

Customer Experience Innovation™

CXI™ Hackathon



How it Works

CXI is the process of applying proven innovation methods to the process of inventing far better experiences for customers across five well-defined touch points. The overwhelming majority of customer experience programs rely on Surveys, Voice of the Customer (VOC) Systems and Promoter Scores. These programs often provide both erroneous and skewed data, and without the right insights you will invent the wrong human experiences. There are many new approaches including CXI™ hackathons, innovations safaris, ethnography, netnography, RealRatings™ and outsource CX innovation, that are driving happy customers and sustainable and meaningful enterprise growth.



How to Conduct a CXI™ Hackathon

The over whelming majority of organizations attempt to get insights in a way that is extremely one-dimensional, and in many cases, sterile. The best insights regarding the way in which your customer experiences your product or service, is in the minds of your customer facing stakeholders. The best way to get those insights from the true experts is to provide a safe place to innovate, where they can co-create ways to reduce friction and to improve the customer experience. There are three dimensions to the way in which we invent the best experiences in our industry and they include:

Step 1 Hate/Love Persona's

The first step in inventing better experiences, is identifying the hate and loves across a range of customer personas. Unfortunately, most organizations use outdated market demographics to identify the various customers personas that they serve. It turns out, that demography does a very poor job of identifying ways to invent actionable CXI™ Innovations. During the hate/love ideation, your workgroup will identify four different personas. These personas will be used to target better experiences across the customer's journey.

Example

If you own a car wash, you may have the following four personas:



Speedy

the persona that hates waiting in line and wants his/her car washed fast



Thrifty

the persona that is looking for the cheapest carwash



Sparkly

the persona that really only cares about getting the best possible carwash



Touchy

the persona that wants the carwash to be a fun and relaxing experience



You will note that if you invent a speedy carwash, you will probably make thrifty, touchy, and sparkly a persona as well. As we design better experiences for one persona, we will actually create optimized experiences for all customer personas. Also, don't forget to call your persona by a fun and descriptive name. This makes it easy to remember the value proposition.

Step 2 Inventing across the five touch points



It turns out that you must invent better experiences across all your personas, across five well-defined touch points. These touch points include:



1 The Pre-touch – This is when a customer is searching for you online or driving by your business. There not a customer yet, and they're trying to understand how you're going to make their life better. Even though they're not a customer yet, this is part of the customer's overall journey with you.

An Example of a Pre-touch Innovation Instead of building a website that tells a prospective customer how great you are, how about creating a free download that provides meaningful value to your customers. Your website should be a free value dispenser. If you're not a digital business, think about the impact of your storefront or your external advertising to the way in which you deliver value to your customers?



2 The First-touch Moment – What is the first impression that customers get when they enter your establishment, or start doing business with you? How can you invent better first impressions?

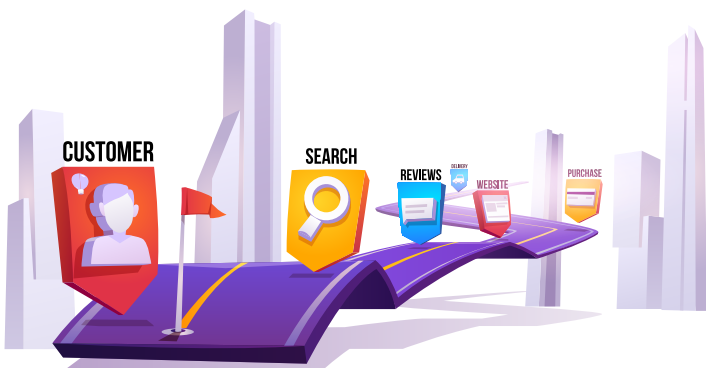


4 The Last-touch Moment – This touch point is when you disengage with the customer. How can you make that last touch point extremely special? If you are a car retailer, can you put the car on a red carpet and deliver it to the customer with a basket filled with auto wash and maintenance accessories? Of course, you can, it's cheap and the customer will not only remember that, they will share that experiences with others.



Blended Moments

Last but certainly not least, we must remember that our customers experience is both physically and digitally. This requires that we are thoughtful about how to use digital resources to optimize physical experiences.



3 The Core-touch Moment – This touch point is about how good it is to do business with you. Do you eliminate friction, surprise customers with incredible value, make human connections, have customer centric policies? This is an important touch point, most people become lazy in the way in which they deliver experiences once they get the customer.



I call that, the “death spiral” as many great companies have failed by taking your customers for granted.



5 The In-touch Moment – Many organizations use CRM tools with the express purpose of attempting to sell previous customers and existing customers more products and services. When done properly this is fine, however it's incredibly important to invent ways that you stay in touch with your customers that go far beyond trying to sell them something. The best organizations have set up automation to deliver valuable resources, discounts and special offers in an authentic and valuable way. How can you invent better ways to stay in touch?



Conducting the Hackathon

Your stakeholders should be broken up into groups of no more than 20 and ideally no less than five. The teams should be architected in such a way that you have representation across departments. Start by identifying your personas and then invent better experiences for all personas at each of the five touch points. You should also address how you will leverage blended experiences at those touch points, if applicable. The ideation process can last from 15 minutes to several hours depending on the nature of your industry and group. Once you complete the ideation session, each group will present their inventions to the larger group. Often times, groups will invent many of the same things and will actually identify the same personas.



What You Should Expect

This is not a theoretical ideation session, this is a real innovation process. You should be prepared to harvest dozens of ideas that you quickly move into deployment. Some of our clients have identified millions of dollars in new revenue opportunities through this process, you can too.



Few of My Secret Tips

As a management consultant, I work with some of the top brands in the world over the last four decades. There are two things that you should consider that very few organizations do and frankly to their demise.

The Baseline Level of Expectation

Your various personas have very specific expectations across each of your touch points. The goal of inventing better experiences is to identify their baseline and then invent experiences that far exceeded. This may sound simple, or even obvious but most organizations really don't know what their various personas expect across their journey. Without that insight you will not be able to drive actionable innovations.

The Secret of Happiness

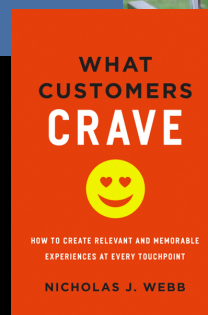
This point may seem obscure and maybe even hard to believe. Happiness as a Strategy™ might be one of the best-kept secrets and enterprise culture, growth and customer experience. Our research found that organizations that make happiness a priority, are far more successful in making their customers happy. Unhappy and sick enterprise cultures will never really be able to succeed at customer experience.

About Nick

Nick is world-renowned innovation thought leader, Adjunct Professor, multiple number one best-selling author, and one of the top 30 Customer Experience Gurus in the world. He is the founder of learnlogic™, a Management Consulting and Training Organization that works with great brands to drive great cultures, customer experiences and market-leading innovations.



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