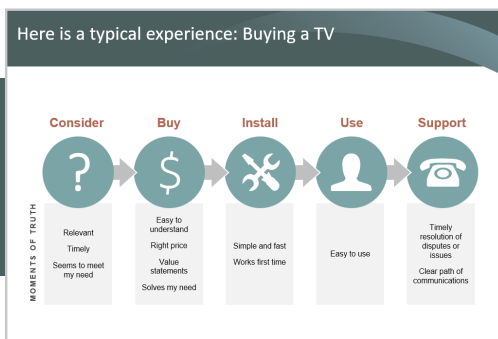
Then there is the Customers' Experience; how they **actually want** to interact with you.

The customer experience as a whole is of course influenced by the quality of the user experience at each touchpoint BUT CX is especially interested in the entire journey from awareness through advocacy and not with a single product or service.

Then what is User Experience (UX)?

UX is the process of enhancing user satisfaction with a product by improving the usability, accessibility, and pleasure provided in the interaction with the product;

UX best practices promote improving the quality of the user's interaction with and perceptions of your product and are limited only to interactions with product entities.



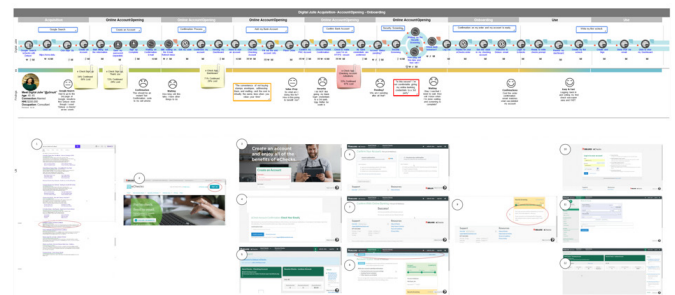
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Examples/Case Studies

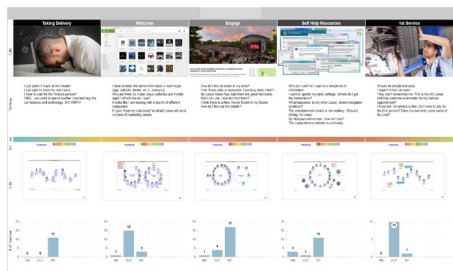
This case study and visualization shares how a company started looking at its CX only after it had some issues with account sign up and conversion. The product manager stated in the requirements that it was highly desirable to get the phone number and bank account number at the earliest opportunity. SO, the UX team asked for it as soon as they got to the landing page. That resulted in a 70% drop off at a critical juncture!

Once they heard the “Voice of the Customer” saying that they didn’t feel confident that this company would protect this vital data, they put a video up front explaining their security program and didn’t ask for the info till later down the line. By adding a value proposition and the right video snippet in the right place they overcame this objection and signed up significantly more accounts.

Layered map – with UX



Story Telling – Current State UX – All Email

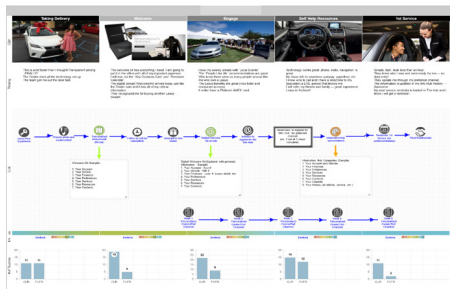


What about Me? Know Me? Cater to Me! Personalize my every interaction...Remember Me!!

Silos get in the way of expedient, guest-focused resolutions; delivering a consistent, personalized, salient communications – virtually impossible

Customers want their wants and needs met

Story Telling: Future State – Print Kit – Email – Digital Portal



- Experience is focused
- Interactions are personalized
- Messaging is coordinated
- Interactions are all in one place
- Salient, Fun, Engaging

This example shows the result of having multiple teams focus on their own UX to the detriment of the customers' experience. Multiple agencies used the cheapest channel (email) to invite new car buyers to their particular focus (Brand Welcome, Finance, Service, Connected Vehicle, Entertainment/Perks). As a result the customer received 30 emails in the first 2 weeks! Imagine the unsubscribe rates...

Once the teams got together in a CX session, they saw what was happening and immediately recognized the need for a single integrated stream. Starting with a welcome kit to get the customer out the door then a welcome email and finally a digital portal to help coordinate and personalize all of their future interactions. This program was received with accolades from both the customers as well as the dealers.