	Product(ion) centric	Customer centric	Human centric
Vision	Focus on product	Focus on customer	Focus on purpose and people : both customer and employee
Management style	Directive, top-down	Well-defined responsibilities	Autonomous responsibility, bottom-up
Vision operating results	Profit is primary goal	Customer experience is primary goal, profit is consequence	Human centricity is primary, profit is a consequence
Cooperation	Everybody has his own tasks	Cooperation within the department	Cooperation between the departments
Vision role employee	Passive execution	Execution focused on helping customers	Active input for improvement
Involvement employees	Committed to own task	Committed to customers	Committed to organisation
Churn employees	High	Average	Low
Response external developments	Reactive	Proactive to customers, reactive to employees	Proactive
Organisation development	Conservative	Innovative front-office, conservative back-office	Innovative
Churn customers	High	Average / Low	Low





Accelerate In Experience Framework

1. Define Journeys

Make a difference between the end2end and detailed journey(s) of your customer(s). Define the journeys in workshop with employees that play a role in these journeys.

2. Find Drivers

Use smart statistics (not open answers) to find the real, latent drivers that matter to your customers in each of their detailed journeys.

3. Improve and learn

Measure the top X drivers continuously, improve the drivers that matter, experiment and see that the scores increase. Find out what works and share these learnings.

4. Embed in organisation

Integrate the findings of the drivers in every existing aspect of the organisation and leave the responsibilities where they should be.











Consistency in leadership is key. Lead by example. Facilitate your people.

Brand Experience (BX)

Don't forget to translate your brand promise into brand delivery.





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Service Experience (SX) & User Experience (UX)





Use smart statistics (not open answers) to find the real, latent drivers that matter to your employees in each of their detailed journeys.



3. Learn and improve

Understand the drivers that matter first in more depth in qualitative sessions, then start improving and measure the top X drivers twice a year the progress.



Leadership & steering

4. Embed in organisation

Based on the drivers, determine where in the organisation the biggest impact can be made and leave the responsibilities where they should be.

1. Define Journeys

Make a distinction in detailed journeys based on duration of employment. Define the journeys in a workshop with a mix of employees, management and HR.

Brand Experience

Customer Experience

Employee Experience

Service Experience

User Experience

NPS

C-SAT

AFF COMM

C-SAT & FtR

CES

Who do I want to be, am I perceived as such, am I worthy of recommendation?

- Brand perception
- Brand tracking
- Yearly NPS measurement

Am I delivering my brand promise and a top experience externally?

- Define journeys
- Finding the drivers
- Measure the drivers
- Measuring customer- / human centricity

Am I delivering my brand promise and a top experience internally?

- Define the journeys
- Finding the drivers
- Measure the drivers
- Measuring customer- / human centricity

Am I delivering my brand promise, a top experience while maximizing efficiency?

- Define the service channels
- Find the drivers
- Win-win experience and efficiency

Am I delivering my brand promise, a top experience while maximizing conversion?

- Optimizing conversion
- Optimizing experience
- Qualitative UX research

Focus on mind and persuasion

Focus on journeys and satisfaction

Focus on journeys and affective commitment

Focus on service optimization and satisfaction

Focus on conversion and effort

What is in essence the promise I make to my customers and employees with my organisation's brand?

What are the drivers so my customers are 8+ satisfied with each of their detailed journeys and so they feel my brand promise in all they do?

What are the drivers of my employees to feel emotionally committed to my organisation (i.e. feel at home, belong) and feel my brand promise in all they do?

What are the drivers of my call center so my customers are 8+ satisfied, I deliver my brand promise, have a great first time right percentage with little unnecessary contacts?

How do I create the highest conversion on ordering in the app, the least amount of effort for my customers, deliver my brand promise and a positive experience on the relevant drivers?