

PPAI Women's Leadership Conference™

PPAI
Women's
Leadership
Conference™

From EX To CX: Digging Into The eXperience!

Laura Turner

Vice President, Customer Experience

alphabroder Prime Line



From EX to CX:
Digging into the eXperience!

Agenda

- CX – An Overview
- A Story
- EX – The Foundation
- 2 Case Studies

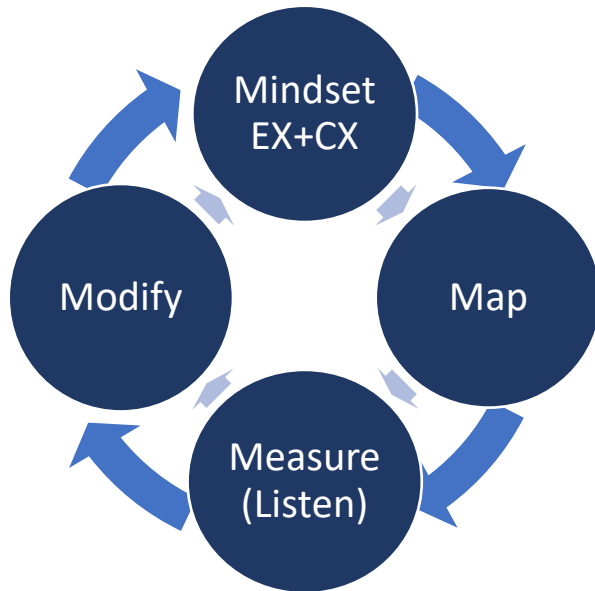


CX – An Overview

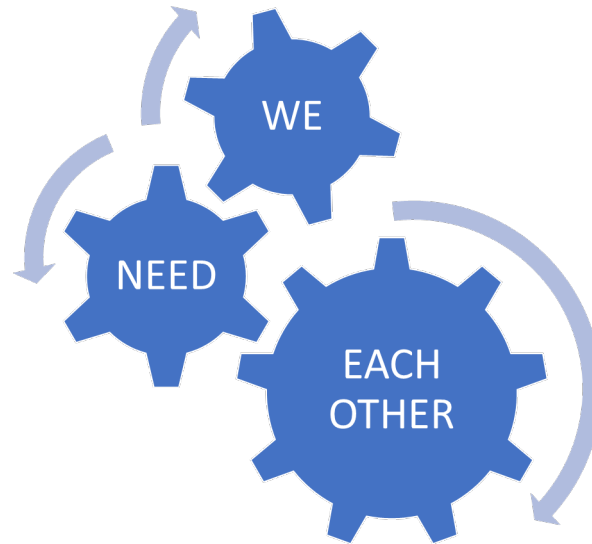
1. **CX Mindset**
2. **EX** to support CX
3. **Map** your Customers' Journey (or journeys) through your organization
 - Where do they 'touch' your organization?
4. **Measure** your Customers' experiences at all the identified touchpoints
 - Surveys, interviews, web metrics, customer service metrics
5. **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 – Simplified

