PPAI EXPO 2023

CONFERENCE

CX – Customer Experience

What it Means in the Promotional Products Industry and How it Can Benefit YOU

PPAI EXPO 2023

alphabroder

prime LINE®

Laura Turner

ESKIMO JOE'S PROMOTIONAL PRODUCTS GROUP

EJPG

Amy McCray

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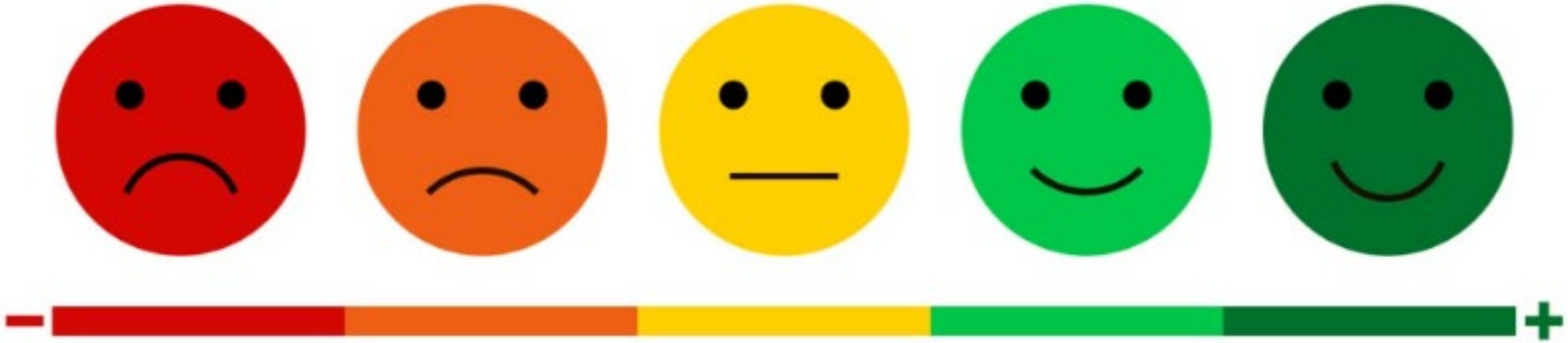
CX = Customer Experience

CX = Customer Experience



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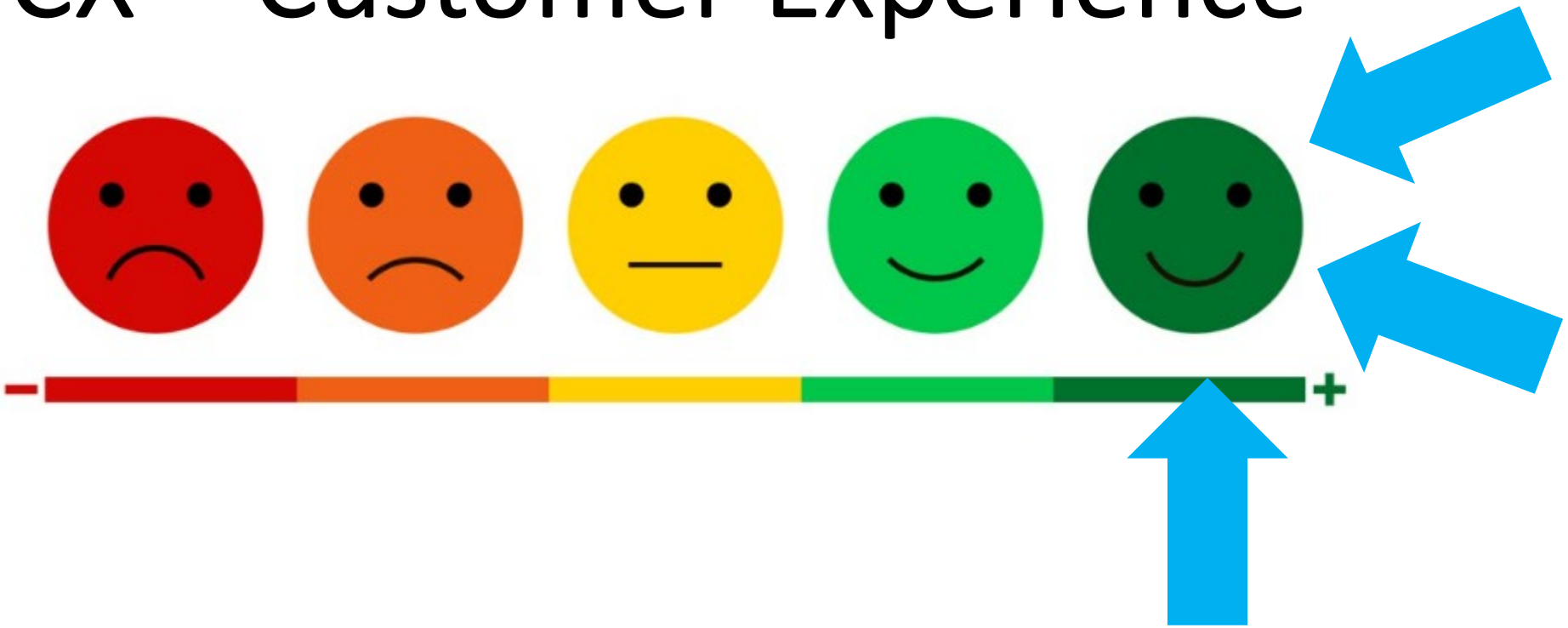


CUSTOMER EXPERIENCE

≠

CUSTOMER SERVICE

CX – the definition

Customer experience, also known as CX, is your **customers' holistic perception** of their experience with your business or brand. CX is the result of every interaction a customer has with your business, from navigating the website to talking to customer service and receiving the product/service they bought from you

CX – logic vs focus

- Logically, every company wants to deliver a good experience to their customers

- So how do we focus on that goal and turn it into a true competency in our organizations?

Definitely Worth Talking About!

CX – where you've seen it…..

An email in your inbox after you've made a purchase:

CANADIAN TIRE

Hi LAURA J,

Thank you for shopping with us.

We are continously looking for ways to improve how we deliver leading products and services to our customers and we have designed a short survey for you to tell us about your shopping experience with Canadian Tire.

The survey should take no more than 2-3 minutes to complete and most importantly, your answers will help us improve and how we serve you and millions of other Canadians.

Start Survey

Thank you,

Canadian Tire

Please do not "Reply" to this email.

This survey invitation will expire on November 23, 2022 at 1:56 PM.

Walmart

VERINT FORESEE

We'd welcome your feedback!

Thank you for visiting our website. You have been selected to participate in a brief customer satisfaction survey to let us know how we can improve your experience.

The survey is designed to measure your entire experience, please look for it at the conclusion of your visit.

This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting.

