

EXPERIENCE
extraordinary

Uncovering Customer Experience Opportunities

Adara Bowen
American Marketing Association

PPAI EXPO 2020

Recording Of Presentations Is Strictly Prohibited

No individual or entity, including a presenter, may electronically record or broadcast any portion of any presentation without prior written consent of PPAI.

The audio or video recording of lectures/presentations, the photography of slide or poster material, and printed or electronic quotes from papers, presentations and discussion at a conference/summit without prior written consent of PPAI is prohibited.

Failure to comply may result in expulsion from the conference/event. PPAI may record the presentations for on-demand purposes. Press representatives must receive a Press Pass and photo/recording permission from PPAI.

PPAI reserves the rights to any approved audio and video production of presentations at all PPAI events.

PPAI EXPO

Copyright Notice

Please note, I have created the materials for this presentation and they are copyrighted. Distribution or reproduction of content is prohibited.





PPAI has permission to utilize this PowerPoint presentation for educational purposes.

Images have been purchased or I have taken them myself.

EXPERIENCE
extraordinary

PPAI EXPO

Steps to Download SAGE® Mobile™

1. Download **SAGE Mobile** on your mobile device   
2. Select **Tradeshows** from the  menu bar on the left
3. Select **EXPO 2020**
4. Select the **Schedule** icon → **Education** tab
5. Select this session's title → Tap the **Rate & Review** area
6. *Select stars to rate the session (5 is excellent)*
7. Be sure to provide comments

****Automatically Entered Into A Raffle To Win A Bulova Watch****

EXPERIENCE
extraordinary

PPAI EXPO

What is Customer Experience (CX)?

EXPERIENCE
extraordinary

PPAI EXPO

Definition

The impression you leave with your customer, resulting in how they think of your brand, across every stage of the customer journey.

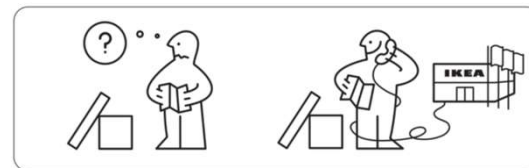
Hubspot, "What is Customer Experience?"

At a Minimum, Meet Expectations



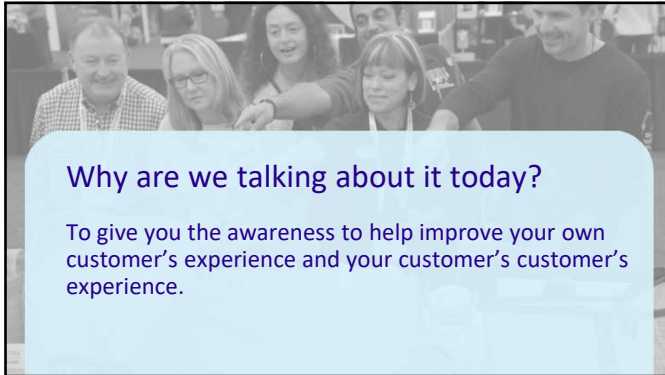
<https://www.lucidchart.com/blog/how-to-build-customer-journey-maps>

PPAI EXPO



EXPERIENCE
extraordinary

<https://www.mentalfloss.com/article/58450/16-out-context-ikea-instructions-help-you-live-better-life>



Why are we talking about it today?


To give you the awareness to help improve your own customer's experience and your customer's customer's experience.


Part 1: Thinking from the Customer's View

EXPERIENCE
extraordinary

PPAI EXPO

Expectations



The bar is  **high.**

PPAI EXPO

Curating Their Own Experiences

How do they spend their time?
10+ hours of digital media

What are they doing? (Aside from working)
Music, social, shows, short videos, weather, and news

What else?
120 emails per day for an office worker
76% have a Netflix subscription

Source: Statista, Campaign Monitor

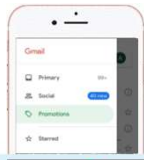
PPAI EXPO

Have the Technology and Laws to Keep Us Out

39% have ad blockers

49% feel their data is less safe than five years ago

64% have personally experienced a major data breach



Sources: Blue Research Center, Statista

PPAI EXPO

What does this mean?

The customer has more control and choice than they ever have about what brands and companies they interact with. They're in control, not us.