1. 4 M's



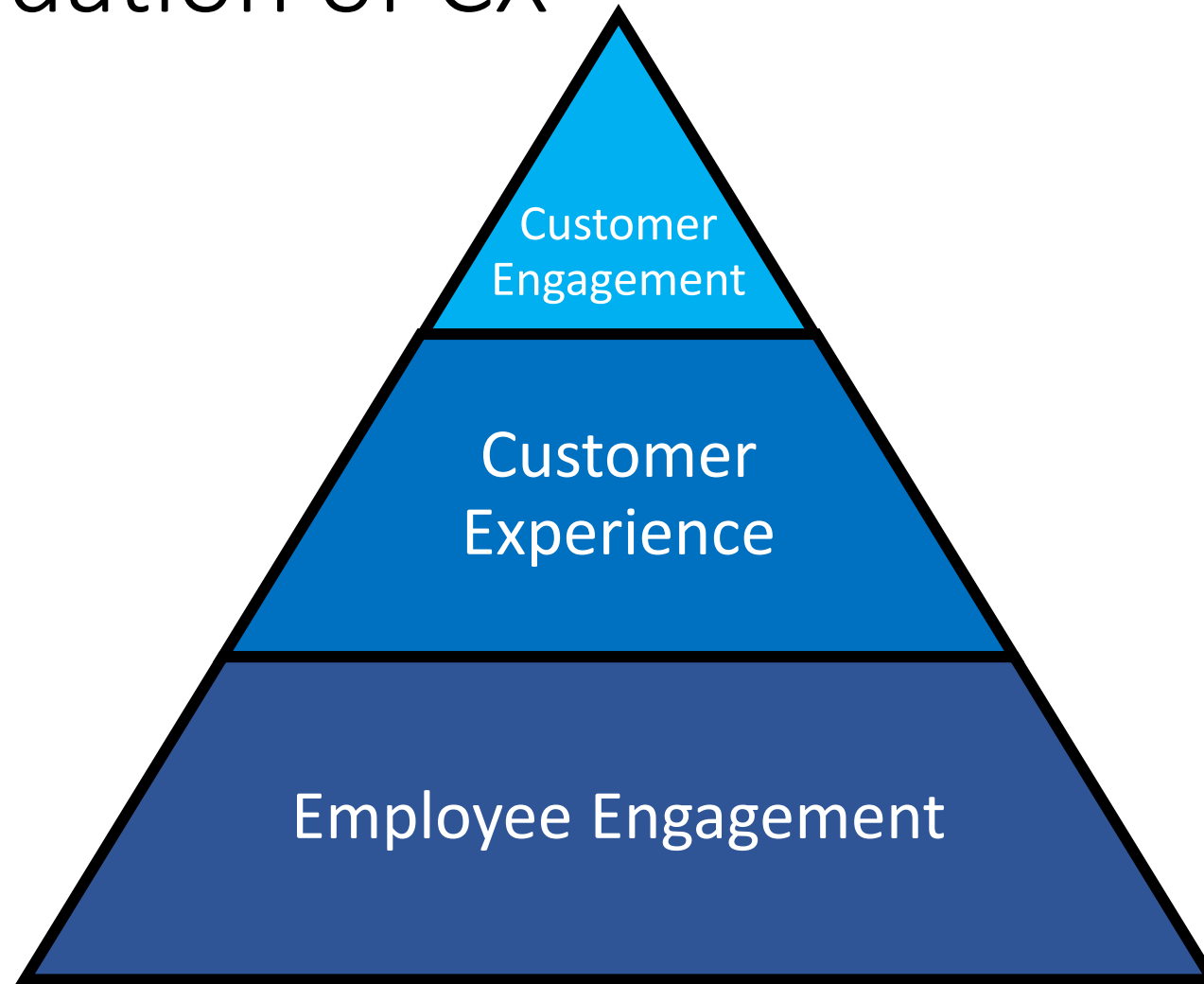
2. PPD+Supplier Partnerships

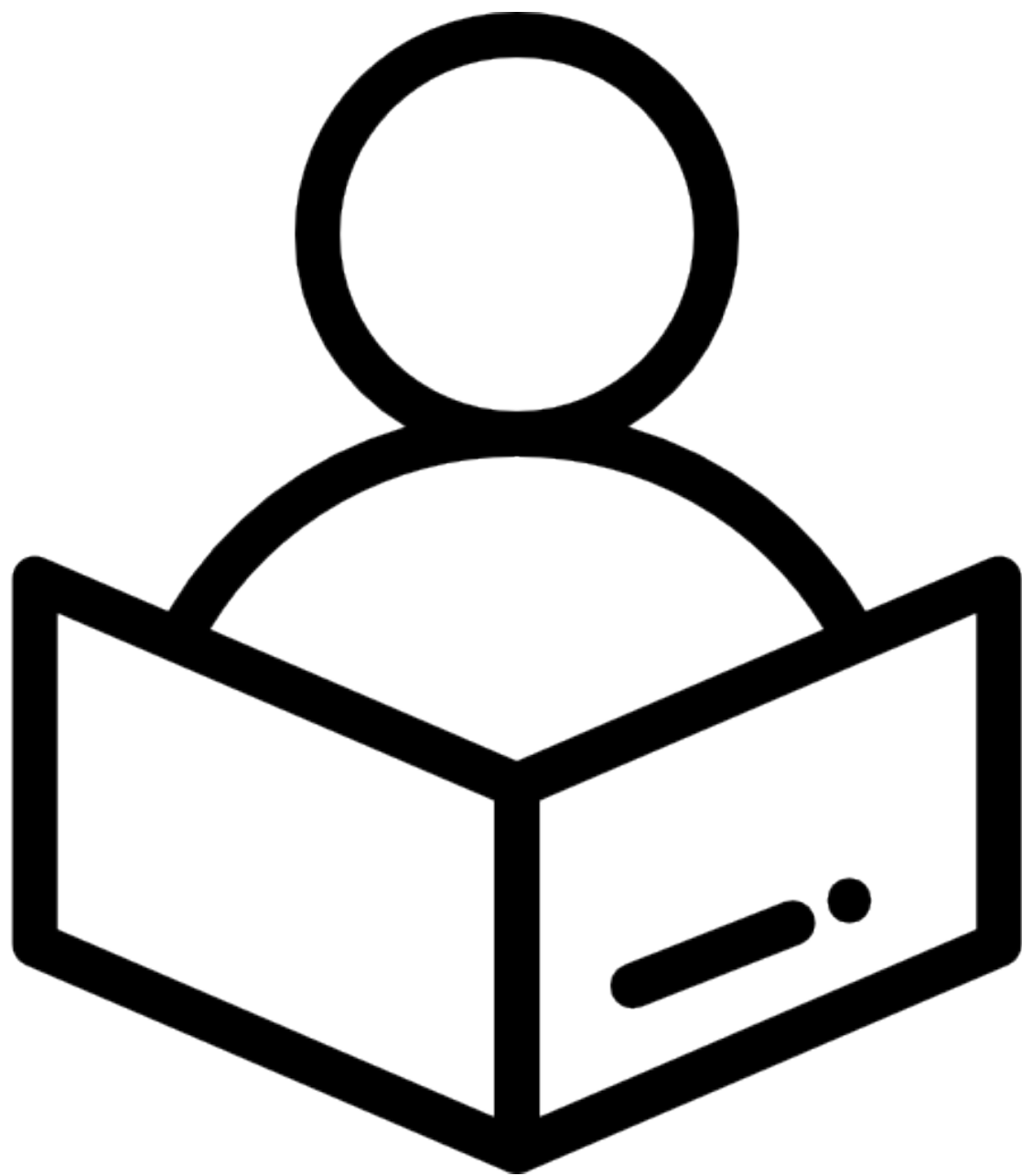


3. Just Get Started