No, thanks | Yes, I'll give feedback

Expedia

Laura, your feedback is important

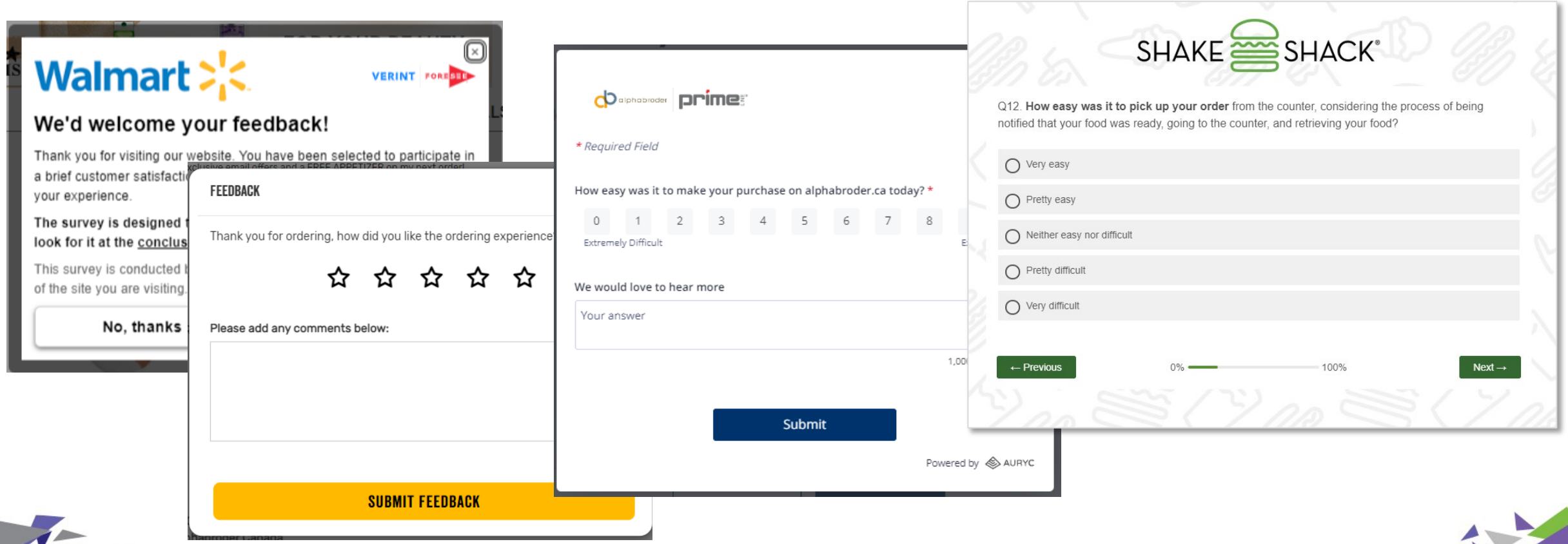
We'd love to hear all about your experience. If you can spare a couple of minutes, please share your thoughts with us through a quick survey. Your response will ensure travellers like you get the best from Expedia on all the journeys ahead.

Launch the survey

Thank you for your time,
Expedia

CX – where you've seen it…..

A pop-up survey after checking out of your favorite online store or restaurant:



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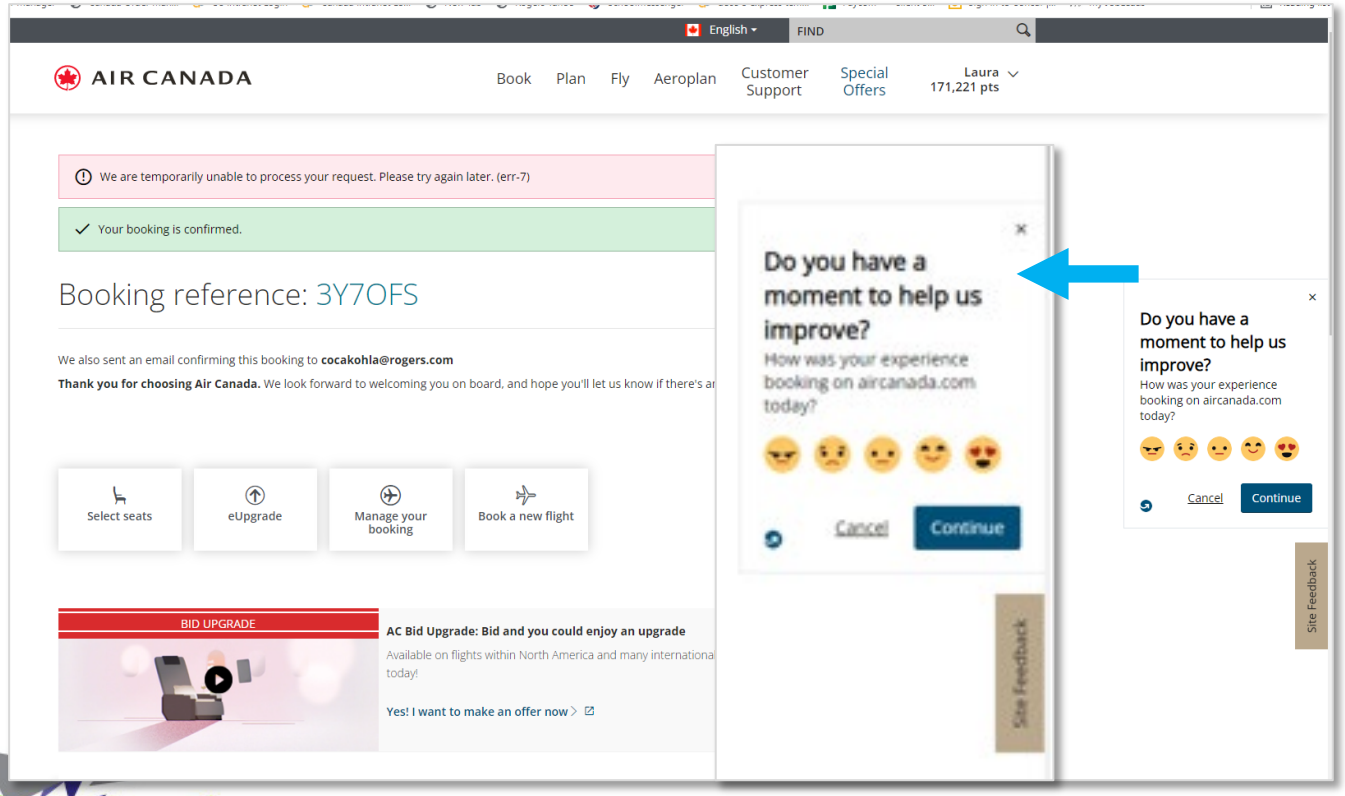
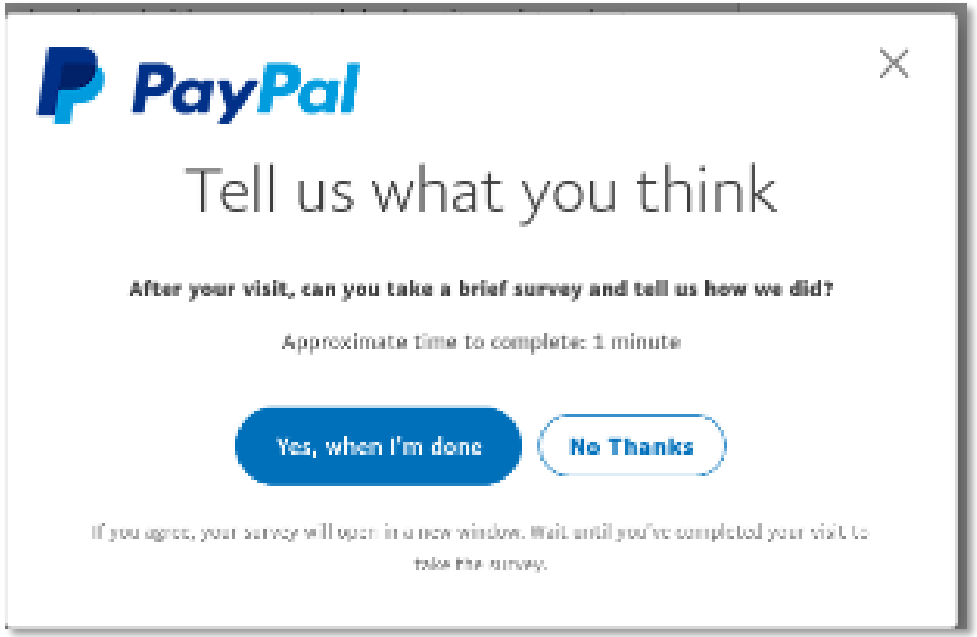
CX – where you've seen it…..

