

Elevating the Customer to the Center of the Business

CUSTOMERXCON 2023

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ACCELERATE!



KRISTI FALTORUSSO

Chief Customer Officer

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11

YEARS

5

COMPANIES

1

PROBLEM



A hand holding a magnifying glass over a notepad with the words "customer centricity" written on it. The text is large, bold, and white, set against a dark background. The background image shows a hand holding a magnifying glass over a notepad with the words "customer centricity" written on it. The text is large, bold, and white, set against a dark background. The background image shows a hand holding a magnifying glass over a notepad with the words "customer centricity" written on it. The text is large, bold, and white, set against a dark background.

**THE CUSTOMER
HAS NEVER BEEN
AT THE CENTER
OF THE
ORGANIZATION**

CUSTOMERXCON 2023

A glowing blue and red gauge or speedometer with numbers 100, 120, 140, and 160 visible.

“ A Customer-Centric Culture is a business philosophy and organizational mindset that places the **customer at the forefront** of all **decisions, strategies, and actions.** ”



**IMPACT OF
RUNNING A
CUSTOMER
CENTRIC
BUSINESS**

REVENUE GROWTH

INCREASED CUSTOMER LOYALTY

STRONGER COMPETITIVE ADVANTAGE

REDUCED CUSTOMER ACQUISITION COSTS

INCREASED CUSTOMER RETENTION

INNOVATION AND PRODUCT DEVELOPMENT



IT COST TOO MUCH NOT TO BE CUSTOMER CENTRIC

Customer-centric companies are **60% more profitable** than companies that don't focus on customers.

SuperOffice

A **5%** increase in customer retention can boost profits by up to **75%**.

Bain & Company

25% of companies intend to combine marketing, sales, and CX into a single function by the end of 2023.

Forrester



COMPANIES GET IT WRONG, MORE THAN THEY GET IT RIGHT



OPERATE IN SILOS

Core operating functions are not collaborating and are making decisions and building process in silos.

STAY STAGNANT

Change is necessary, but some organizations rely on doing things “the way they’ve always been done.” Evolution is necessary.

LACK EMPOWERMENT

Employees are not empowered to “do the right thing” or to make business decisions.

MAKE BUSINESS ASSUMPTIONS

Assumptions are made about the customers wants and needs without consulting them.

FOCUS ON LAGGING INDICATORS

Making decisions based on lagging indicators and not leading indicators will hinder the proper progress.