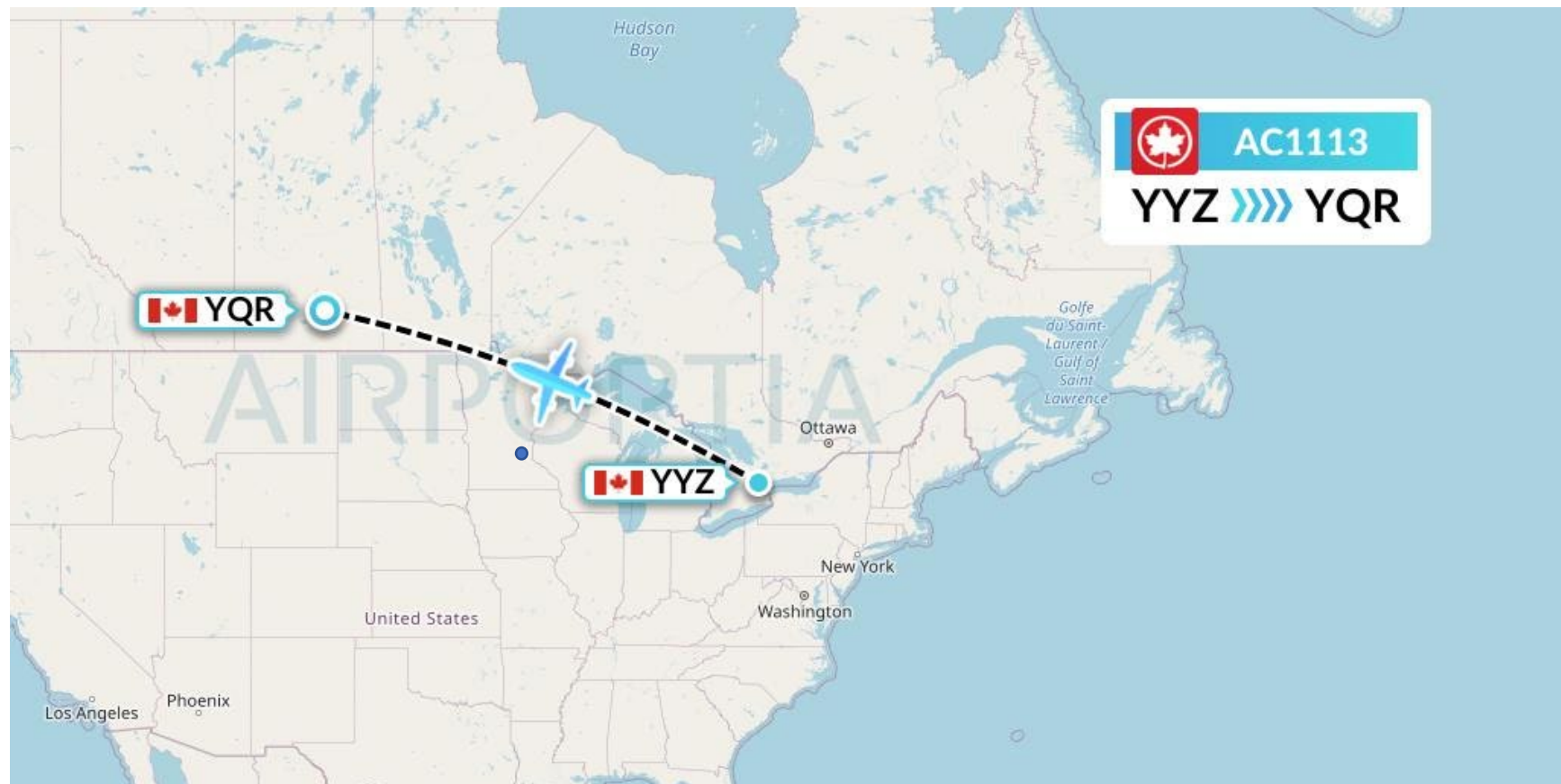
The Foundation of CX







A little story...



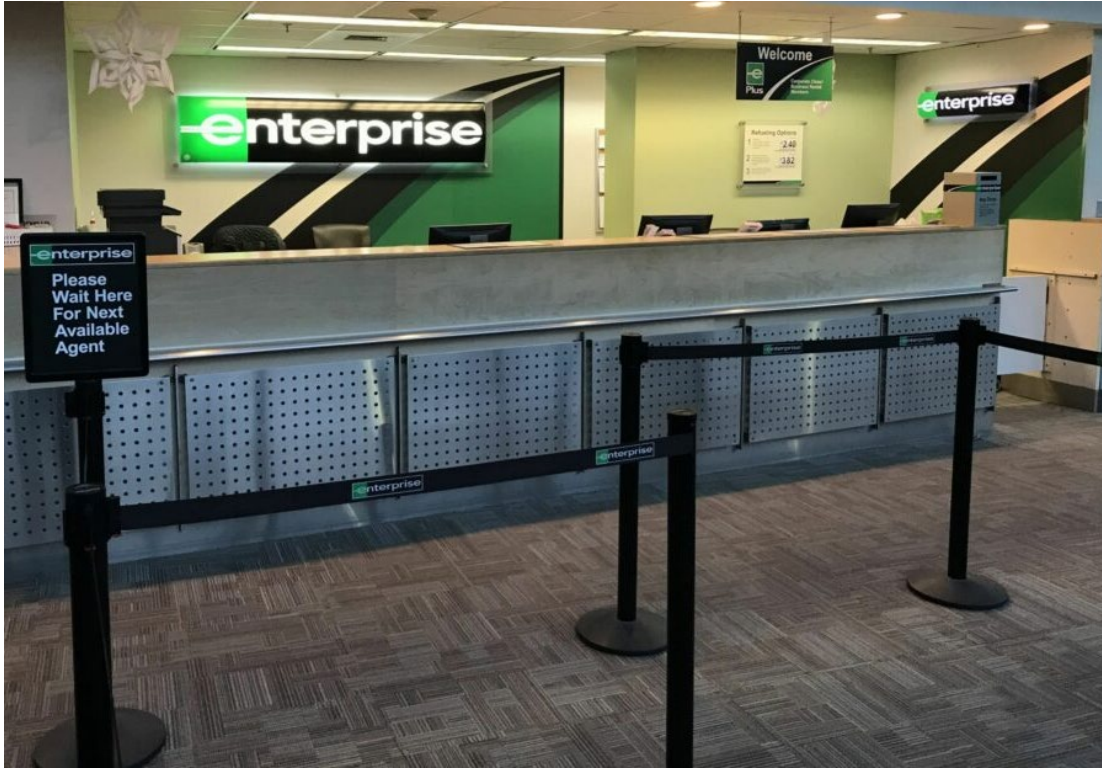
The saga begins....