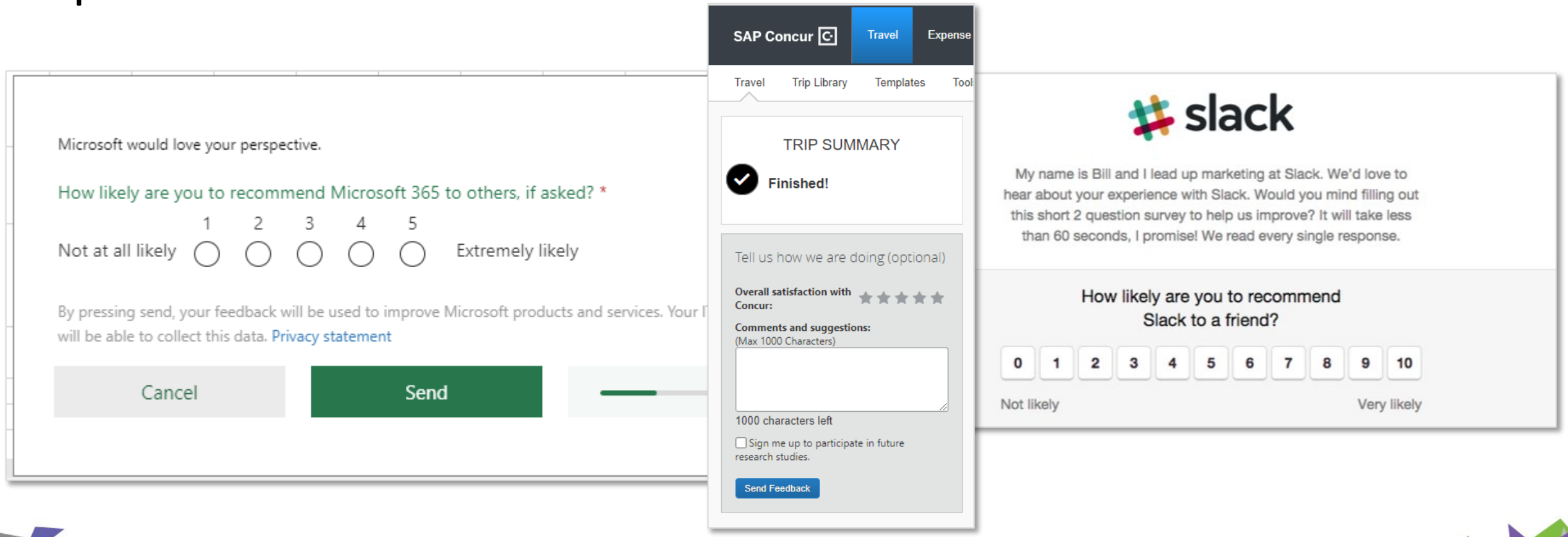
A feedback badge on a website as you're browsing or a pop up asking if you'd be willing to take a survey:





CX – where you've seen it…..

A pop-up survey after finished a call or activity on a technology platform at work:



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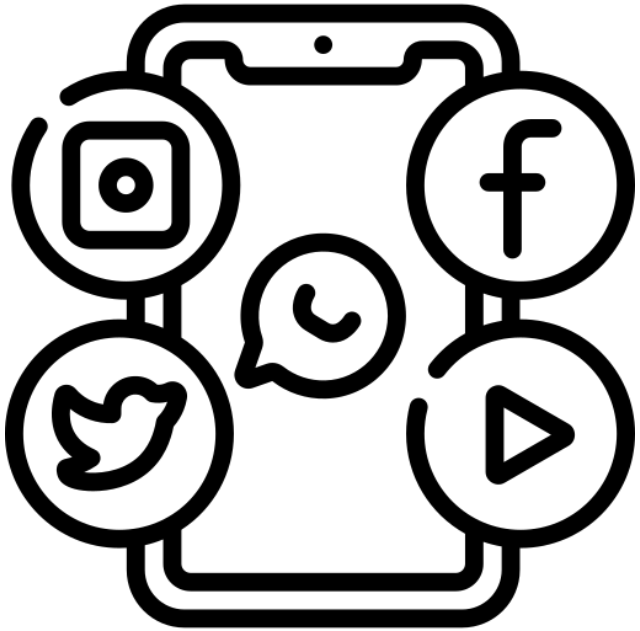
CX – where you've seen it…..

Phone calls, text messages and social media posts and surveys asking about your experience:



CX – the goal

BizDoodles©
THE CUSTOMER EXPERIENCE
"You can pretty much get bones everywhere.
I just love the atmosphere here."

CX – Why?

CX – What the research says…..

Investing in CX initiatives has the potential to increase revenue by **70%** within 36 months

- Qualtrics XM

HOW?

It's **6 times** more expensive to acquire new customers than to retain existing customers

- SignalMind

It takes **12 positive** experiences to offset **1 negative** experience

– Futurum Research

Improving CX can reduce customer support costs by up to **33%**

- Sprint, Harvard Business Review

86% of customers are willing to **pay more** for a superior customer experience.

- Forbes

Customers are willing to pay up to a **16% price premium** following a positive experience

- Forbes

Customer spending increases up to **140%** following a positive experience

- Deloitte

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Costs Go Down

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Revenue Goes Up

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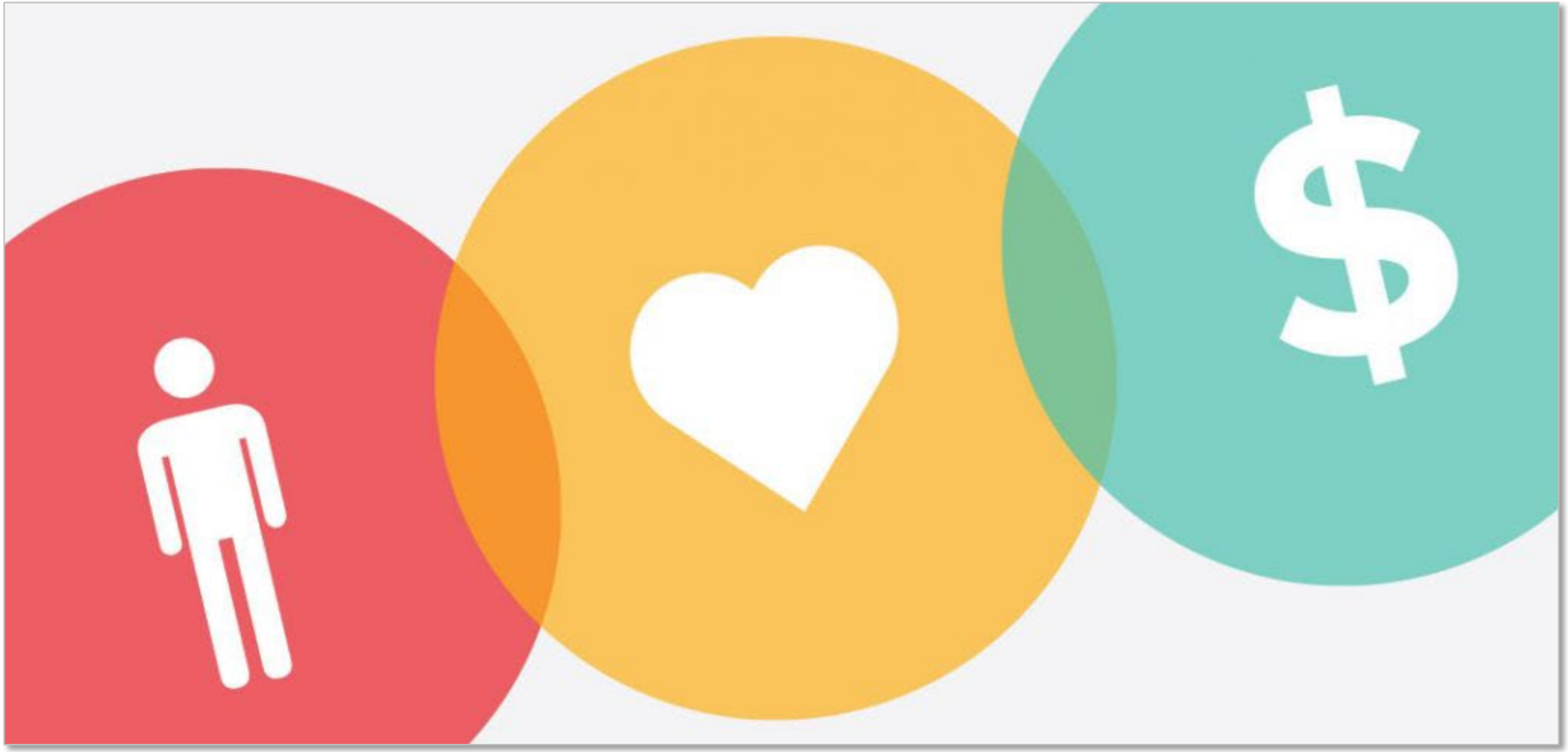
CX – Drives growth & Profitability



CX – Another look at it……

An NPS Promoter has a customer lifetime value that's 400% higher than a Detractor.