Part 2: Evolving the Customer Experience

EXPERIENCE
extraordinary

PPAI EXPO

Voice of the Customer

THOUGHTS	How are people framing or evaluating their experience? What do they expect?
FEELINGS	What emotions do people have along the way? What are the highs? What are the lows?
ACTIONS	What effort are people expending?
TOUCHPOINTS	Person with need - Organization with stuff
CHANNELS	The medium through which the Touchpoint is conveyed
OPPORTUNITIES	Digital Transformation - Process Improvement - Training - Research - Service Design - Product Development

Listen

Find Opportunity

Resources:
Highland Solutions, "Getting Started with Journey Mapping"
View to Guide Journey Mapping Interview

PPAI EXPO

An Exercise

- Turn to a partner or reflect on your own
- Think of a recent, sizable purchase you made (or chose not to make)
- Probe on these questions:
 - When did you first become aware you might want or need this item?
 - What problem was it trying to solve?
 - What factors went into making the decision?
 - Did you consider or try something different first?
 - How did you feel?
 - What hurdles did you run into?
 - How did you feel after?
 - What happened after the purchase?

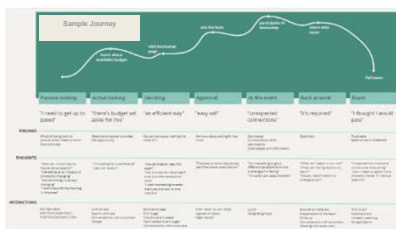
PPAI EXPO

Now Reflect

- What is something about the process on the seller's end that could have been better?
- Was there confusion about how to use something or assemble it? How could that have been improved?
- How might the customer service experience, if there was one, been more positive?

PPAI EXPO

Mapping Customer Journeys



PPAI EXPO

Other Ways of Capturing Customer Feedback

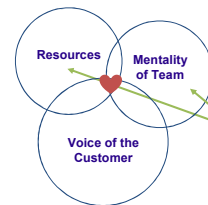
- Surveys
- Reviews
- Observing online behavior
- Customer service data
- Social media listening

PPAI EXPO

Part 3: Challenges to Evolving Customer Experience

EXPERIENCE
extraordinary

PPAI EXPO



Need to overcome
organizational challenges
to truly embrace and
evolve customer
experience.

PPAI EXPO



Honing the Right Team

- Must champion collaboration and open mindedness
- Celebrate even the small wins
- Reimagine roles and job descriptions
- Stay agile with teams and task forces
- Get the right skill sets

"How to Make Sure Agile Teams Can Work Together"

PPAI EXPO



Asking The Tough Budget Questions

- What activities produce little return on time and money?
- If little return, is the activity a big driver of our mission?

(WARNING: Some people will get scared.)

PPAI EXPO



Rethink
Resources

Continuously Improve Tech

- Develop a GREAT relationship with your IT and development teams
- Don't skip the UX strategy
- Keep improving

PPAI EXPO



Mentality
of Team

“Because we’ve always done it that way.”

- Make space for experimentation
- Get focused

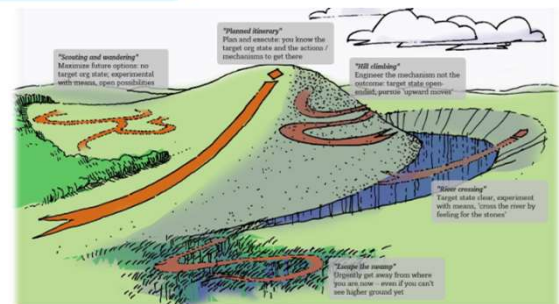
PPAI EXPO



Mentality
of Team


Embracing change.

PPAI EXPO



Resource:
BCG Henderson Institute, "Your Change Needs a Strategy."

PPAI EXPO



Let's Recap

- All of a customer's interactions with a brand = customer experience
- Listening to the voice of the customer is crucial
- Opportunities lie in points of frustration
- Need to overcome organizational challenges to truly impact experience

Additional Resources

ama.marketing/PPAI2020

EXPERIENCE
extraordinary

PPAI EXPO



PPAI EXPO 2020

Thank you!

**Uncovering Customer
Experience Opportunities**
Adara Bowen
abowen@ama.org

EXPERIENCE
extraordinary