

ICXI -POST newsbriefing

Vol 2 – Issue 12 May 2023

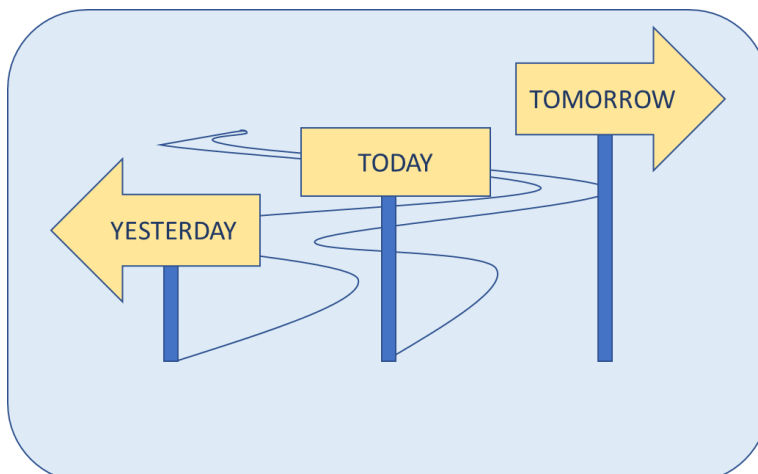
Introduction From The President

This is the last issue in Volume 2 so it may be an appropriate moment to take a look back to tomorrow. Since the mid 1970's customer service has evolved through a number of iterations as those whose role it is has sought to nuance customer service from the position where it was perceived as *"surely a matter of common sense that everyone knows how to do"* to a more a more complex cross organisational management and leadership skill that requires the definition of a clear policy and implementation of a carefully thought through strategy if the full potential benefits are to be optimised.

In the dim and misty doom of the pre-internet mid 70's learning about the key attributes an organisation required to enhance and optimise the service benefits was largely a matter of reading books and papers and attending workshops and presentations delivered by entrepreneur experts, management consultants, theoretical academics, snake oil vendors and those who had managed to imagine or develop the next good idea.

Today as the focus has moved from customer service through customer satisfaction, customer focus, customer first, customer loyalty through to customer experience the vast customer service resources of the internet provide not only a powerful knowledge base to those with the interest to use it but also something else which will make the customer experience management journey ahead more useful but, perhaps potentially more dangerous.

So first an experimental look at the status quo. The experiment is revealed in the Last word



The question is

What is important in creating a positive customer experience?

Creating a positive customer experience requires several key factors. Some of the most important ones include:

Clear communication: Effective communication is essential for creating a positive customer experience. This means being clear, concise, and timely in all interactions with customers, whether it's through email, phone, chat, or in-person.

Responsiveness: Customers want their concerns and questions to be addressed quickly and efficiently. Being responsive to their needs and inquiries can go a long way in creating a positive customer experience.

Empathy: Customers want to feel heard and understood. Empathy involves putting yourself in the customer's shoes and understanding their needs, concerns, and emotions.

Personalization: Customers want to feel valued and appreciated as individuals. Personalizing interactions and tailoring solutions to their specific needs can help create a positive customer experience.

Consistency: Consistency in product quality, service, and communication helps build trust and reliability with customers, leading to a more positive customer experience.

Proactivity: Anticipating customer needs and addressing potential issues before they arise can help create a positive customer experience.

Going above and beyond: Providing exceptional service and going the extra mile for customers can leave a lasting positive impression and encourage customer loyalty.



**KEEP CALM
AND PROVIDE
AN EXCELLENT CUSTOMER
EXPERIENCE**

- **So What do these Elements Entail?**

What is CLEAR COMMUNICATION in creating a positive customer experience?

Clear communication is critical in creating a positive customer experience. Here are some key elements of clear communication:

Use plain language: Avoid technical jargon, acronyms, or industry-specific terms that may confuse customers. Use simple, clear language that is easy to understand.

