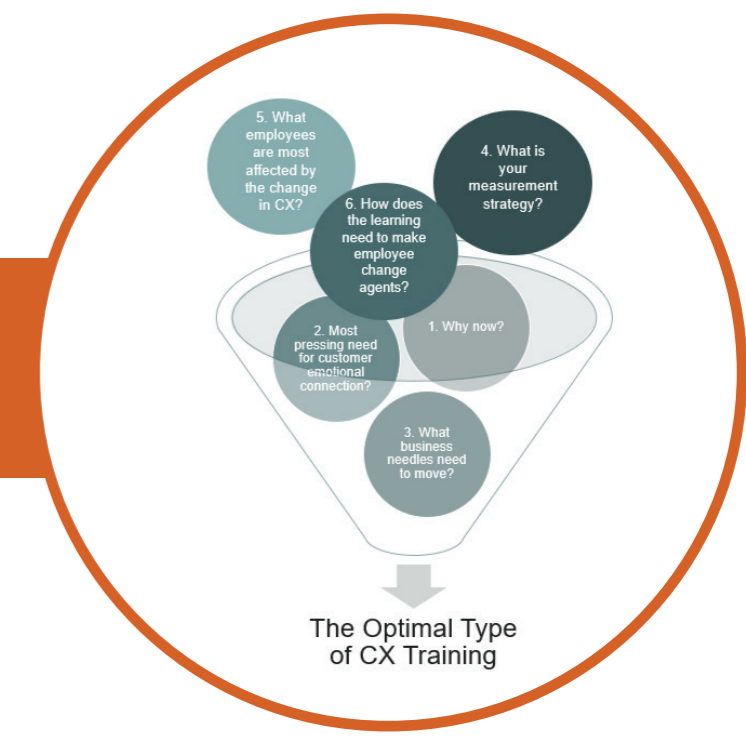


# The Six-Conditions Decision Pathways for the Right CX Learning Solution



## IF YOU HAVE THESE CONDITIONS...



1. Who or what is **incentivizing this learning initiative**? What events in the organization have prompted it?

A new CX is being promoted.

The company needs to consider EX because managers do not support their team members' influence on CX.

Salespeople are pushing inventory to buyers.

Mediocre NPS requires a new approach to CX.

There have been unfortunate customer experiences with exclusion.

2. What is the most pressing need to make a **positive emotional connection** with customers within various customer journeys?

The company wants to be known for a personalized customer experience in messaging and delivery.

Team members are empowered to dissect and deliver customer needs.

Salespeople match the product to the customer's incentives.

Customers feel cared about as individuals.

Employees respect and flex to the diversity among customers.

3. What **business needs** need to move?

Increased customer base  
Increased customer satisfaction

Increased employee retention  
Increased customer loyalty  
Regular CX innovation

Increased customer relationships  
Increase in segmented sales

Increased customer satisfaction  
Increased referrals  
Increased employee retention

Increased customer loyalty  
Decreased customer complaints/transfers to Customer Service

4. How will you plan to measure the needed business impact with a **measurement strategy**?

Customer data  
NPS  
Social media activity

ENPS/pulse surveys  
NPS  
Leader feedback scores  
CX collaboration surveys

Repeat clientele  
Referrals  
Desired segmented accounts  
Target product sale volume

NPS  
ENPS  
New clientele by referrals  
Churn rate

Customer data  
NPS  
Transferred CS calls

5. Which employees are **most affected by the change** in customer experience approach and the learning solution?

Customer-facing or collateral-creating team members

Managers and team members  
Decision-makers

Salespeople

New-hire customer service representatives  
Their managers

Customer-facing customer representatives

6. How will the learning strategy make learners, managers, and decision-makers **change agents**, buying-in on the CX method for and contributing to the desired business impact?

Change agents at any level represent the brand in the new approach to CX.

Managers help shape the change in managerial support of the new CX.

Change agents can use critical thinking to personalize the product to individuals.

Change agents apply critical thinking to innovate changes to both CX and EX.

Change agents champion a new approach to inclusion in CX and EX.

...THEN YOU MIGHT NEED THIS TYPE OF CX TRAINING...

**BRAND**

**LEADERSHIP**

**SALES ENABLEMENT**

**ONBOARDING OF EMPLOYEES AND MANAGERS**

**DIVERSITY, EQUITY, AND INCLUSION**