Bringing Innovation To Life To Create A 360 Experience With People For People

Ruth Crowley
Lowe's (Former)

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Creating Customer Experiences

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Define Customer Experience

In commerce, **customer experience** (CX) is the product of an interaction between an organization and a **customer** over the duration of their relationship. ... **Customers** respond diversely to direct and indirect contact with a company. Direct contact usually occurs when the purchase or use is initiated by the **customer**.

CXD Defined

Customer Experience Design is about intentionally shaping the customer's interactions to deliver feelings and memories that increase emotional attachment and deliver business value.

We do this by designing, co-creating and collaborating to deliver omni-channel experiences that inspire, guide and support customers in completing projects that help them love where they live.

Process begins with framing. Most time is spent in Conceptualization.

CXD Guiding Principles

ENGAGE

Cultivate strong relationships through collaboration and co-creation

BY...

Leveraging expertise across the enterprise, establishing a unifying vision and empowering store associates to be champions of the work

UNDERSTAND

Keep the customer at the center of everything we do and promote empathy and advocacy of their needs

BY...

Observing and living the problem with the customer, and translating their needs into a narrative that forges a connection with the customer

CREATE

Design experiences that connect the customer needs to business objectives

BY...

Shaping differentiating experiences that solve for desirability, feasibility and viability

LEARN

Embrace failure as a part of the learning process and guide the organization to be more adaptive

BY...

Testing and retesting design solutions, regularly seeking feedback and encouraging a generative mindset

IMPACT

Deliver experiences that empower the customer and nurture long term loyalty

BY...

Designing solutions that make our customers feel confident, appreciated and unstoppable

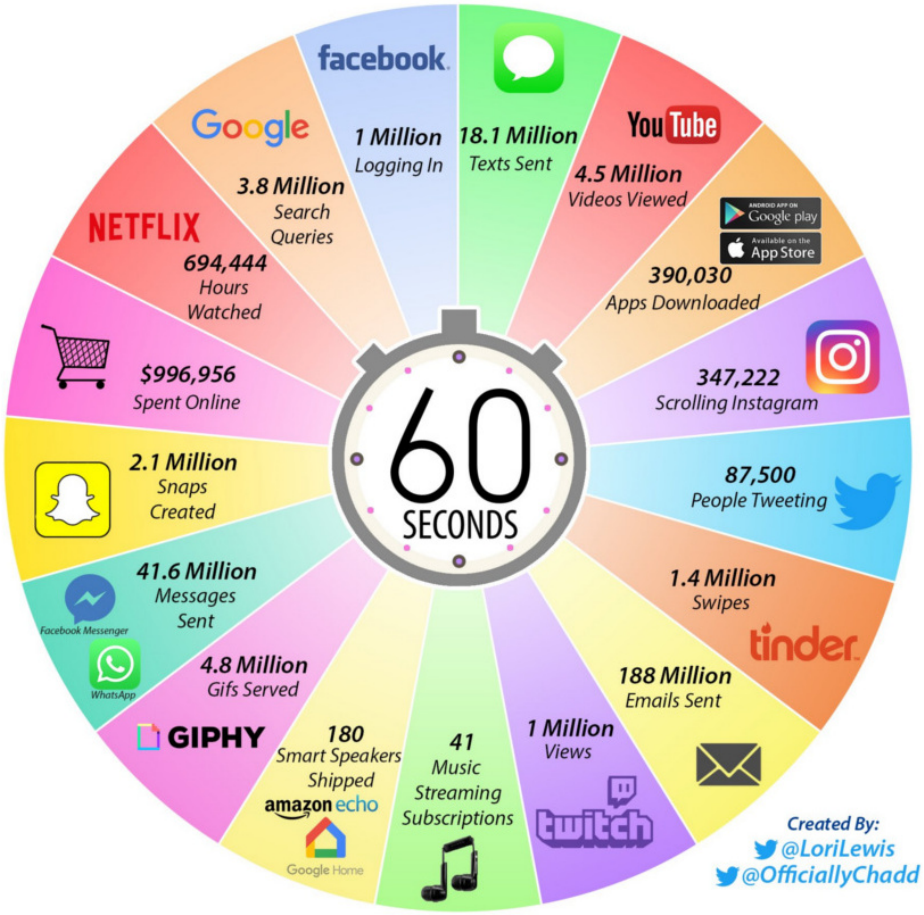
CUSTOMER INSIGHTS & ANALYTICS

Challenges in Implementation

The importance of

3 Experience is a Differentiator

2019 This Is What Happens In An Internet Minute



Created By:
@LoriLewis
@OfficiallyChadd

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Omni Channel?