Be concise: Get straight to the point and avoid unnecessary details. Customers appreciate clear and concise communication that gets to the heart of the matter quickly.

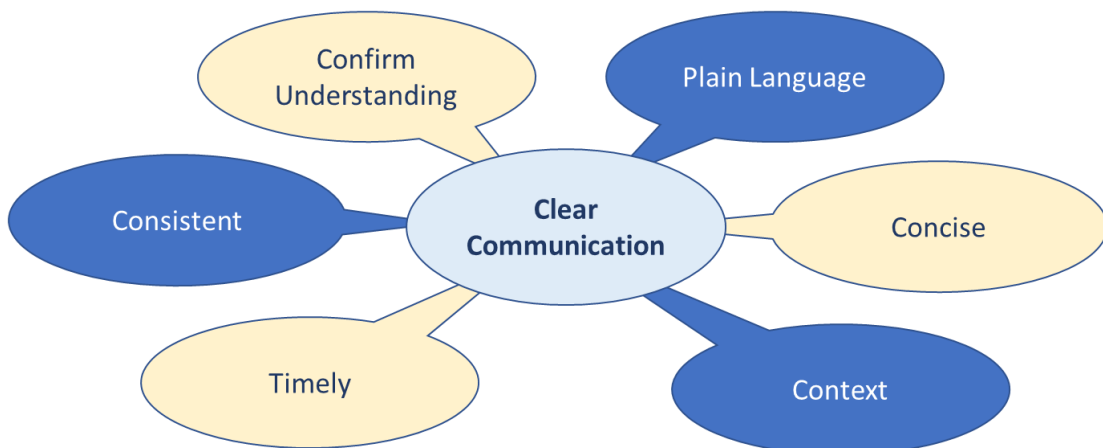
Provide context: Give your customers the necessary context to understand the situation fully. Explain the reasons behind your actions, policies, or decisions.

Confirm understanding: Check in with your customers to ensure they understand the information you provided. Ask clarifying questions and confirm that they have received the information they need.

Be consistent: Ensure that your communication style and messaging are consistent across all channels and touchpoints. This can help build trust with your customers and make it easier for them to understand and navigate your business.

Be timely: Provide information and updates in a timely manner. Customers appreciate quick responses and updates, especially when they are waiting for important information or resolution to an issue.

By using clear communication that is easy to understand, consistent, and timely, you can create a positive customer experience that fosters trust and satisfaction.



- **What is being RESPONSIVE in creating a positive customer experience?**

To be responsive in creating a positive customer experience, you can:

Be available: Make sure your customers have easy access to your business through multiple channels, such as phone, email, chat, social media, or in-person. Respond to customer inquiries promptly and provide clear and concise information.

Set expectations: Let your customers know what to expect regarding response times and availability. If you have specific hours of operation or turnaround times, communicate this clearly to your customers.

Listen actively: Pay attention to your customers' needs and concerns. Listen actively, ask clarifying questions, and empathize with their situation. This can help you better understand their needs and provide effective solutions.

Provide solutions: Once you understand the customer's needs, provide timely and effective solutions. Be proactive in finding ways to resolve issues and exceed customer expectations.

Follow up: After providing a solution, follow up with your customers to ensure their needs have been met and they are satisfied. This can help you identify potential issues early on and demonstrate your commitment to customer satisfaction.

Be responsive. Customers want to know that you are listening to them and that you are taking their concerns seriously. Respond to their inquiries promptly and in a helpful and professional manner.

Be proactive. Don't wait for customers to come to you with problems. Anticipate their needs and offer solutions before they even know they have a problem.

Go the extra mile. Don't just do the bare minimum to resolve a customer's issue. Go above and beyond to make them happy.

Be positive. A positive attitude can go a long way in creating a positive customer experience. Smile, be friendly, and make customers feel welcome.

Thank them. Take the time to thank customers for their business. A simple "thank you" can make a big difference.

By being responsive and proactive, you can create a positive customer experience that can build trust and loyalty with your customers. By following these tips, you can create a positive customer experience that will keep customers coming back for more.