-Bain_&_Company

Promoters…

1 SPEND MORE

Promoters are **more likely to buy high-value** products and services

2 USE MORE

Promoters **use our services more**, deriving more value justifying higher spend

3 STAY LONGER

Promoters churn at a much **lower rate than detractors**

4 REFER MORE

Promoters make more **positive referrals** and fewer negative referrals

5 CROSS-BUY MORE

Promoters hold a **greater range of products** and use a greater range of services

6 COST LESS

Promoters **cost less to serve** than passives or detractors

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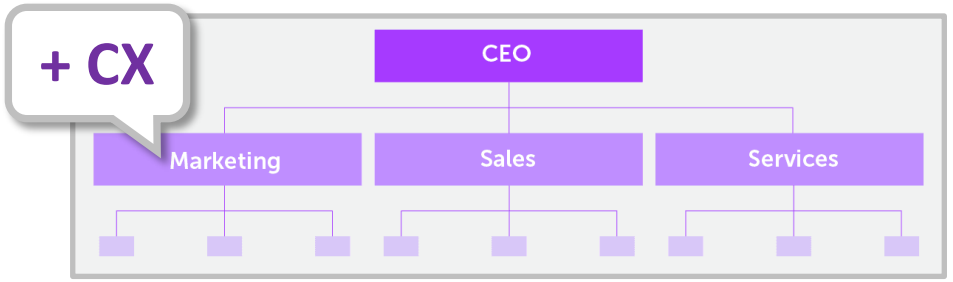
CX – options to activation

- Create a CX department

- Add CX to an existing department



- Build it into what you do everyday – great way to start!

CX – How

1. **CX Mindset**

CX – How

1. CX Mindset
2. **EX to support CX**

CX – How

1. CX **Mindset**
2. **EX** to support CX
3. **Map** your Customers' Journey (or journeys) through your organization
   - Where do they 'touch' your organization?
4. **Measure** your Customers' experiences at all the identified touchpoints
   - Surveys, interviews, web metrics, customer service metrics
5. **Review** and group all the feedback – scores and comments
6. **Share** the feedback with all parts of your organization
7. **Modify -** fix the pain points
   - Work with each department to develop plans to address concerns and pain points
   - Implement plans
8. **Repeat** - Do it all again!

CX – 4 M's

1. CX **Mindset**
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CX – Let’s get Started….

CX – the Customer Journey Map

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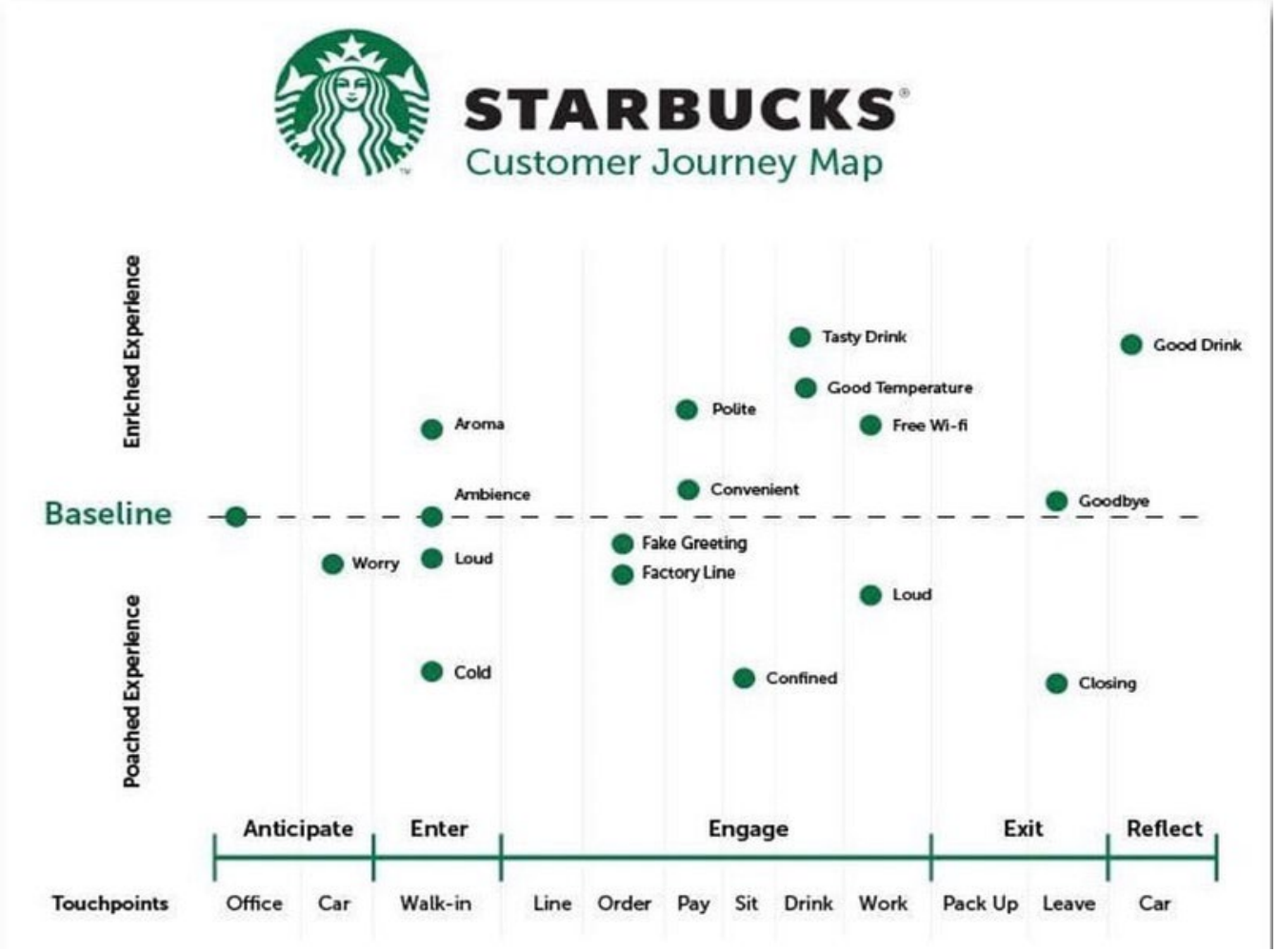
CX – the Customer Journey Map

Think about the journey your clients take through your organization:

- What are their pain points?
- How can you measure them?
- What can you do to improve them?

