

# CARING ABOUT THE CUSTOMER!

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SUSAN PARKER

SPARKER SOLUTIONS & DANFOSS POWER  
SOLUTIONS



# LEARNING OBJECTIVES

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- Gain an understanding of the importance of the customer's experience
- Gain an understanding of the connection between the customer's experience and all the work that your organization does
- Learn a few simple, positive actions you can implement today

# WHY DOES CUSTOMER EXPERIENCE MATTER

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- When your Customers are successful You are successful
  - Increases Customer Loyalty
  - Increases Revenue
  - Eliminates Waste
  - Increases Employee Satisfaction

# THE BEST FOOD EVER RESTAURANT



# CUSTOMER EXPERIENCE MATTERS

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As the Owner, when do you think the process starts and ends?

When does the process **ACTUALLY** start and end for the restaurant?



# CUSTOMER EXPERIENCE MATTERS

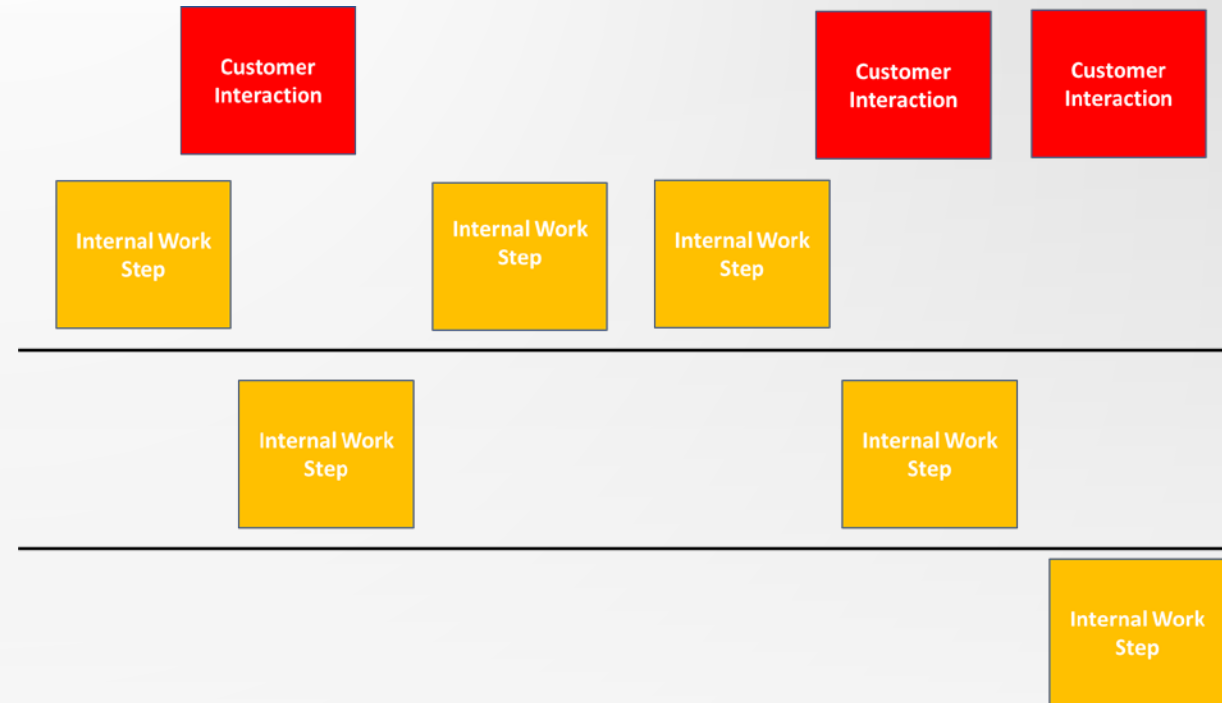
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**Immediate Action:** Think about your business – the products and services you provide – and determine the real starting and ending point for your customers



# ADD A CUSTOMER LANE

- Include Every Customer Interaction
  - Walk your processes as the Customer
    - Can be positive or negative
    - These Interactions drive all our internal work
- Look for Business Rules that might get in the way of both the Customer and Employee Experience