- **What is EMPATHY in creating a positive customer experience?**

Empathy is the ability to understand and share the feelings of another person. In the context of creating a positive customer experience, empathy means putting yourself in the customer's shoes and understanding their needs, feelings, and concerns.

Empathy can help you create a positive customer experience by:

Building rapport: By showing empathy, you can build rapport with your customers and make them feel understood and valued. This can help establish a positive relationship that encourages customer loyalty.

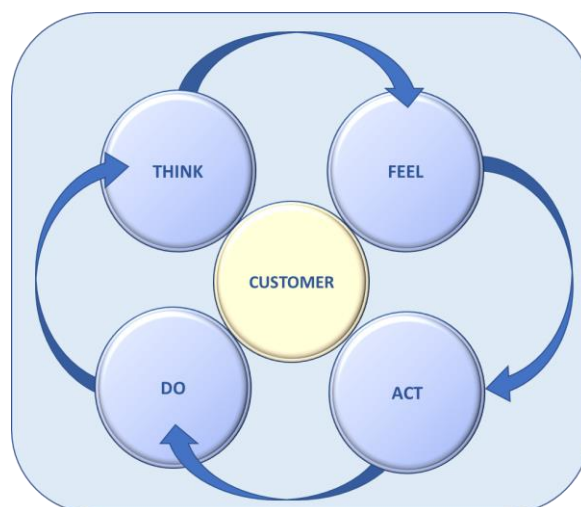
Resolving issues: Empathy can help you understand the root cause of a customer's problem or frustration. By addressing the issue with sensitivity and care, you can help find a solution that satisfies the customer and creates a positive outcome.

Improving communication: By showing empathy, you can improve communication with your customers. This involves actively listening, acknowledging their concerns, and responding with understanding and compassion.

Tailoring solutions: Empathy can help you tailor solutions to the customer's specific needs and circumstances. By understanding their perspective and needs, you can provide personalized solutions that meet their expectations.

Enhancing satisfaction: Empathy can help enhance customer satisfaction by making them feel heard and understood. When customers feel that their needs are being met with care and attention, they are more likely to have a positive experience and become loyal customers.

Overall, empathy is a critical component of creating a positive customer experience. By understanding your customer's perspective, you can create an experience that is personalized, satisfying, and fosters long-term customer loyalty.



- **What is PERSONALIZATION in creating a positive customer experience?**

Personalization is the process of tailoring your products, services, and interactions to meet the specific needs and preferences of individual customers. In the context of creating a positive customer experience, personalization means treating each customer as an individual and providing solutions that are customized to their unique needs. Personalization can help you create a positive customer experience by:

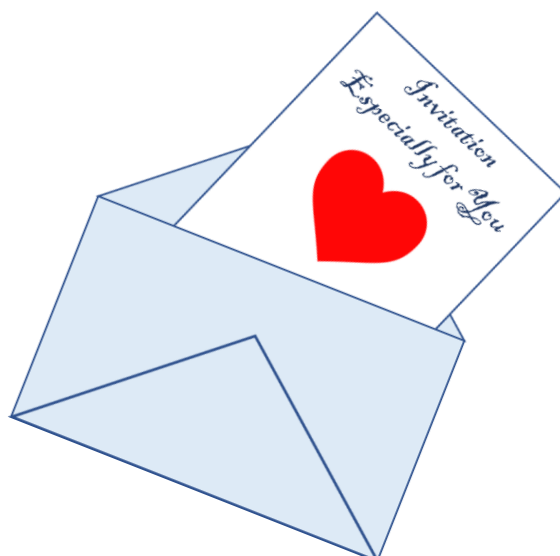
Building trust: By providing personalized solutions, you can demonstrate that you understand your customer's needs and care about their satisfaction. This can help build trust and loyalty with your customers.

Enhancing satisfaction: Personalization can enhance customer satisfaction by providing solutions that meet their specific needs and preferences. When customers feel that their needs are being met with care and attention, they are more likely to have a positive experience.

