FRAMEWORK FOR A DIFFERENTIATED CUSTOMER EXPERIENCE

Jasmine James

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What is Customer Emotion?

How customers feel about their experience with a company, product or service.

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“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

– Maya Angelou

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Why does it matter?

Key Indicators of:

- Customer Journey Continuation
- Recommendations
- Employee Engagement
- Retention

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Customer Emotion

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Customer Satisfaction

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Customer Emotion

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Customer Satisfaction

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"Many companies are busy mapping their customer experience and tracking customer activity across physical stores, call centers, e-commerce sites, and social media, gathering mountains of data from their own surveys, customer tracking systems, loyalty programs, and third-party providers. Their stated goal is typically to improve customer satisfaction at each step of the customer journey. But overall customer satisfaction is often already high, and seldom a competitive differentiator."

(Zorfas, A. and Leemon, D. , 2016)

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Framework

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Framework

1. **D**iscoverability

Discoverability

How easy is it for your customers to find the path to complete their task?

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Discoverability

Fundamental Motivation = Feel a sense of freedom - Act independently, without obligations or restrictions. [2]

Discoverability in Practice

What?

User Research and Interviews

Search Analytics

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Discoverability in Practice

What?

User Research and Interviews

Search Analytics

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Discoverability in Practice

What?

User Research and Interviews

Search Analytics

How?

Single Sourcing Guidance

Universal Search

Centralized Support

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Discoverability in Practice

What?

User Research and Interviews

Search Analytics

How?

Single Sourcing Guidance

Universal Search

Centralized Support

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Measuring Results

Onboarding (Time to Productivity)

Tool Usage

Net Promoter Score

Measuring Results

Onboarding (Time to Productivity)

Tool Usage

Customer Satisfaction (NPS)

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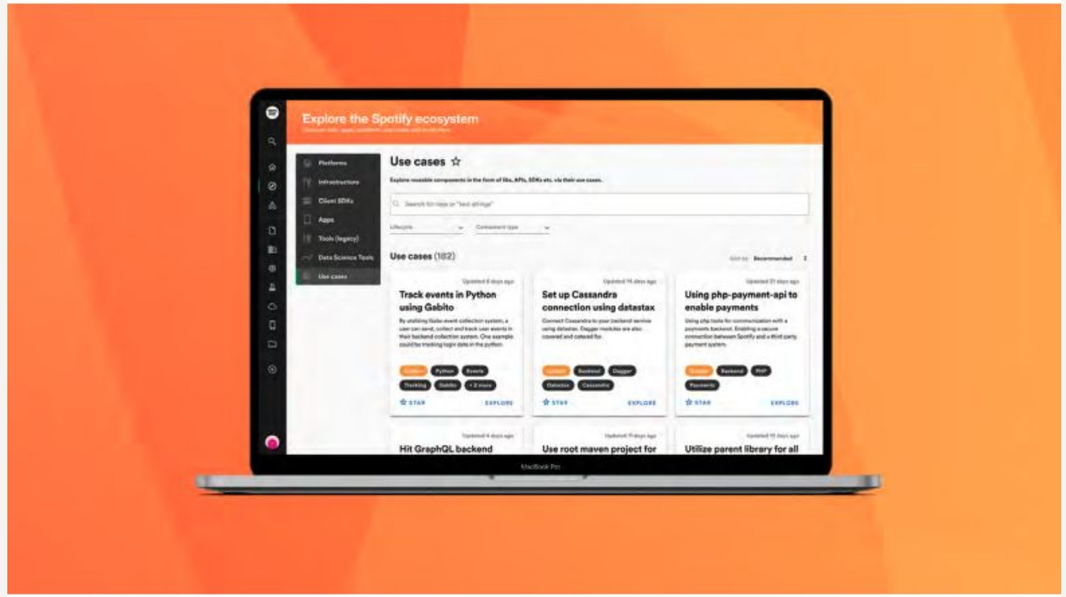

Cracking the Bottleneck of Productivity by Enhancing Discoverability

Leveraging interaction design to enhance discoverability of reusable code components.

Master's thesis in Computer science and engineering

OSCAR FREDRIKSSON
ELIAS LIND

"**Discoverability** concerns the quality of an item being easy to find. Additionally, according to Shanmugasundaram et al., the discovery of an item is only one of two cornerstones of discoverability. The other part is the **interpretability**, addressing the understanding of how to actually make use of the discovered information " [2]