CX – the Customer Journey Map



CX – The Customer Journey

- In the Promo Industry, an order has multiple journeys attached to it
  - The end user works with the distributor (EJPPG)
  - The distributor (EJPPG) works with the supplier (ab)

- The 2 journeys are linked and one can’t be great if the other isn’t great

CX – the Customer Journey Map

EJPPG Customer Journey Map

Project Initiation with Existing Client	DISCOVERY	PROPOSAL	QUOTING/SAMPLING	ORDER/PRODUCTION	FOLLOW UP
OBJECTIVES	**Contact with client and gaining understanding of needs**	**Product and art selection**	**Quoting and item sampling**	**Order in process, proof approval, and shipping**	**Invoicing/Post Delivery Followup**
TOUCH POINT 1	Client Initiated: Email, phone call or text	Templated proposals vs customized Canva proposals	Emailed quote for approval (Sales)	Emailed acknowledgment and proof for approval (CSR)	Emailed invoice and statements (Accounting)
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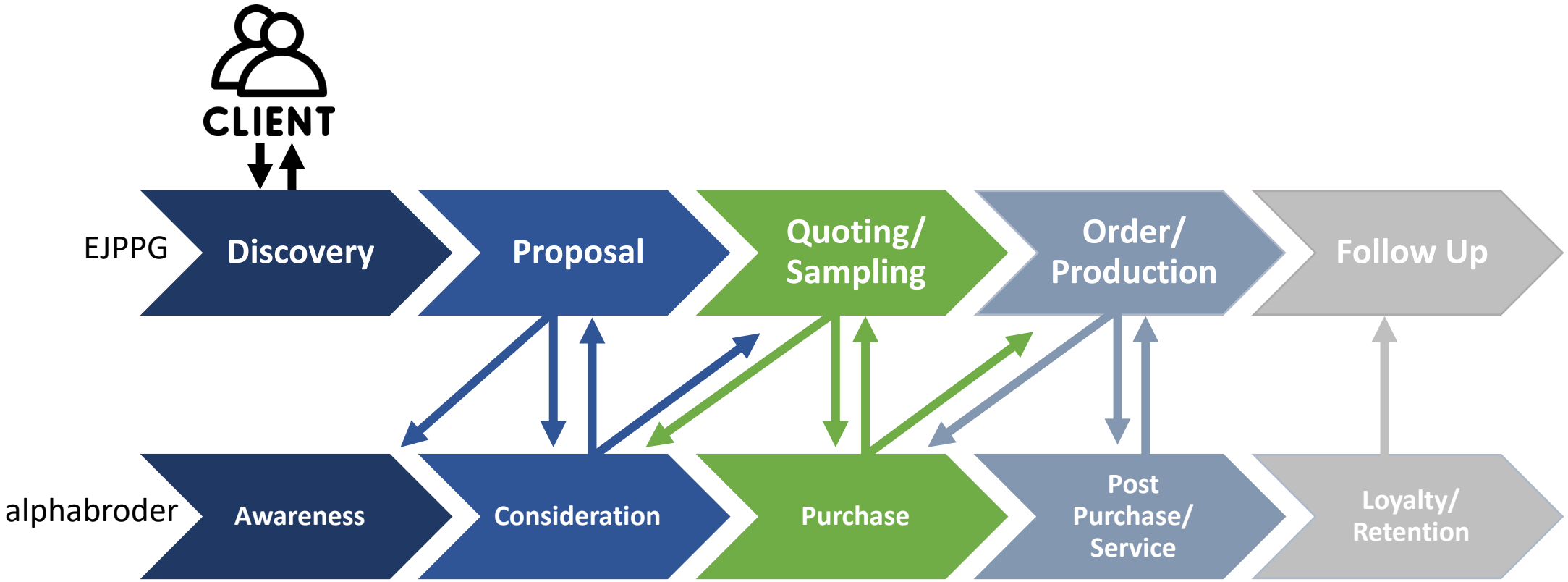
TOUCH POINT 3	Marketing Initiated: Website, social media, product mailers, special events	Proactive art specific for client event or buying patterns	In person appointment with supplier showing	Shipping notification with tracking information	System generated survey

CX – the Customer Journey Map

ab Customer Journey Map

PPD receives PO from client	Awareness	Consideration	Purchase	Post Purchase/ Service	Loyalty/ Retention
Thinking	Which suppliers have the product my client needs	Inventory, Ease of Ordering, Decoration, Cost, Freight, Lead times	Web or email order? Did I get a confirmation; am I confident?	Is my customer happy? How do I do a return if needed? How do I pay?	That was a good experience – like the one invoice solution
Doing	Search websites & catalogs; talk to sales team	Check websites for inventory & pricing; call sales team for lead times & quote	Send in/place order; call to confirm; check email for confirmation	Contact Sales, Customer Solutions team, credit & collections	Repeat orders; industry ratings; posting to Social Media;
Pain Points	can't find product info; can't create a good list of options for customer ☹	Inventory issues; long lead times; lack of communication ☹	No/delayed confirmation; incorrect order details ☹	Carrier delays; quality issues; payment issues; returns & re-dos ☹	No incentive to place repeat orders; lead times change ☹
Opportunties	Better web tools, chat, "similar style" recos, links to send to client	Improved communication; high stock web tools	Improved systemic communications; OE accuracy; systemic OE	Improved web payment process; Customer Solutions Team activation	Repeat incentives; easier repeat ordering from website

CX – How the maps converge



CX – the Customer Journey Map template

PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5
Touch Point 1	Touch Point 1	Touch Point 1	Touch Point 1	Touch Point 1
Touch Point 2	Touch Point 2	Touch Point 2	Touch Point 2	Touch Point 2
Touch Point 3	Touch Point 3	Touch Point 3	Touch Point 3	Touch Point 3

CX – the Customer Journey Map

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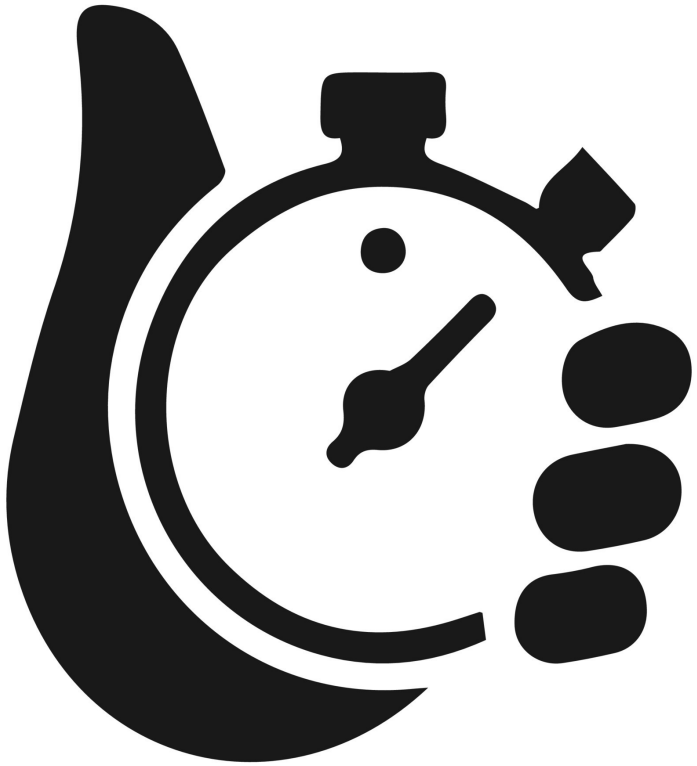
CX – the Customer Journey Map