Improving engagement: Personalization can improve engagement by creating a more meaningful and memorable experience for customers. When customers feel that they are being treated as individuals, they are more likely to engage with your business and become loyal customers.

Encouraging loyalty: Personalization can encourage customer loyalty by providing a unique and customized experience that is difficult for competitors to replicate. When customers feel that your business understands and cares about their needs, they are more likely to become repeat customers and recommend your business to others.

Overall, personalization is a critical component of creating a positive customer experience. By tailoring your solutions to the unique needs and preferences of each customer, you can build trust, enhance satisfaction, and encourage long-term loyalty.



- **What is CONSISTENCY in creating a positive customer experience?**

Consistency in creating a positive customer experience refers to delivering a consistent level of quality and service across all interactions with your customers, regardless of the channel or touchpoint. This means providing the same level of service, tone of voice, and experience across all customer interactions, whether it's in-person, online, or over the phone.

Consistency can help you create a positive customer experience by:

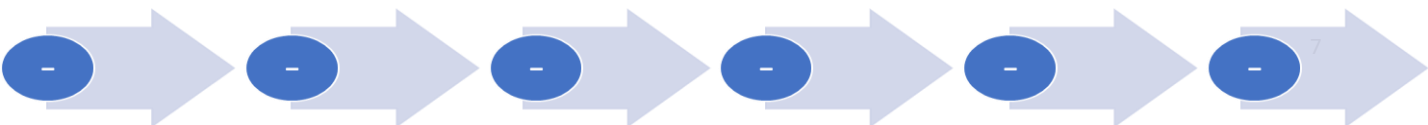
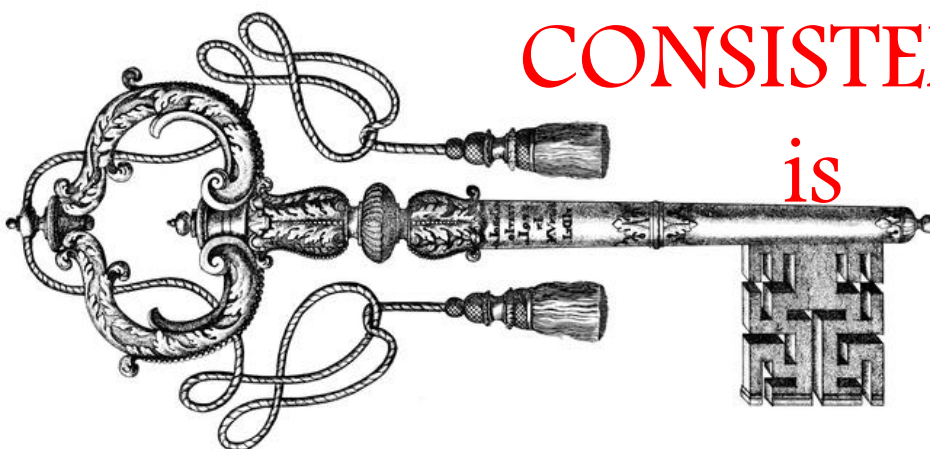
Building trust: When customers know what to expect from your business, they are more likely to trust you. By delivering a consistent experience across all touchpoints, you can build trust with your customers and create a positive reputation for your business.

Improving satisfaction: Consistency can improve customer satisfaction by providing a reliable and predictable experience. When customers know what to expect, they are less likely to be disappointed and more likely to have a positive experience.

Streamlining processes: Consistency can help streamline processes by creating a standard set of procedures that can be applied across all touchpoints. This can help reduce errors, save time, and improve efficiency.

Encouraging loyalty: Consistency can encourage customer loyalty by creating a sense of familiarity and comfort. When customers know what to expect from your business, they are more likely to become repeat customers and recommend your business to others.

Overall, consistency is a critical component of creating a positive customer experience. By delivering a consistent level of quality and service across all interactions, you can build trust, improve satisfaction, streamline processes, and encourage long-term loyalty.