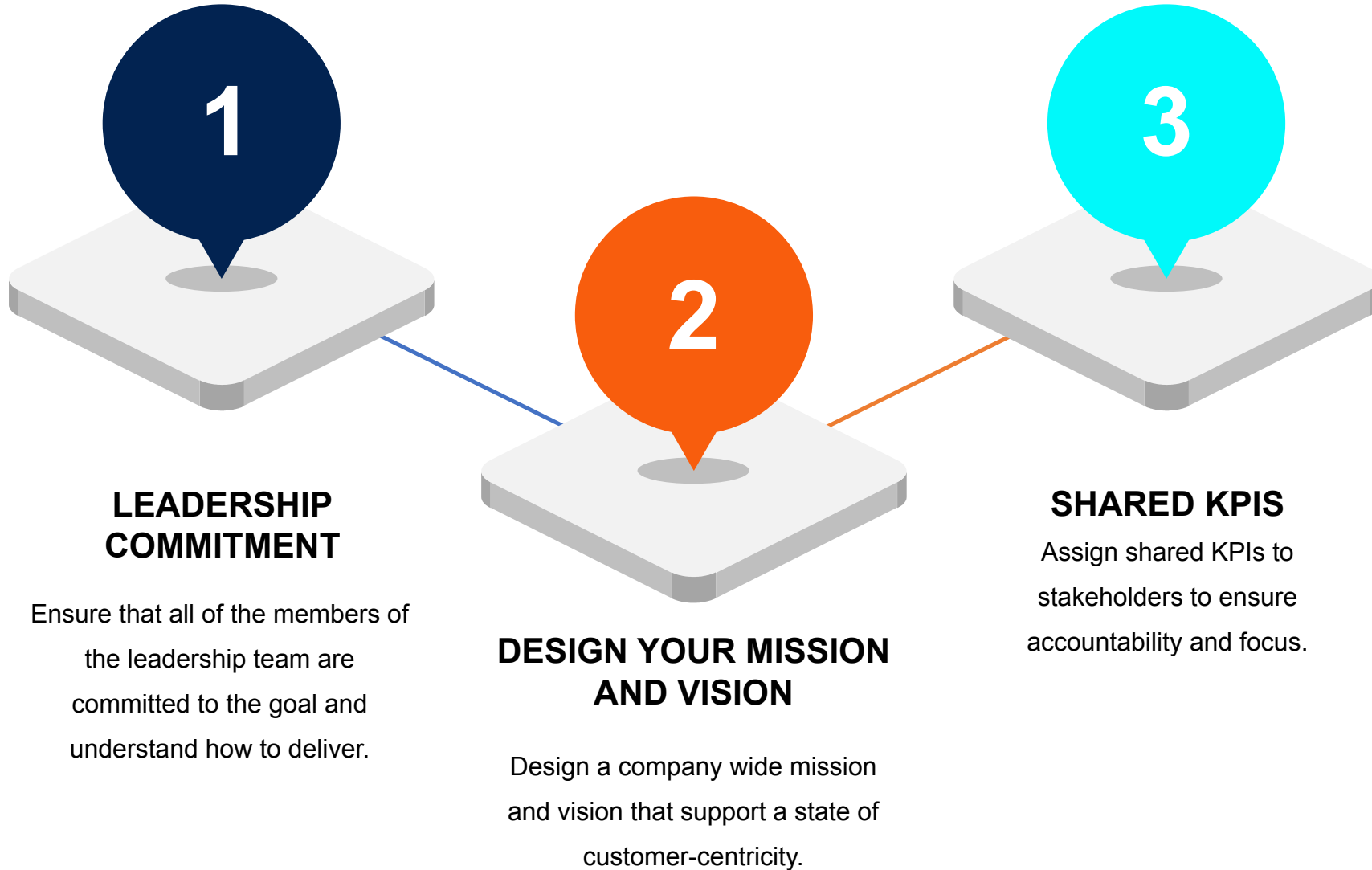


**CMA IS AT THE CENTER OF
MAKING THIS A REALITY**



1. GET BUY-IN AND SUPPORT FROM THE EXECUTIVE LEADERSHIP TEAM



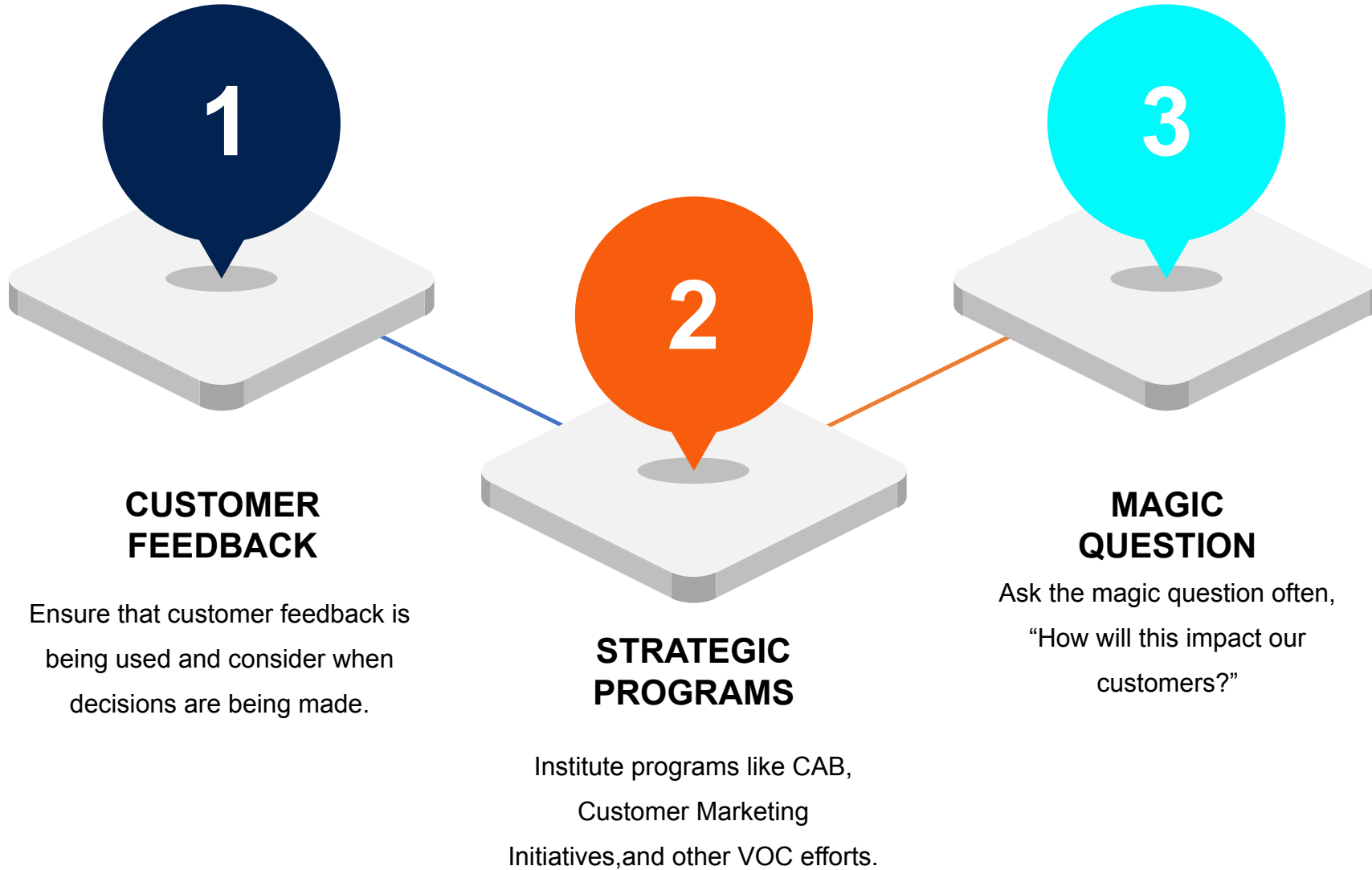


**CMA HAS THE MOST
CRITICAL DATA AND INSIGHTS
AROUND CUSTOMER AND
ADVOCACY IMPACT**



2. BRING THE VOICE OF THE CUSTOMER TO THE FOREFRONT OF YOUR BUSINESS



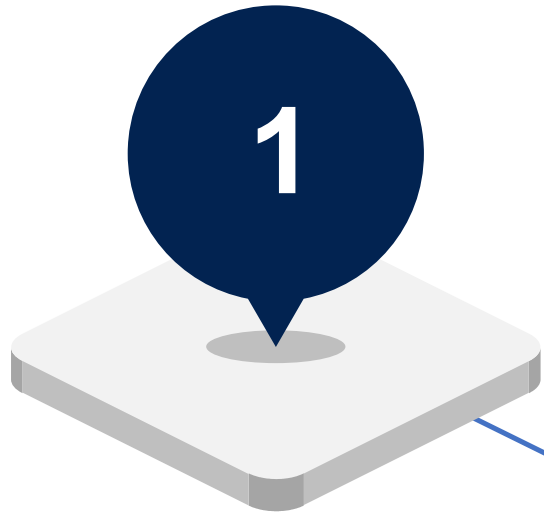


CMA LEADS THE CHARGE ON THESE CORE VOICE OF CUSTOMER INITIATIVES



3. DRIVE ACCOUNTABILITY ACROSS THE BUSINESS WITH CUSTOMER FOCUSED KPIS





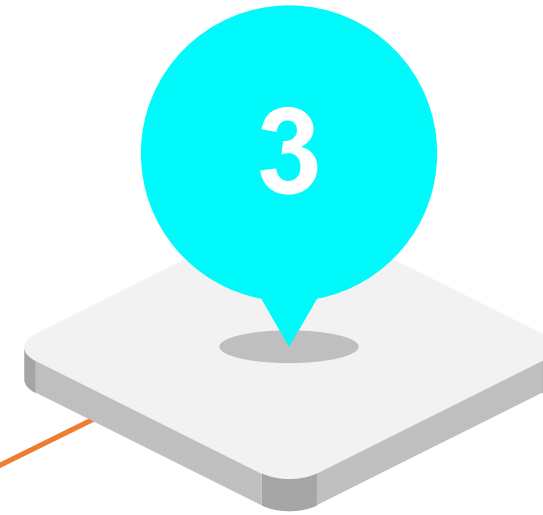