What we expected.....



What we didn't expect.....





The reaction...



Jeff,
Jeff....Listen
to me Jeff...



I'm so sorry,
I'll try calling
them again

A Happy Ending... kind of.....



A Happy Ending... kind of.....



EX drives CX

Poor Jeff...



The moral of the story...

- The employee on the phone did not have the tools needed – poor EX and CX
- The employee at the counter offered me an immediate discount – improved CX, but still time wasted
- They sent me a survey after I returned the car, asking about my experience, so I told them
- They did follow it up with a phone call from the local franchise manager – good idea but not executed very well

Why it Matters

- The majority of unhappy customers will not tell you about their negative experience, in fact research says, that 23 out of 24 will not.....

96% just don't come back

- I was one of the 4% who said something, but to this day, I avoid that particular car rental company..... It's not logical, but I still do it.....

The REAL moral of the story.....

CUSTOMER
EXPERIENCE
EMPLOYEE



**THE
FUSION
OF...**



**CX
AND
EX**

Fusion = \$\$\$

CX=EX



**COMPANIES THAT GET
CX RIGHT**



**COMPANIES THAT GET
EX RIGHT**



*Forrester Research

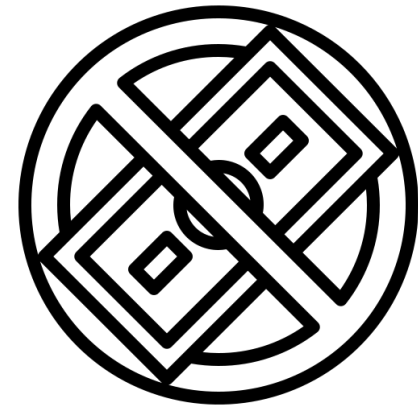


**PUT ON YOUR
OWN MASK FIRST**

How?

7 Tips to Increase Employee Engagement Without Spending a Dime

1. Supply the Right Tools.
2. Give Individual Attention.
3. Provide Training and Coaching.
4. Listen to Employees.
5. Get Social.
6. Serve Others.
7. Recognize Proudly and Loudly.



5 C's of employee engagement

- Care
- Connect
- Coach
- Contribute
- Congratulate.





**“People will forget what
you said, people will
forget what you did, but
people will never forget
how you made them feel.”**

-Maya Angelou

2 Case Studies



EX & CX at EJPPG – where they were



- Recognized weaknesses
- Identified frustrations impacting CX
- Developed customer personas and journey maps
- Focused on Employee Engagement



Team Engagement

SURVEYS, SUGGESTION BOX, COMMUNICATION HUB

thoughts and input are important to us! Please complete the survey by this Friday, December 10 at 5 pm. If you have any questions or problem with the form, please contact Melissa Hall x321.

EJPPG Team Member Survey

This is a quick survey to give us your feedback on how it feels to be a team member at Eskimo Joe's Promotional Products Group. This survey can be anonymous and results will be sent to Melissa Hall, Human Resources and Amy McCray, Vice President. Please give us your honest feedback. We can take it, your thoughts and input are important to us!

How long have you worked with us?

In what part of EJPPG do you work?

- ☐ Receiving Team
- ☐ Screenprinting Team
- ☐ Embroidery Team
- ☐ Finishing Team
- ☐ Sales Team
- ☐ Admin/Art Team

[Continue](#)

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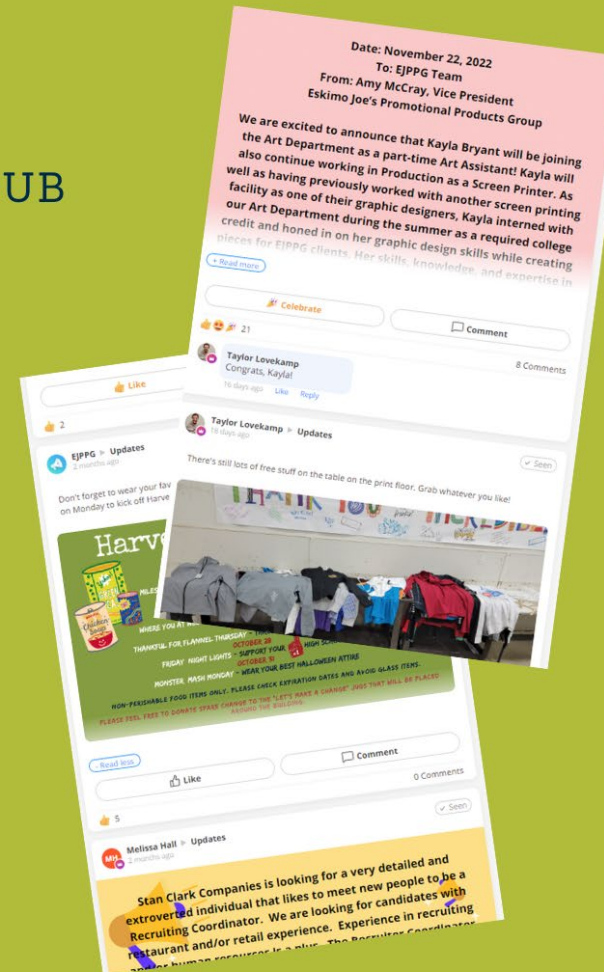
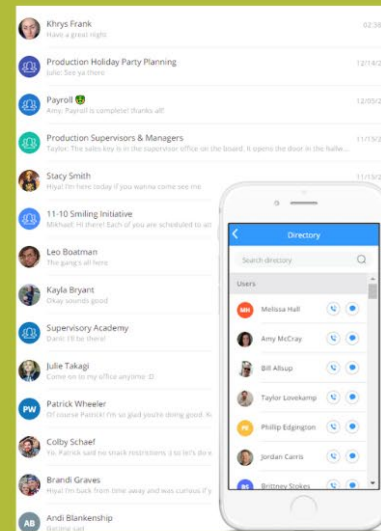
Andi Blankenship's 360 Performance Review