- **What is PROACTIVITY In creating a positive customer experience?**

Proactivity in creating a positive customer experience means anticipating and addressing the needs and concerns of customers before they even become an issue. It involves taking a proactive approach to customer service and actively seeking out ways to improve the customer experience.

Proactivity can help you create a positive customer experience by:

Anticipating needs: By understanding your customers' needs and preferences, you can anticipate their needs and proactively offer solutions that meet those needs. This can help create a positive experience and prevent issues from arising.

Providing value: Proactivity can help you provide value to your customers by identifying areas where you can add value and taking action to do so. This can help differentiate your business and create a positive reputation.

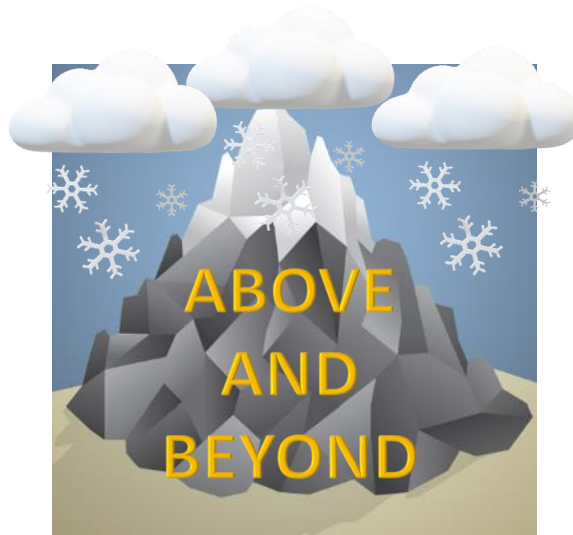
Creating a positive impression: Proactivity can create a positive impression on customers by demonstrating that you are committed to their satisfaction and willing to go above and beyond to meet their needs.

Resolving issues: Proactivity can help you identify and resolve issues before they become bigger problems. This can help prevent negative experiences and improve customer satisfaction.

Fostering loyalty: Proactivity can foster customer loyalty by creating a positive and memorable experience. When customers feel that your business is committed to their satisfaction, they are more likely to return. Going above and beyond in creating a positive customer experience means providing exceptional service that exceeds the customer's expectations. It involves taking extra steps to make the customer feel valued and appreciated, and going out of your way to ensure their satisfaction.



•What is GOING ABOVE AND BEYOND In creating a positive customer experience?



Going above and beyond can help you create a positive customer experience by: Creating a memorable experience: When you go above and beyond to provide exceptional service, you create a memorable experience that customers are likely to remember and share with others.

Building loyalty: Going above and beyond can help build customer loyalty by demonstrating that you are committed to their satisfaction and willing to go the extra mile to meet their needs.

Differentiating your business: By providing exceptional service, you can differentiate your business from competitors and create a positive reputation.

Encouraging referrals: When customers have a positive experience and feel that you have gone above and beyond to meet their needs, they are more likely to refer others to your business.

Improving satisfaction: Going above and beyond can improve customer satisfaction by showing that you value their business and are willing to do what it takes to ensure their satisfaction.

Overall, going above and beyond is a critical component of creating a positive customer experience. By creating a memorable experience, building loyalty, differentiating your business, encouraging referrals, and improving satisfaction, you can create a customer experience that is exceptional and fosters long-term customer loyalty. Overall, proactivity is a critical component of creating a positive customer experience. By anticipating needs, providing value, creating a positive impression, resolving issues, and fostering loyalty, you can create a customer experience that is proactive, satisfying, and fosters long-term customer loyalty.

•What SAYING THANKYOU In creating a positive customer experience?

Saying thank you is a simple yet powerful way to create a positive customer experience. It involves expressing gratitude for the customer's business and showing appreciation for their loyalty.

Saying thank you can help you create a positive customer experience by:

Building relationships: Saying thank you can help build relationships with customers by demonstrating that you value their business and appreciate their loyalty.