# Know The Business Rules (written AND unwritten) That Govern Your Processes



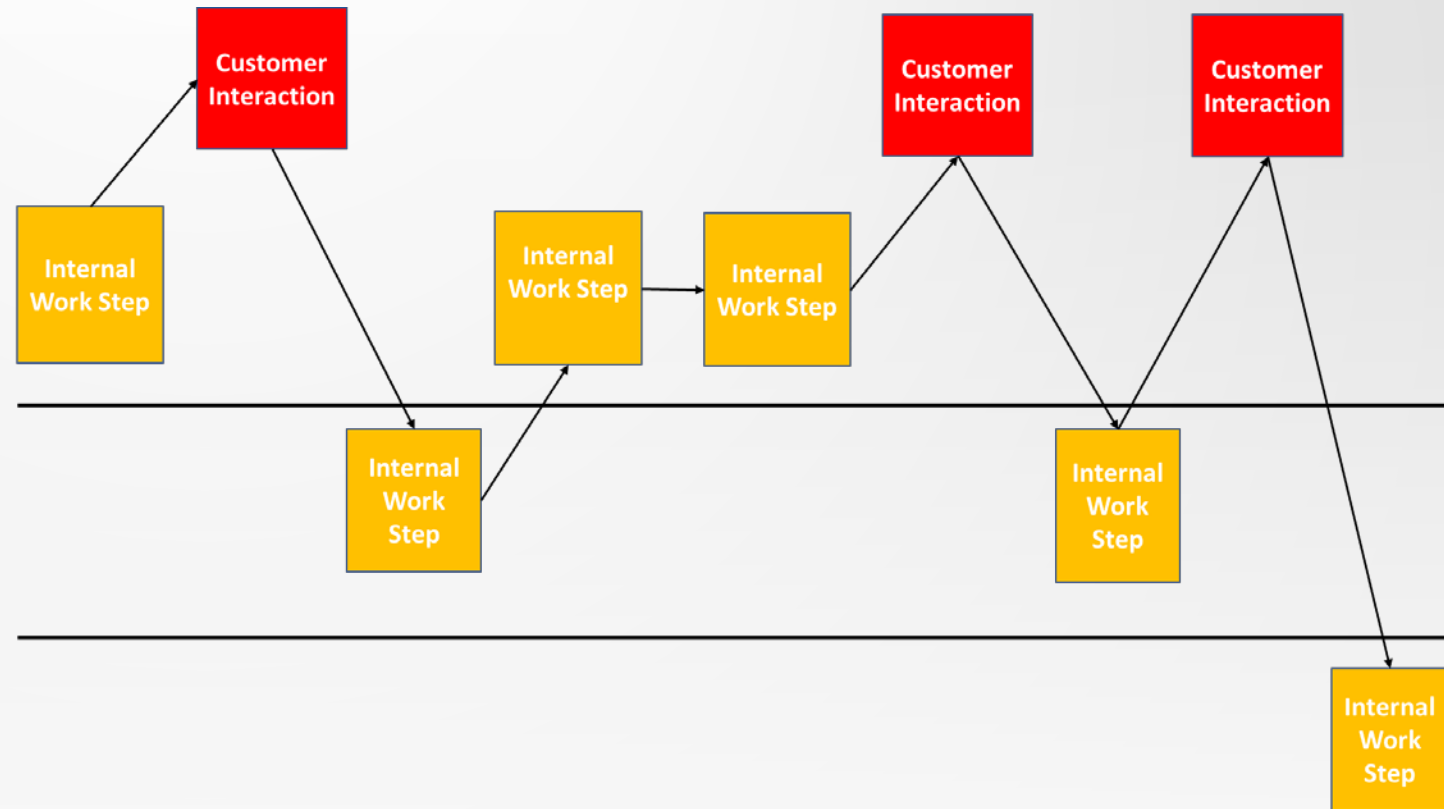
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CH?V=YW6VXKOGOG0](https://www.youtube.com/watch?v=YW6VXKOGOG0)





# ONCE YOU KNOW THE JOURNEY

- Create the Causal Flow to reflect Proactive and Reactive parts of your process
- Eliminating Customer Interactions will reduce waste in your processes



# UNDERSTAND THE CUSTOMER'S NEEDS

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WANT



NEED

# CATEGORIZE YOUR CUSTOMERS BASED ON NEEDS & BEHAVIORS



# STARTING TODAY

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- Determine the real starting and ending point for your customers
- Add Customer Interactions to your Process Maps – Be the Customer of Your Process
- Reduce/Eliminate Customer Interactions to Reduce Waste and Provide a Better Customer Experience
- With every decision ask yourself and your organization “How will this help the customer?”



# THANK YOU!

Susan Parker – Sparker Solutions

[www.sparkersolutions.com](http://www.sparkersolutions.com)

515-520-9932



*Accredited CX Champion;  
Certified Process  
Professional Master Coach*