Please take some time with this questionnaire and provide feedback for Andi. I will summarize the comments and use the information to continually support Andi to praise the awesome job you think she is doing as well as to continue to stretch and grow. Your input is critical in letting Andi know how she is performing. She's here to help assist every one of you, so please give her some input!

Please respond by Friday, November 11, 2022 at 5pm.

Andi is the Client Experience Coordinator for EJPPG and is responsible for setting the table of experience for all that enter or call into EJPPG. Andi ensures that the office and general supplies on the administrative end of the office as well as the snack shack in production are fully stocked. Andi also supports the receiving team with the purchase order and packing list process.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Aware of clients' needs and places delegating clients as a priority over tasks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timely and efficient at providing feedback.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open to receiving both negative and positive feedback.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Actively listens.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Listening & Engaging

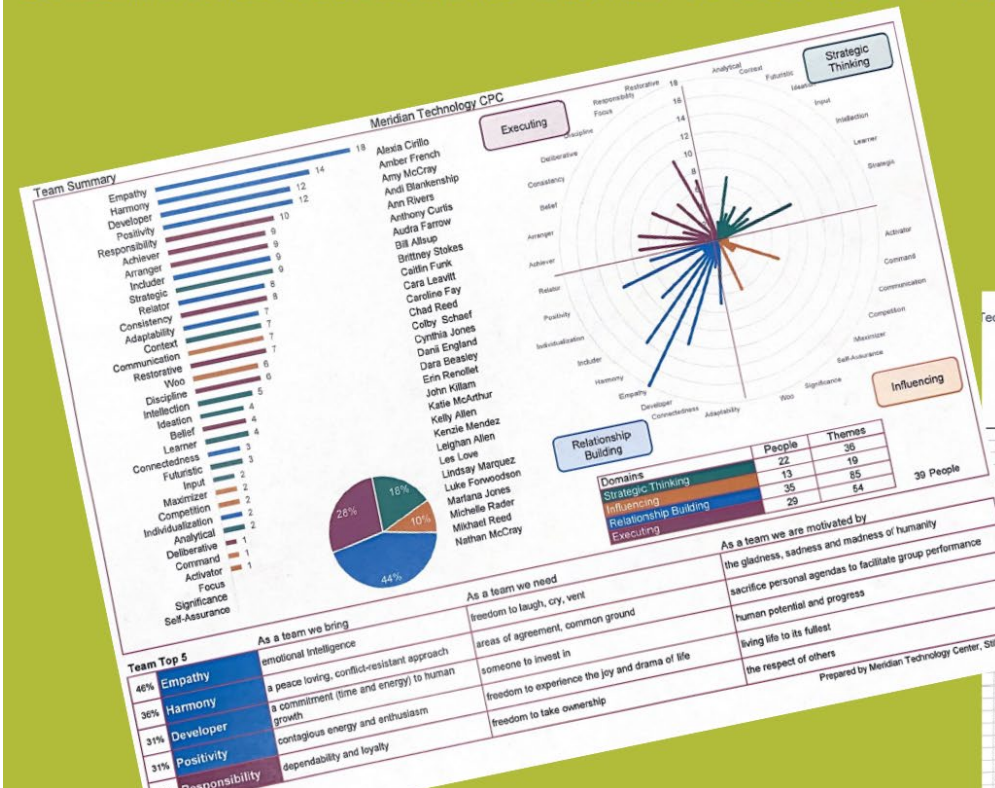


Educating
& Learning



EJPPG Strengths

RELATIONSHIPS ARE OUR SUPERPOWER.



Understanding & Empowering

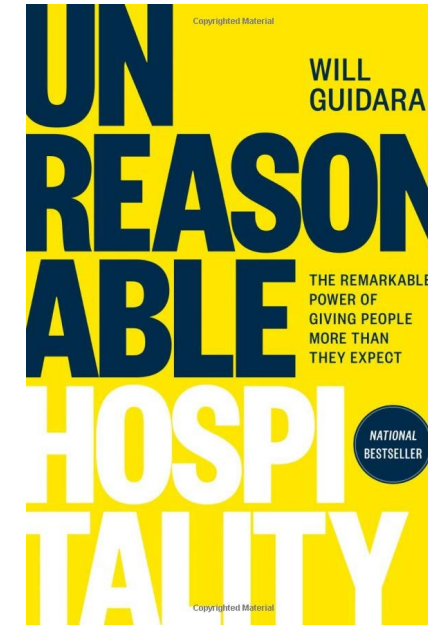
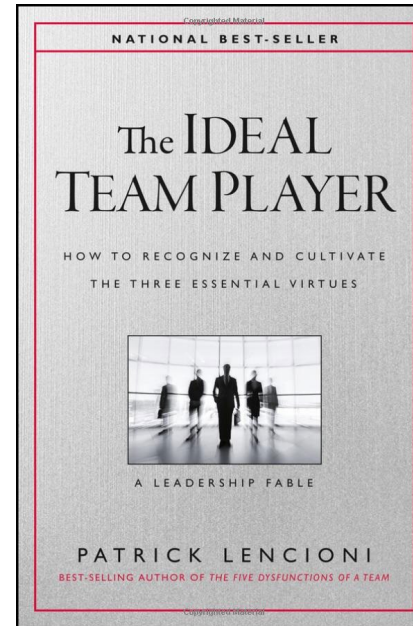
EX & CX at EJPPG – continued evolution