Fostering loyalty: Saying thank you can help foster customer loyalty by showing that you are committed to their satisfaction and value their business.

Creating a positive impression: Saying thank you can create a positive impression on customers by showing that you are courteous and professional.

Encouraging repeat business: Saying thank you can encourage repeat business by showing that you value the customer's business and are committed to their satisfaction. Improving satisfaction: Saying thank you can improve customer satisfaction by showing that you appreciate their business and are grateful for their support.

Overall, saying thank you is a simple yet effective way to create a positive customer experience. By building relationships, fostering loyalty, creating a positive impression, encouraging repeat business, and improving satisfaction, you can create a customer experience that is memorable, positive, and fosters long-term customer loyalty.



•What is BEING AVAILABALE In creating a positive customer experience?

Being available is an essential component of creating a positive customer experience. It involves making yourself and your business accessible to customers and being responsive to their needs and concerns.

Being available can help you create a positive customer experience by:

Building trust: Being available can help build trust with customers by demonstrating that you are committed to their satisfaction and willing to be there for them when they need you.

Improving satisfaction: Being available can improve customer satisfaction by making it easier for customers to get the information and support they need.

Enhancing communication: Being available can enhance communication with customers by providing multiple channels for them to reach out to you, such as phone, email, chat, or social media.

Creating convenience: Being available can create convenience for customers by providing them with easy access to your business and support.

Resolving issues: Being available can help you quickly address and resolve issues that customers may have, preventing negative experiences and improving satisfaction.

Overall, being available is a critical component of creating a positive customer experience. By building trust, improving satisfaction, enhancing communication, creating convenience, and resolving issues, you can create a customer experience that is accessible, responsive, and fosters long-term customer loyalty.



'I'm leaving out a glass of milk and a mince pie in the hope that a train driver might visit on Christmas eve'

•What **SETTING EXPECTATIONS** In creating a positive customer experience?

Setting expectations is an important part of creating a positive customer experience. It involves providing customers with clear information about what they can expect from your business, including the products or services you offer, the pricing, delivery times, and any other relevant details.

Setting expectations can help you create a positive customer experience by:

Reducing uncertainty: Setting expectations can help reduce uncertainty for customers, making it easier for them to understand what they can expect from your business.

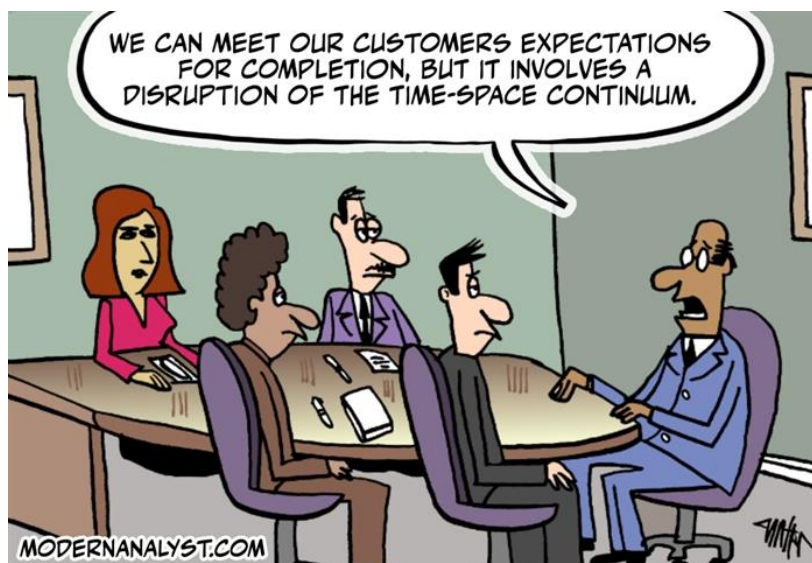
Enhancing communication: Setting expectations can enhance communication with customers by providing them with clear and concise information about your business.