Experience: Coffee

Coffee Beans — Commodity

Packaged Beans — Packaged Goods

Brewed Coffee — Service

"3rd Place Starbucks" — Experience

Which creates an emotional connection?

Emotion Drives Behavior

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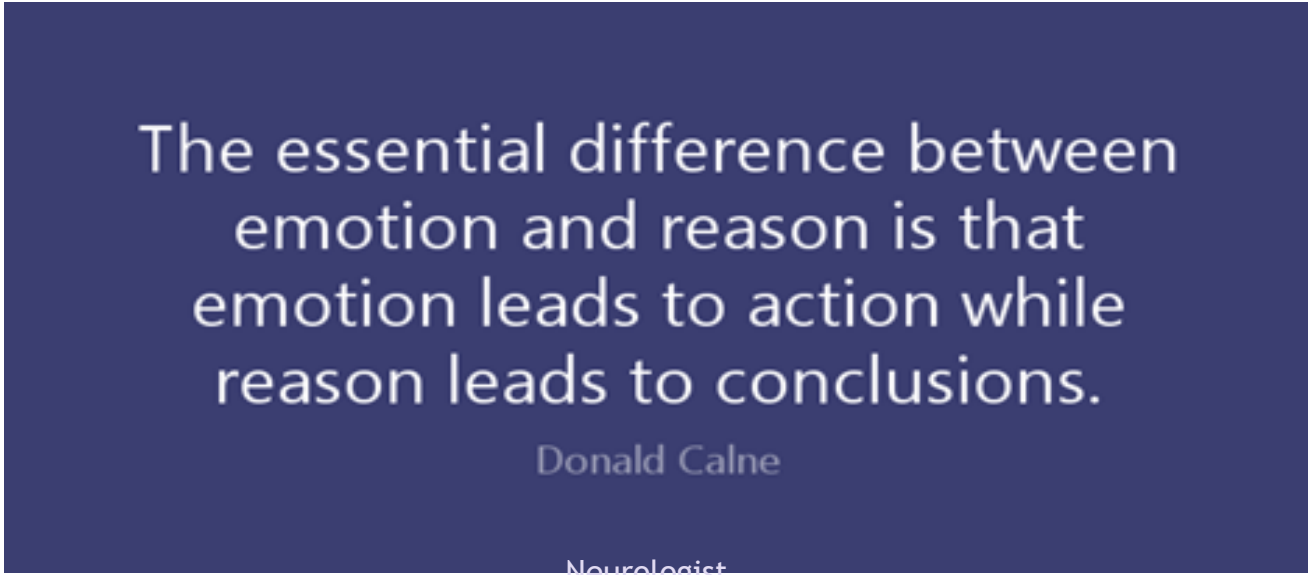
The essential difference between emotion and reason is that emotion leads to action while reason leads to conclusions.
Donald Calne
Neurologist

Why Does It Matter?

- A 1-point improvement in Customer Experience Index score can yield incremental revenue of $245 Million for a big box retailer. (Forrester Research 2018) That 1-point potential is our North Star.

- Over the last decade, cumulative returns have been 49% greater for CX industry leaders vs. the S&P 500. (Forrester 2017)

- Best-in-class companies had an 81% retention rate with higher Customer satisfaction and year-over-year revenue growth of over 14%. (Aberdeen Research 2018)

- Over 80% of Customers say they will pay more for a superior experience. 70% say they will abandon a bad experience. This cost the US retail industry over $1.6 trillion in 2017. (Qualtrics 2017)

- A fully engaged Customer represents a premium of 23%, a differentiated 360 experience will increase spend 18%-36% and omni-channel shoppers have a 30% higher lifetime value. (Gallup 2017)

M.D.