CX - Beyond the Map at alphabroder

EX

Mapping

Listening & Measuring

Tools

Metrics

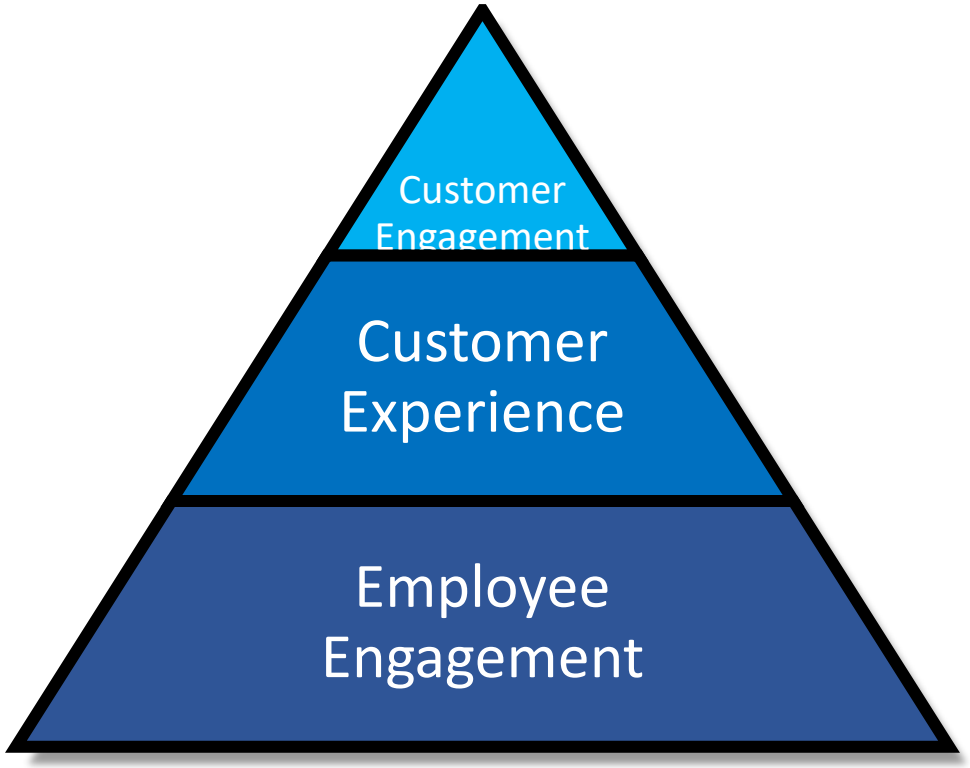
Analyzing Results

Sharing across the organization

Igniting & Managing Change

CX at alphabroder starts with EX

- Both Employee Experience and Customer Experience are baked into ab's strategic priorities and are inextricably linked - EX is the foundation on which CX is built



icare

ex/cx

it's a mindset

alphabroder | prime LINE

CX at ab – Listening, Learning & Improving

- Our customers are the only ones who know what our service looks like end to end, so we need them to tell us
- Our employee are the only ones who know how easy it is to deliver that service, so we need to listen to them

NPS
2x/yr
2014 - present

EX/CX Project Team
Established 2020

Introduction of iCare core values
Shifting culture
icare ex/cx it's a mindset

Creation of CX function
Operationalizing the value of CX

- NPS — InMoment
- Web CES — AURYC
- Social listening — sproutsocial
- Secret Shopper — SAGE
- SAGE/ESP — esp
- Customer Journey/Lifecycle — KLAVIYO
- Customer Feedback/Panels
- Internal Audits/EX-CX

2014 → Late 2021 → TODAY

Areas of Improvement:

- KMS/abWizard
- Web dashboard
- Web search results
- BO notifications
- Customer Solutions Team
- New acct set ups
- Payment types (COD)
- Tax certificates
- Internal reports
- Improved NPS

2023 will be the year of “Igniting Change”

AURYC

sproutsocial

KLAVIYO

InMoment

- NPS
- Web CES
- Social listening
- CSAT
- SAGE/ESP
- Customer Lifecycle
- Customer Panels
- Secret Shopper

2023

Streamline Communications

Improve Web speed & checkout

2022 - Listening
2023 - Changing
2024 - Institutionalizing

Improve Backorder functionality

Reduce Errors

Modernize CS

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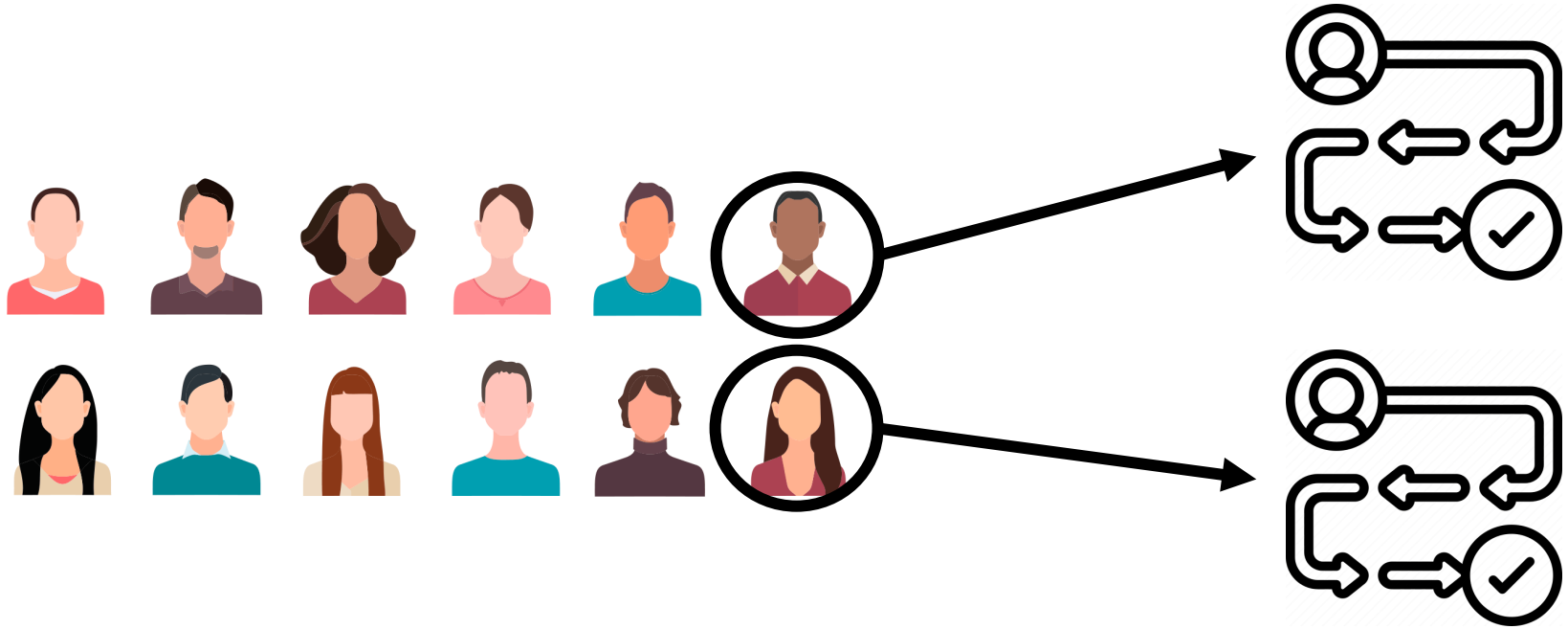
CX – the EJPPG approach

- Recognized weaknesses in current data collection strategy
- Dug deeper on the concepts and language. Developed customer personas and journey maps for each



TAKE A WALK IN THEIR SHOES

Understanding How and Why Customers Choo

Bring Personas to Life.

REALISTIC REPRESENTATIONS OF YOUR TARGET CUSTOMERS

Creating a Journey Map

STEPS TO FOLLOW FOR MAPPING

Crafting Messages.

IT'S NOT ONE SIZE FITS ALL

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CX – Beyond the Map at EJPPG

- Recognized weaknesses in current data collection strategy
- Dug deeper on the concepts and language. Developed customer personas and journey maps for each
- **Started to identify the tensions and frustrations in our current processes that may be impacting our customers**