Improving satisfaction: Setting expectations can improve customer satisfaction by ensuring that customers receive the products or services they were expecting, and avoiding any surprises or disappointments.

Building trust: Setting expectations can help build trust with customers by demonstrating that you are transparent and committed to their satisfaction.

Managing expectations: Setting expectations can help manage customer expectations by ensuring that they have a realistic understanding of what your business can deliver.

Overall, setting expectations is a critical component of creating a positive customer experience. By reducing uncertainty, enhancing communication, improving satisfaction, building trust, and managing expectations, you can create a customer experience that is clear, reliable, and fosters long-term customer loyalty.



•What LISTENING In creating a positive customer experience?

Listening actively is an important part of creating a positive customer experience. It involves giving customers your full attention, understanding their needs and concerns, and responding appropriately.

Listening actively can help you create a positive customer experience by:

Building trust: Listening actively can help build trust with customers by demonstrating that you value their feedback and are committed to their satisfaction.

Improving communication: Listening actively can improve communication with customers by ensuring that you understand their needs and concerns and can respond appropriately.

Enhancing problem-solving: Listening actively can enhance problem-solving by helping you identify and address the root cause of customer issues.

Improving satisfaction: Listening actively can improve customer satisfaction by showing that you are attentive to their needs and concerns and are committed to resolving any issues.

Fostering loyalty: Listening actively can foster customer loyalty by showing that you are willing to listen and respond to their feedback, and are committed to their satisfaction. Overall, listening actively is a critical component of creating a positive customer experience. By building trust, improving communication, enhancing problem-solving, improving satisfaction, and fostering loyalty, you can create a customer experience that is attentive, responsive, and fosters long-term customer loyalty.



“Hold my calls until I’m willing to listen.”

•What PROVIDING SOLUTIONS in creating a positive customer experience?

Providing solutions is a crucial part of creating a positive customer experience. It involves identifying and addressing customer needs and concerns by offering practical and effective solutions.

Providing solutions can help you create a positive customer experience by:

Enhancing problem-solving: Providing solutions can enhance problem-solving by helping you identify the root cause of customer issues and offer practical and effective solutions.

Improving satisfaction: Providing solutions can improve customer satisfaction by addressing their needs and concerns promptly and effectively.

Building trust: Providing solutions can build trust with customers by demonstrating that you are committed to their satisfaction and willing to go the extra mile to meet their needs.

Enhancing loyalty: Providing solutions can enhance customer loyalty by showing that you are willing to work with customers to find solutions that meet their needs and help them achieve their goals.

Improving reputation: Providing solutions can improve your business's reputation by demonstrating that you are committed to providing high-quality products or services and are willing to go the extra mile to ensure customer satisfaction.

Overall, providing solutions is a critical component of creating a positive customer experience. By enhancing problem-solving, improving satisfaction, building trust, enhancing loyalty, and improving reputation, you can create a customer experience that is focused on meeting customer needs, providing practical solutions, and fostering long-term customer loyalty.



•What is FOLLOWING UP in creating a positive customer experience?

Following up can help you create a positive customer experience by:

Enhancing customer satisfaction: Following up can enhance customer satisfaction by demonstrating that you value their feedback and are committed to their satisfaction.

Building trust: Following up can build trust with customers by showing that you are proactive in addressing their needs and concerns and are committed to providing a high-quality customer experience.

Improving communication: Following up can improve communication with customers by providing them with an opportunity to share their feedback and concerns, and by responding promptly and effectively.

Enhancing problem-solving: Following up can enhance problem-solving by helping you identify any outstanding issues or concerns and address them promptly and effectively.

Fostering loyalty: Following up can foster customer loyalty by showing that you are committed to providing a high-quality customer experience and are willing to go the extra mile to ensure customer satisfaction.

Overall, following up is a critical component of creating a positive customer experience. By enhancing customer satisfaction, building trust, improving communication, enhancing problem-solving, and fostering loyalty, you can create a customer experience that is focused on meeting customer needs, addressing their concerns, and fostering long-term customer loyalty.