SPIRAL
CURVE

Visualize Success

Get Everyone On Board

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COLLABORATION IS…..

COLLABORATION TOGETHER

Collaboration is a Team Sport

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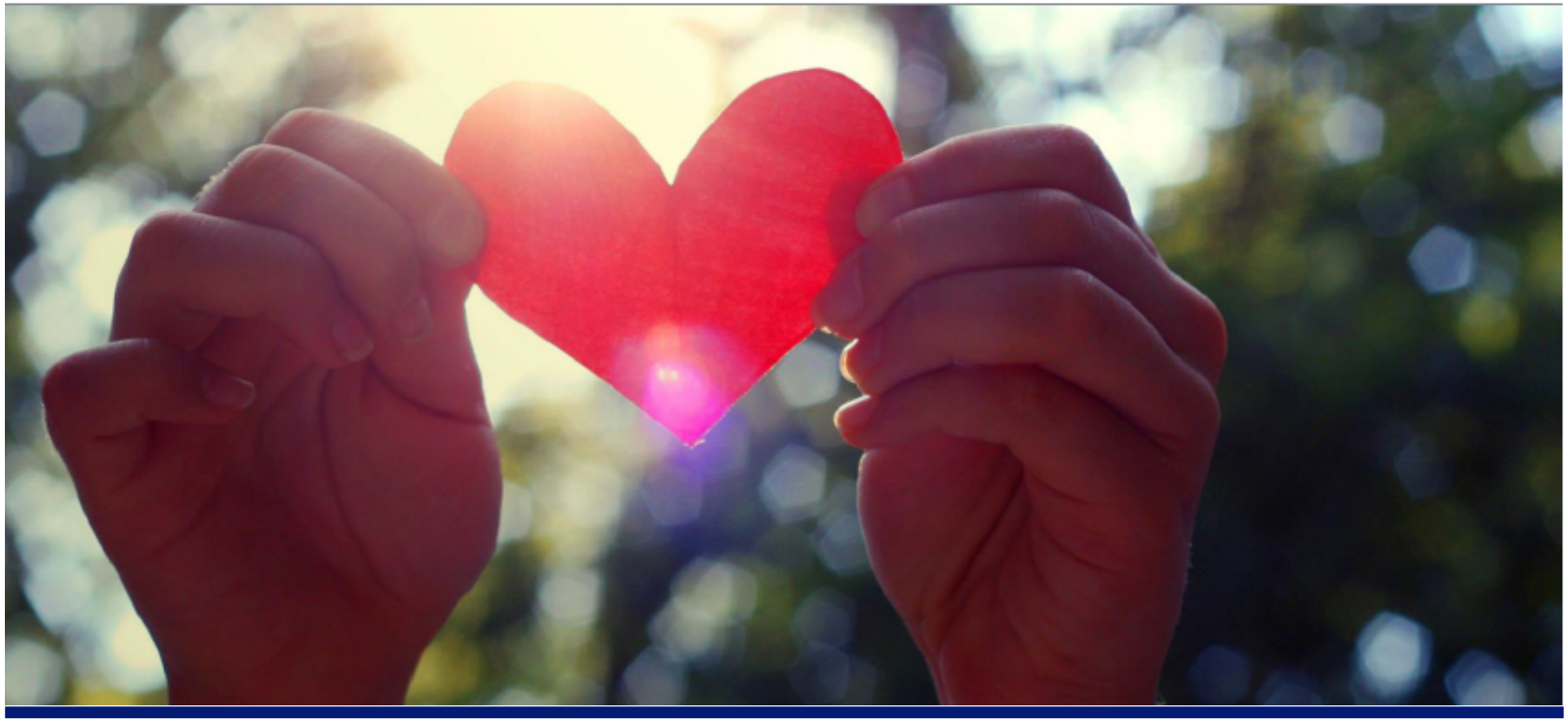
Our transformation point

Human Centered



Great leaders don’t blame the tools they are given. Great leaders work to sharpen them…

- Simon Sinek

Stand for something great,
prove it in everything you say and do…

What Does It Take?

- Conviction
- Commitment
- Communication
- Courage
- Collaboration
- Cross-functional consideration
- Customer focus
- Continuation

THANK YOU

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