SUCCESSFUL MILESTONE ACHIEVEMENT

Track your customer's ability to achieve key milestones in THEIR journey. Make sure they are seeing meaningful results.



USAGE, ADOPTION AND GROWTH

Are your customers successful in adopting and getting value from the platform. If they are, they will grow with you.



SECOND ORDER REVENUE / ADVOCACY

Are customers coming back? Track how many customers are repeat buyers and strong advocates for your product.

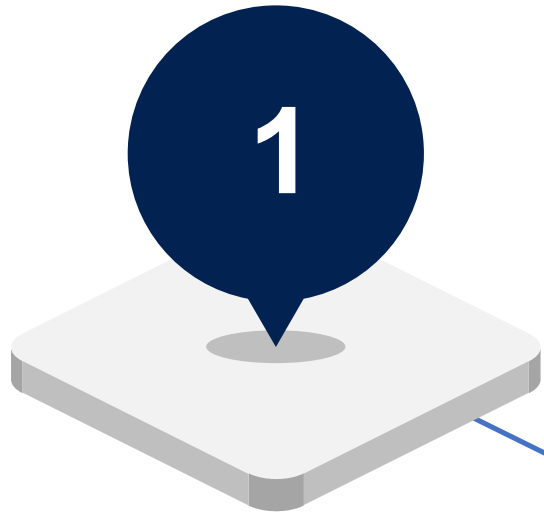


**CMA OWNS THE LAGGING
INDICATORS OF ADVOCACY
WHICH REQUIRES
CROSS-FUNCTIONAL
ALIGNMENT**