<https://www.pinterest.co.uk/pin/287737863667804246/>

So Looking at tomorrow what is the word on the streets?

What will be the main features required for creating a positive customer experience for the future?

There are several main features that are likely to contribute to creating a positive customer experience in the future:

Personalization: Customers will expect personalized experiences that are tailored to their individual needs and preferences. This may involve the use of data analytics and artificial intelligence to anticipate customer needs and provide personalized recommendations and offers.

Omnichannel support: Customers will expect seamless interactions across multiple channels, including social media, email, phone, chat, and in-person interactions. Companies will need to ensure that their customer support infrastructure is integrated and able to deliver consistent experiences across all channels.

Convenience: Customers will continue to demand convenience and ease of use, such as self-service options, mobile accessibility, and fast response times. Companies will need to ensure that their products and services are designed with convenience in mind and that customer interactions are streamlined and efficient.

Trust and transparency: Customers will expect companies to be transparent about their policies, practices, and data usage. Companies will need to earn customer trust by being honest and transparent about their operations, while also protecting customer data and privacy.

Empathy and emotional intelligence: Customers will appreciate companies that show empathy and understanding, particularly in challenging situations. Companies will need to train their employees to be emotionally intelligent and able to connect with customers on a personal level.

Overall, companies that focus on these features and prioritize the customer experience are likely to thrive in the future.

The Last Word

So what of tomorrow and the way that those interested in improving the customer experience discover what are the best ways forward. The internet's open information age has released every curious manager from the laborious constraints of having to seek out the received wisdom on best practice by reading books and paper or attending workshops and presentations delivered by entrepreneur experts, management consultants, theoretical academics, snake oil vendors and those who had managed to imagine or develop the next good idea?

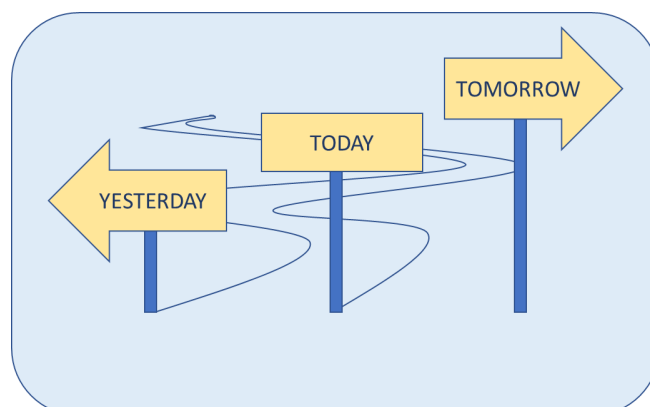
The experiment - AI to the rescue? A CONFESSION!

The confession is that this newsletter is a forbearing indicator of what may be possible tomorrow. It was created as an experiment using AI.

Apart from the "Introduction", "The Last Word" and the graphics **every word in this newsletter**, was generated by asking CHATGTP the headline question on the second page and then through a process of mild Socratic interrogation asking the question shown of each subheading and then **copied verbatim and completely unedited**

To a subject matter expert there are a number of challengeable presumptions, duplications and flaws and CHATGTP is better on the WHAT than it is on the HOW. But to the uninitiated the response to a very straightforward question provides a reasonable foundation on which to develop a deeper understanding of the subject. However it may still need the experience of a subject matter expert to know if that foundation is solid.

At worst if this newsletter was simply copied and published as an introductory handbook or induction primer it would not do a bad job today. This experiment offers an interesting insight into what AI resources like CHATGTP, BARD, CHATSONIC and many others will make available for educational purposes of all kinds tomorrow. In the hands of the right minds it is potentially a very exciting development but offers almost as large an opportunity to those in the snake oil sector to whom a little knowledge may be seen as a very valuable thing.



Recommended Reading

<https://openai.com/blog/chatgpt>

<https://writesonic.com/blog/chatgpt-alternatives/>