CX – the EJPPG approach

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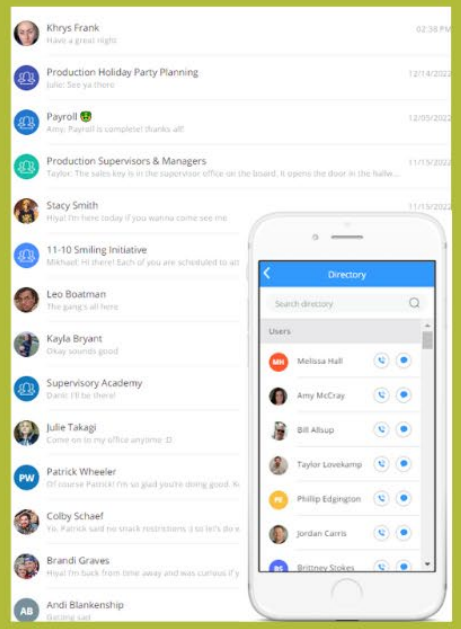
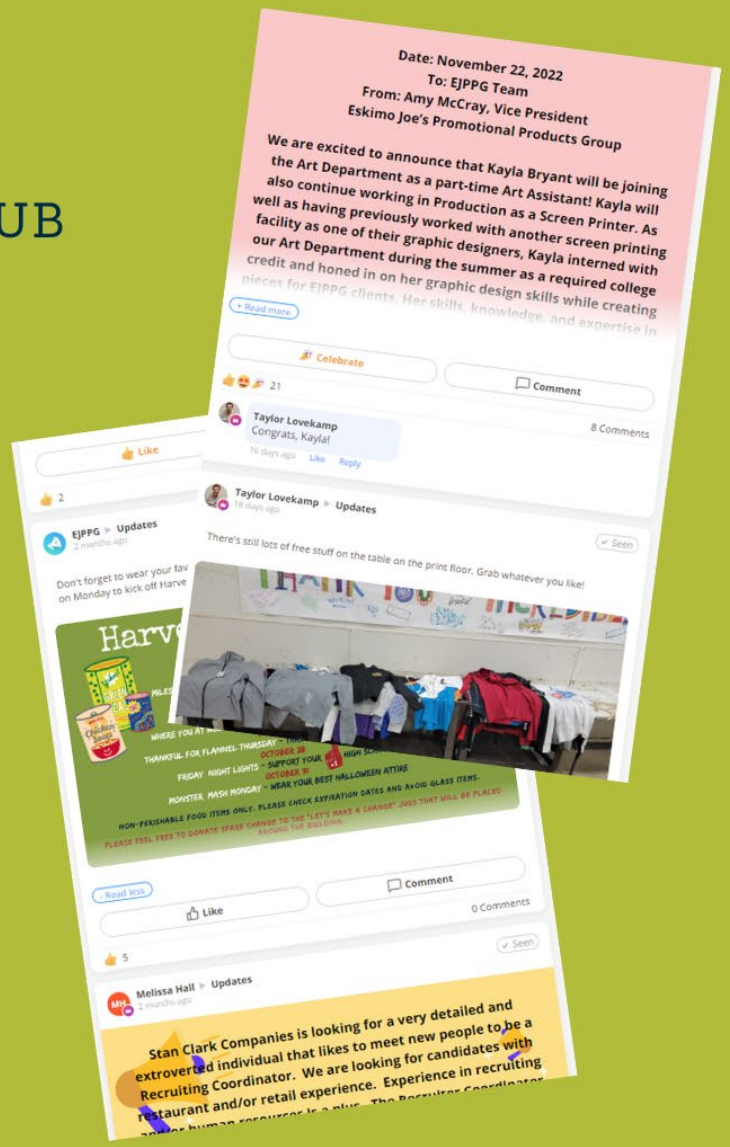
- Dug deeper on the concepts and language. Developed customer personas and journey maps for each
- **Employee Engagement**

Team Engagement

SURVEYS, SUGGESTION BOX, COMMUNICATION HUB





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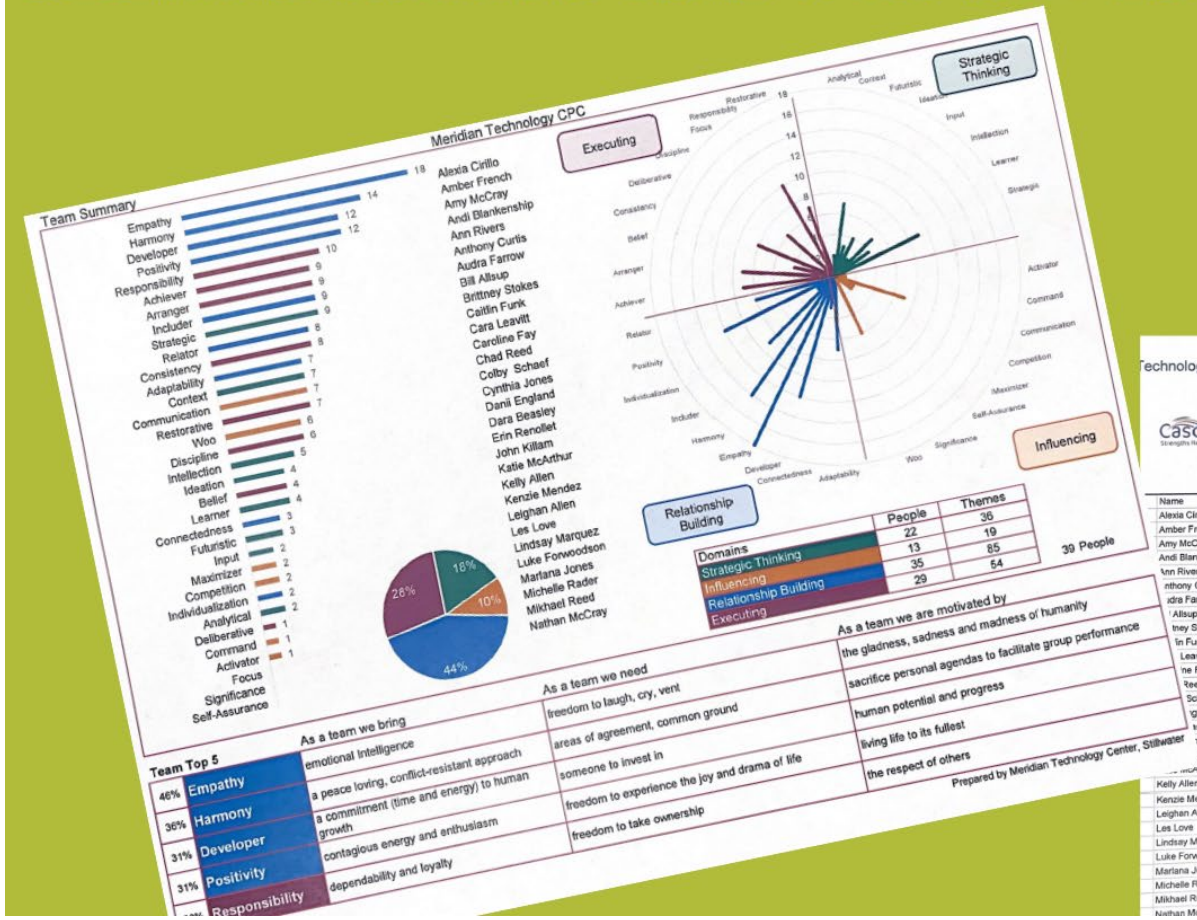
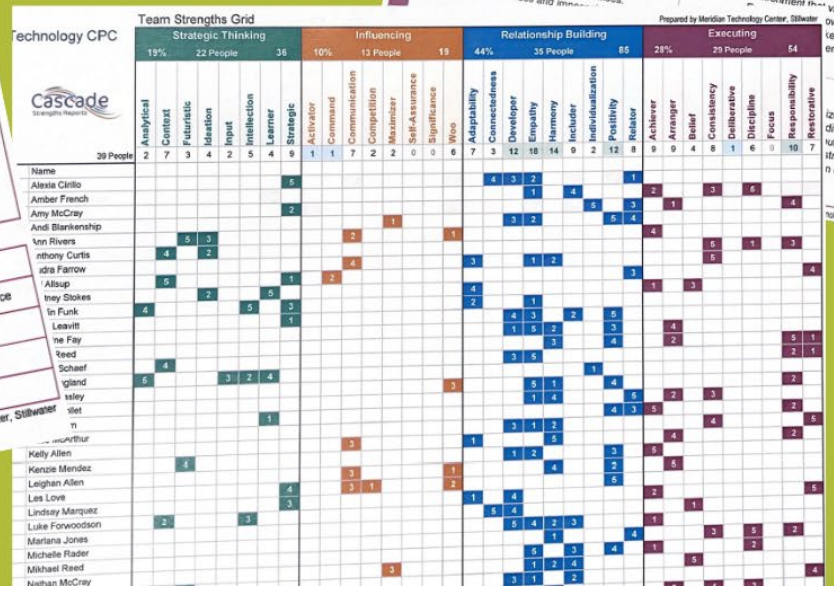
EJPPG Strengths

RELATIONSHIPS ARE OUR SUPERPOWER.





