

Customer Experience

More Important Than Ever in Times of Uncertainty



Our Head of Growth had the privilege of talking to a true CX expert on our B2B Insights podcast: Shep Hyken. Shep is the Chief Amazement Officer of Shepard Presentations, A New York Times and Wall Street Journal bestselling author, and has been inducted into the National Speakers Association Hall of Fame for lifetime achievement in the speaking profession.

They discussed the importance of customer experience in a crisis, as well as key takeaways for those in the B2B world interested in creating the ultimate B2B experience.

5 Key Takeaways:



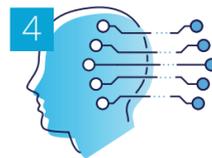
1 Even in the B2B space, remember you are still selling to a person



2 Gaining trust in the business relationship is hard to do, but invaluable. Be the company your customer can depend on



3 Creating a great customer experience is more important than offering the lowest price



4 Customer expectations are higher than ever before; they are comparing their B2B experiences with their B2C



5 Creating a superior customer experience starts from within; company culture is vitally important to consider

Interested in how you can create that amazing company culture? Shep listed his simple process to creating this...

Shep Hyken's 6 Step Process To Creating A Superior Customer Experience From The Inside Out:

1

Leadership defines what the service vision is; a one sentence version of what you want everybody to experience, that is easily understood by the whole organization

2

Communicate this vision regularly

3

Everyone in the company gets specific training relevant to their role, ensuring they fully understand their role and responsibilities

4

Treat your employees as you would treat your customers; your internal culture will permeate from the inside out

5

Defend your company culture; ensure that all employees live and breathe the company culture

6

Celebrate it when it works, both internally and externally

And whilst we still battle with this global pandemic, it is important to consider how we continue creating these memorable experiences for our customers. But how? Shep explains...

5 Powerful Ideas To Help Your Customers In Times Of A Crisis:



1 Be a beacon of hope and optimism



2 Offer alternatives when perhaps you can't provide the same service during a challenging time



3 Stay connected



4 Plan ahead - no one expected this global pandemic, but we now have the ability to plan ahead for future "doomsday" scenarios



5 Be grateful for what you have right now and embrace new opportunities

And finally, we look at some of the highlights from the podcast with some key Shep quotes...

Key Quotes:



"We see it all the time where the low bidder doesn't get the business because the client will say 'we've done business with them before, we trust them, we know what we're getting'"

"Creating trust is hard, and it comes from ongoing, consistent, and predictable experiences that ideally the customer likes. And that's why they continue to do business with them. Building trust takes time"

"...an engaged workforce feeling connected is going to create a better experience outside for the customer... What happens on the inside of the company is felt on the outside"

- Shep Hyken