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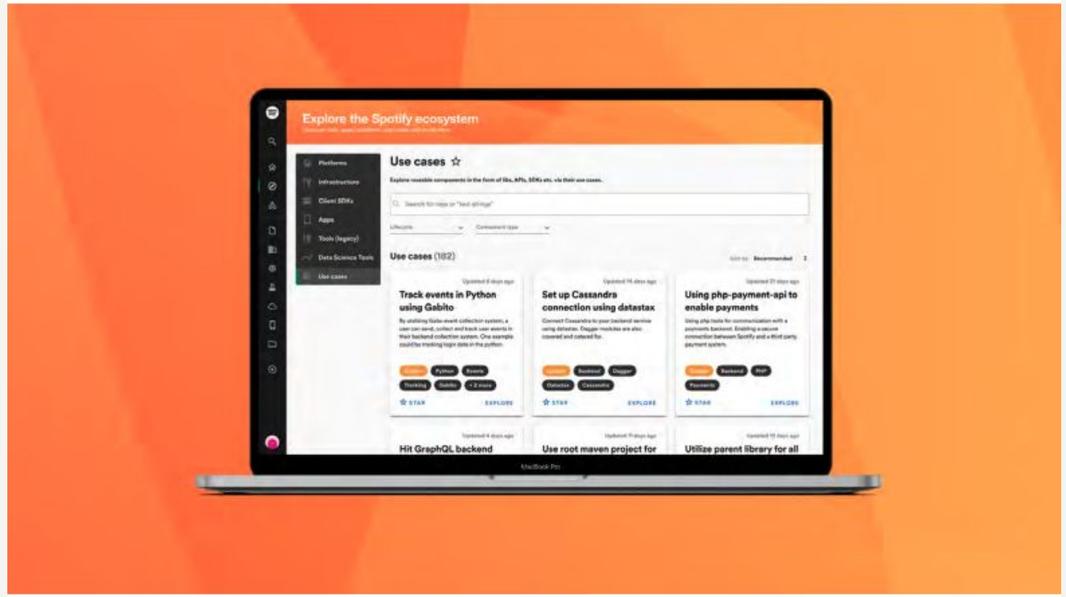

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Framework

1. **D**iscoverability ✓
2. **U**sability

Usability

Learnability: How easy is it for users to accomplish basic tasks the first time they encounter the design?

Efficiency: Once users have learned the design, how quickly can they perform tasks?

Memorability: When users return to the design after a period of not using it, how easily can they re-establish proficiency?

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Usability

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Efficiency: Once users have learned the design, how quickly can they perform tasks?

Memorability: When users return to the design after a period of not using it, how easily can they re-establish proficiency?

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Usability

Errors: How many errors do users make, how severe are these errors, and how easily can they recover from the errors?

Satisfaction: How pleasant is it to use the design?

Usability

Can your customers fulfill their goal with effectiveness, efficiency and satisfaction?

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Usability

Fundamental Motivation = Feel a sense of freedom - Act independently, without obligations or restrictions. [2]

Usability in Practice

What?

Open Ended Usability Testing

Closed Ended Usability Testing

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Usability in Practice

What?

Open Ended Usability Testing

Closed Ended Usability Testing

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Usability in Practice

What?

Open Ended Usability Testing

Closed Ended Usability Testing

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Usability in Practice

What?

Open Ended Usability Testing

Closed Ended Usability Testing

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Usability in Practice

What?

Open Ended Usability Testing

Closed Ended Usability Testing

How?

Defining Golden Paths

Automation

Error Prevention

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Usability in Practice

What?

Open Ended Usability Testing

Closed Ended Usability Testing

How?

Defining Golden Paths

Automation

Error Prevention

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Usability in Practice

What?

Open Ended Usability Testing

Closed Ended Usability Testing

How?

Defining Golden Paths

Automation

Error Prevention

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Measuring Results

Task Success Rate

Time-based Efficiency

Measuring Results

Task Success Rate

Time-based Efficiency

Framework

1. **D**iscoverability ✓
2. **U**sability ✓
3. **C**apability

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Capability

Do your offerings address all personas within your customer base?

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Capability

Fundamental Motivation = Feel a sense of belonging - Have an affiliation with people they relate to or aspire to be like; feel part of a group [2]

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Capability in Practice

What?

Journey Mapping

Surveys

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Capability in Practice

What?

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Surveys

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Capability in Practice

What?

Journey Mapping

Surveys

How?

Persona Mapped Capabilities

Real time tool feedback

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Capability in Practice

What?

Journey Mapping

Surveys

How?