Workshops & Book Studies:

The Ideal Team Player by Patrick Lencioni

Unreasonable Hospitality by Will Guidara



EX & CX at EJPPG – continued evolution



Team Committees:



EX & CX at EJPPG – continued evolution



Bottom Line:

Frustrations will never go away completely BUT:

1. Conversations are more constructive
2. Real issues are shared and reviewed and addressed
3. Employees are engaged and feel that they are being heard and contributing

Positive EX = “Stickiness”

- turnover is almost zero in the EJPPG production team

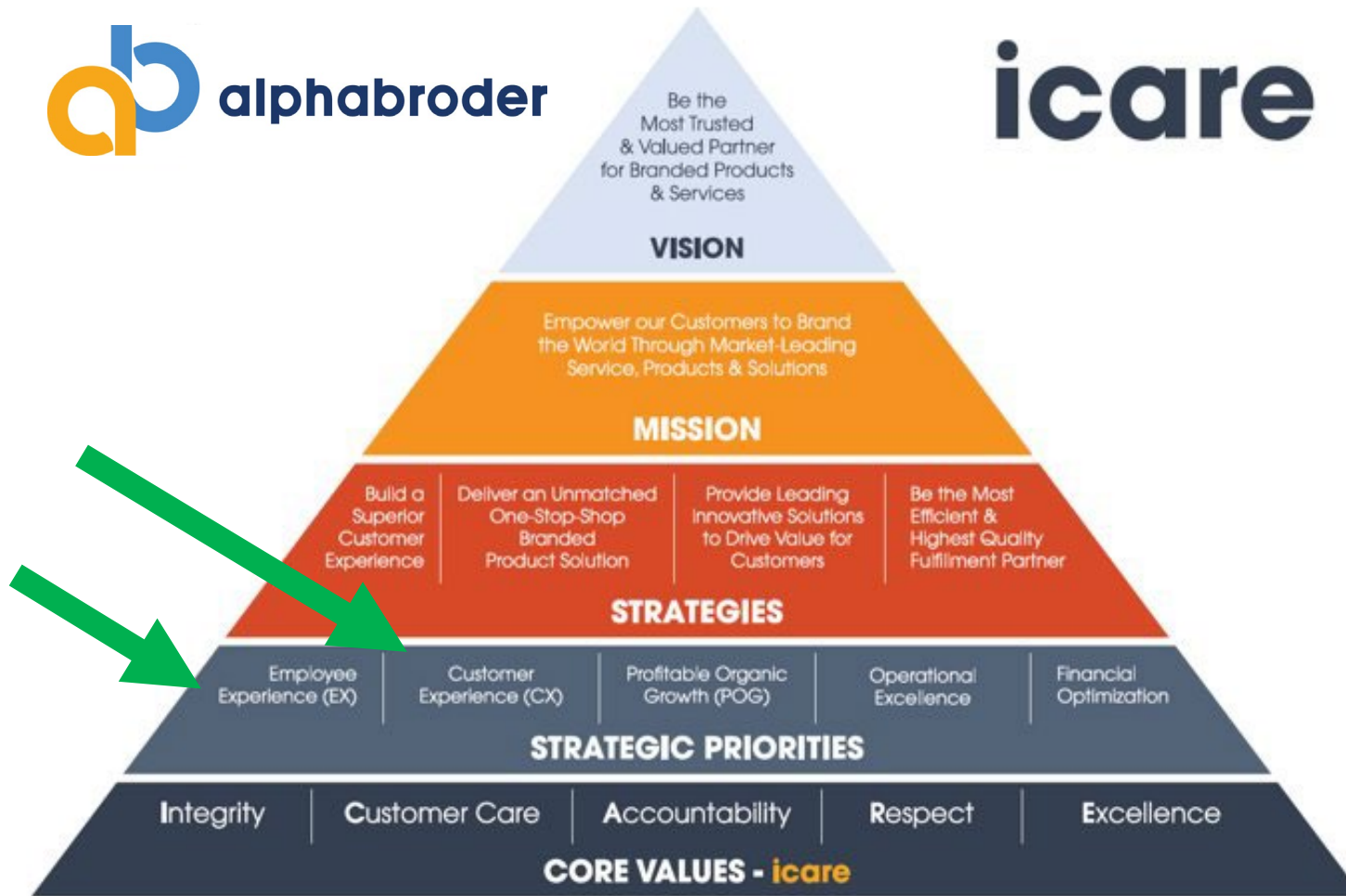
Want to know more?

Talk to Amy - amym@scc.eskimojoes.com

So what is ab doing?



EX & CX at alphabroder



Leaning into EX

- EX/CX project team
- Internal Communications
- iCare Awards
- Internal Audits
- EE Survey & feedback process

icare

ex/cx
it's a mindset

db | **prime** LINE®
alphabroder

Leaning into EX

- EX/CX project team
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Leaning into EX

- EX/CX project team
- Internal Communications
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Leaning into EX

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Leaning into EX

- EX/CX project team
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KEY HIGHLIGHTS

for alphabroder's Annual Employee Survey

↑10% Employee Satisfaction Score
Increases Year-over-Year by
Nearly 10%

86% Employee Survey Completion Rate

76% Employee Engagement Rate Based
on Three Core Survey Questions

- Recommending the company as a place to work
- Desire to stay with the company for next year or more
- Rating the level of enjoyment in working at the company

ab EX Case Study

 InMoment Case Study | alphabroder



CLIENT STORY

Action-Based Employee Engagement Program Helps Increase Satisfaction Score Year-Over-Year



What else?



