

SIX PRACTICES OF WORLD-CLASS CX PERFORMERS

1. Use data FROM rather than just data ABOUT your members –
<https://supportexp.com/blog/5-key-reasons-you-need-data-from-your-customers/>
2. Rely on analytics that capture actionable insights from your CX data –
<https://supportexp.com/blog/table-stakes-for-cu-leaders-from-raw-data-to-rare-insights/>
3. Actively nurture a culture of workplace engagement –
<https://supportexp.com/blog/when-workplace-culture-fails-stop-cascading-effects-from-impacting-your-balance-sheet/>
4. Simplify the customer journey –
<https://supportexp.com/industry-topics/what-is-customer-effort-score-or-ces/>
5. Integrate accountability for CX throughout your organization –
<https://supportexp.com/wp-content/uploads/Front-Office-Back-Office-and-the-Customer-Experience.pdf>
6. Deliver on customer expectations of your unique brand promise –
<https://supportexp.com/blog/what-is-your-financial-institutions-unique-difference/>

*World-class performance means having the confidence to shine a light across your entire organization
– to follow fearlessly where the facts lead.*