Persona Mapped Capabilities

Real time tool feedback

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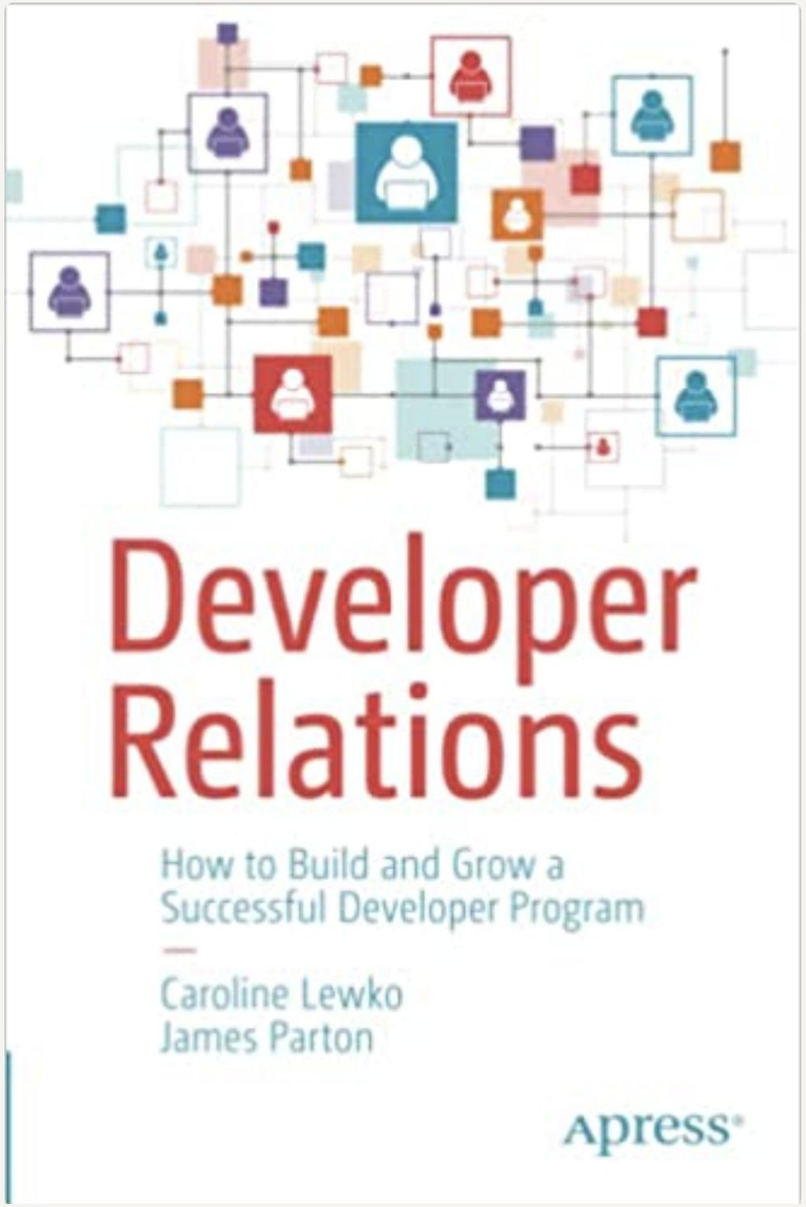
Measuring Results

Customer Satisfaction (NPS)



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Framework

1. **D**iscoverability ✓
2. **U**sability ✓
3. **C**apability ✓
4. **C**redibility

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Credibility

How reliable is your product at delivering what you said it would deliver?

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Credibility

Fundamental Motivation = Feel secure - Believe that what they have today will be there tomorrow; pursue goals and dreams without worry [2]

Credibility in Practice

What?

Focus Groups

Incident Management Data

Post Mortems

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Credibility in Practice

What?

Focus Groups

Incident Management Data

Post Mortems

How?

Action Item Prioritization

Centralized Support

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Measuring Results

Tool Uptime

Mean time between outages

Framework

1. **D**iscoverability ✓
2. **U**sability ✓
3. **C**apability ✓
4. **C**redibility ✓

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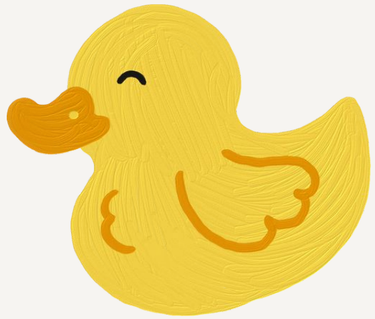
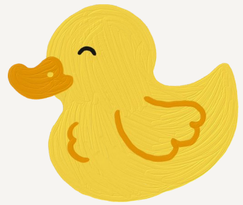




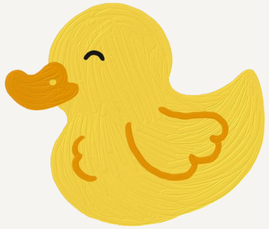
Don't forget to keep your DUCCs in a row

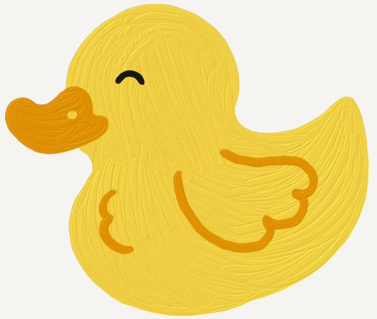
Discoverability

Usability

Capability

Credibility





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References

[1] Zorfas, A. and Leemon, D. (2016)
An Emotional Connection Matters More than Customer Satisfaction, Harvard Business Review

[2]G. Shanmugasundaram, V. Prasanna Venaktesan, C. Punitha Devi, Modeling Measures for Service Interpretation in Discoverability of Service Oriented Architecture, Procedia - Social and Behavioral Sciences, Volume 73, 2013, Pages 128-135, ISSN 1877-0428, https://doi.org/10.1016/j.sbspro.2013.02.032.

Thank You

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