Building the CX

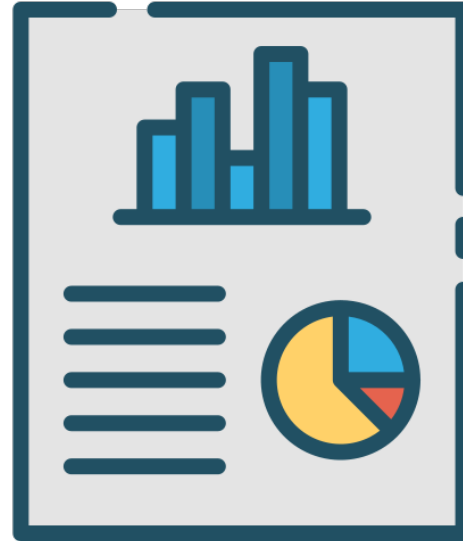


Listen, Track/Report, Ignite Change



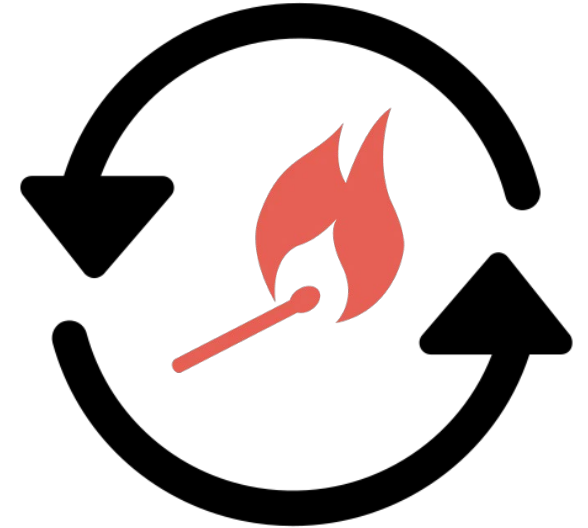
LISTEN

Surveys: CSAT; CES; NPS
CS Issue resolution/Feedback
Secret Shopper
Engagement/Customer Panels



TRACK & REPORT

JIRA CX Issue Tracking
ECR Updates



IGNITE CHANGE

7 CX Priorities

7 CX Priorities for 2023

	Project	Owner
1	Transparency	DC + Deco Operations
2	CS Modernization (5 sub projects)	CS + CX
3	CSAT	CX
4	Systemic Prioritization of Order Lines	DC Operations
5	Backorder Management + Display	Business Ops + Web
6	Deco OE Workflow & Platform	Deco Operations
7	Freight Policy Review	Finance

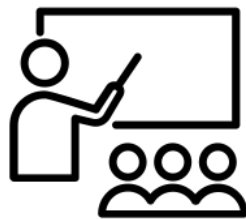
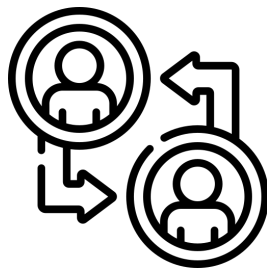
2023

- We're making changes – working on the priorities:
 - Transparency – telling ourselves the truth



2023

- We're making changes – working on the priorities:
 - CS – improved measurement, engagement & training
 - DCs – improved picking & shipping performance
 - Deco – timestamps on order flow; improved OE platform
 - Freight – updating our policy