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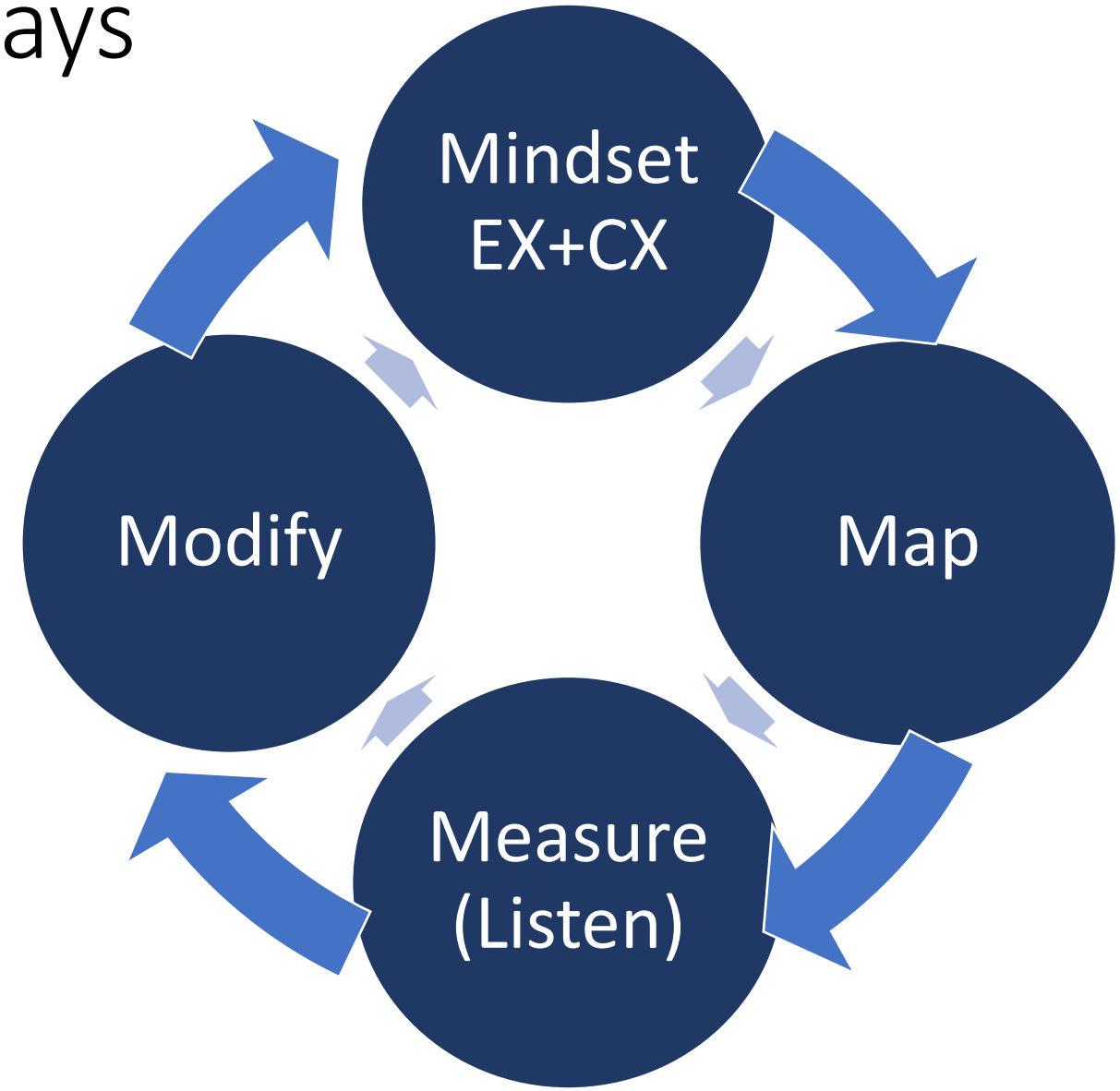
CX – So what does this mean for you

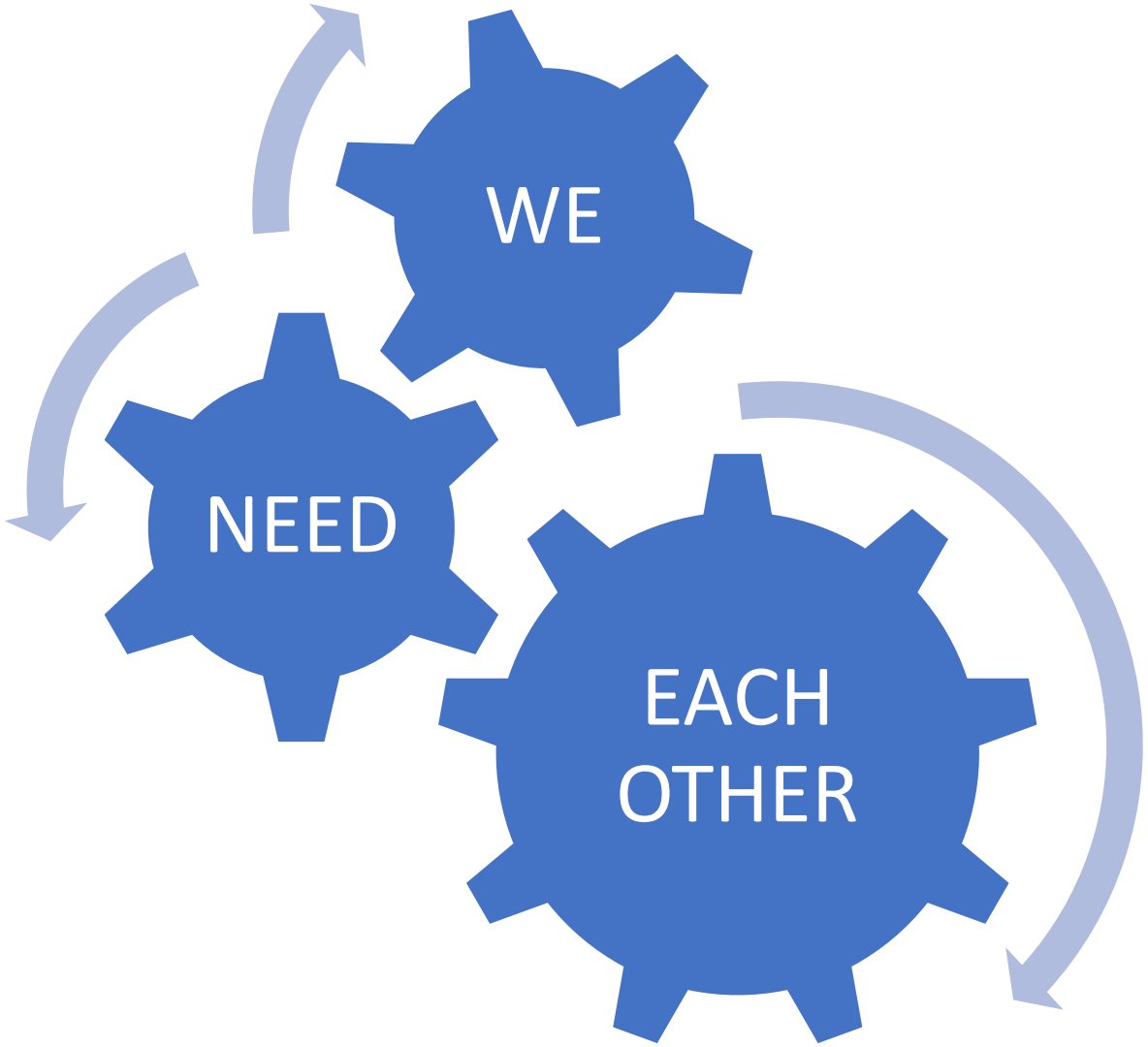
CX – Key Take-aways

1. <u>The 4 M's</u>



CX – Key Take-aways

2. <u>PPD + Supplier Partnerships</u>



CX – Key Take-aways

3. <u>JUST GET STARTED!</u>

QUESTIONS?

THANK YOU!!

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