4. INCENTIVIZE THE RIGHT BEHAVIORS AND REWARD EMPLOYEES FOR DRIVING GOOD EXPERIENCES





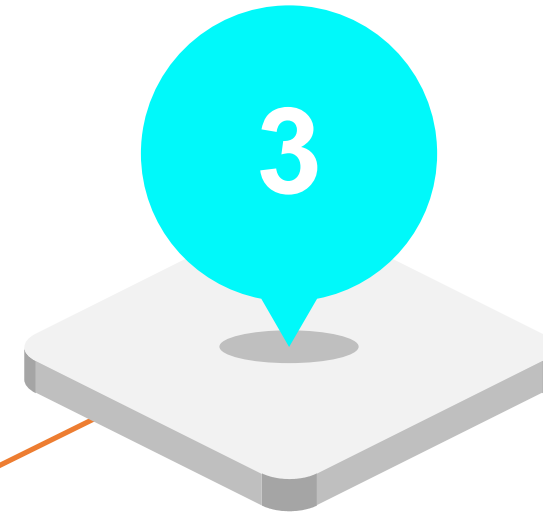
VARIABLE COMPENSATION

Ensure that all customer facing teams have a variable that directly ties back to the customer metrics.



COMPANY/ TEAM BONUSES

Institute a company bonus structure that is awarded annually when these outcomes have been achieved.



SPIFFS

Institute a spiff for spot rewards when good work has been done in support of customers.



**CMA HAS AN OPPORTUNITY
TO DETERMINE WHICH
INITIATIVES AND KPIS
SHOULD BE INCENTIVIZED**



**BE PATIENT AND
KEEP ON PUSHING**



THANK YOU