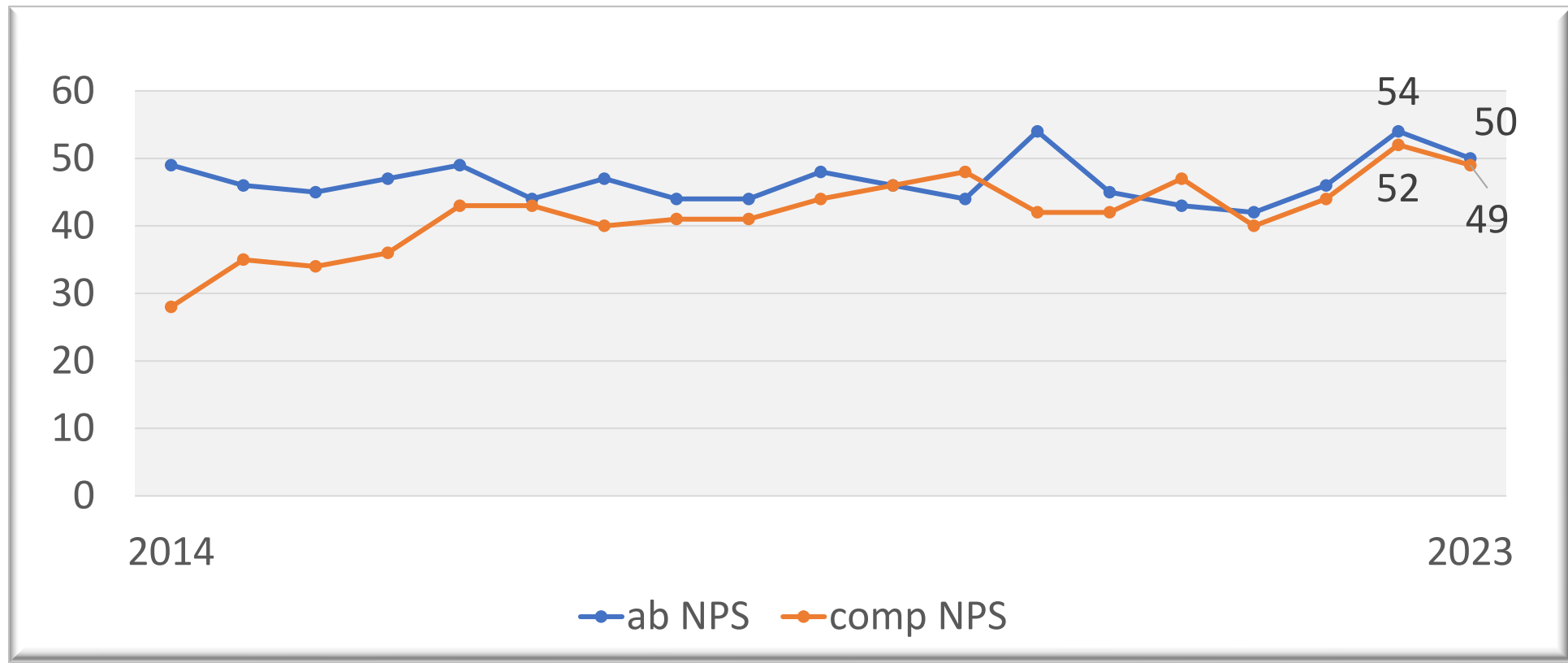
2023

- We're still listening.... Even harder



What we're hearing

NPS scores



What we're hearing

CES scores

CES Responses + NPS Score by Fiscal Month/Week										
Passive/Detractor Responses										
Fiscal Month/Week	Freight	Customer Service	Tax	Back Order Process	Web	Stock	Warehouse	Product	Deco Order Process	Total
FM Jan	40	1	23	0	91	20	1	7	0	183
FM Feb	43	0	17	1	57	12	1	0	0	131
FM Mar	28	0	16	1	61	7	0	3	0	116
FM April	33	2	18	0	69	10	3	5	2	142
FM May	31	2	19	0	117	8	6	2	3	188
MTD June	14	2	9	0	30	4	4	3	1	67
WK23	9	2	4	0	10	2	3	2	1	33
WK24	5	0	5	0	20	2	1	1	0	34
Grand Total	189	7	102	2	425	61	15	20	6	827

Jan Feb Mar Apr May WK23 WK24

Responses NPS

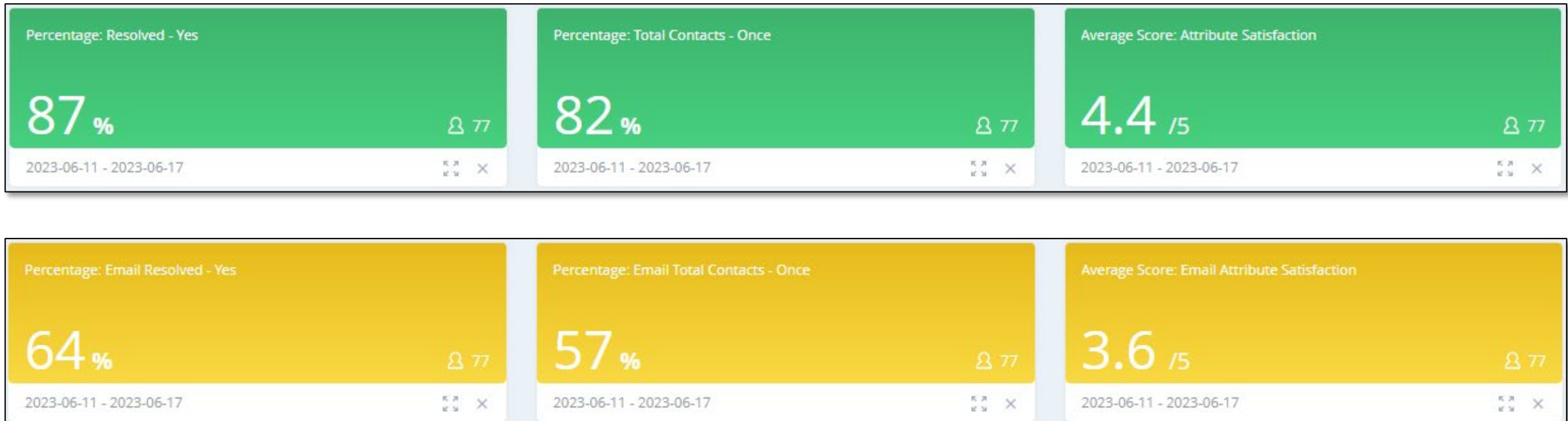
What we're hearing

CSAT scores

CSAT Monthly Responses (ITD)					
Fiscal Month/Week	# of Responses	ARR	CSAT	Total Surveys	VAR
FM Mar	452	5.9%	4.4	7755	-7%
MTD April	358	5.6%	4.3	4596	-10%
WK14	81	5.1%	4.4	1588	-31%
WK15	70	5.2%	4.3	1346	-18%
WK16	108	6.5%	4.4	1662	19%
WK17	99	5.4%	4	1833	9%

What we're hearing

Resolution metrics



2024 and beyond.....

- Measure
- Track
- Report



2024 and beyond.....



Bringing it all together



*Forrester Research

Don't forget the 'Why'.....

CX=EX



**COMPANIES THAT GET
CX RIGHT**



**COMPANIES THAT GET
EX RIGHT**

*Forrester Research



**PUT ON YOUR
OWN MASK FIRST**



$CX \neq EX$



$CX = EX$

How does the eXperience connect for you?



Thank You



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