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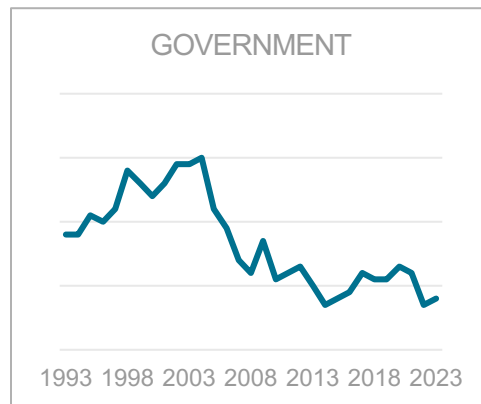
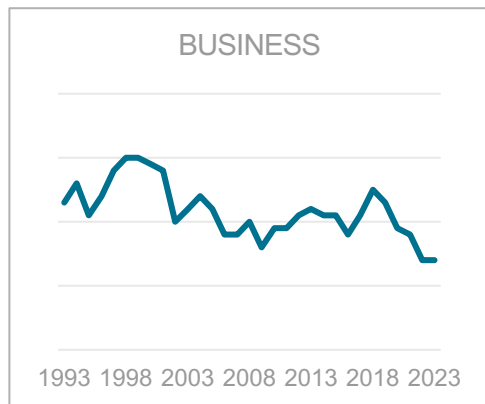
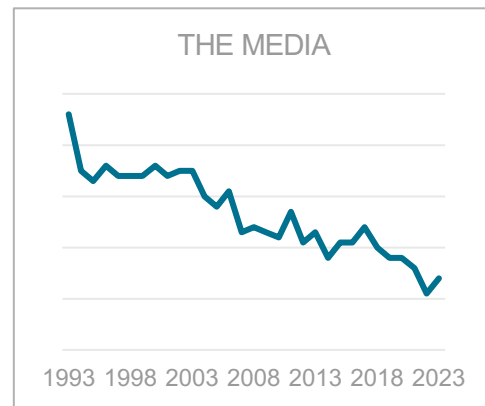
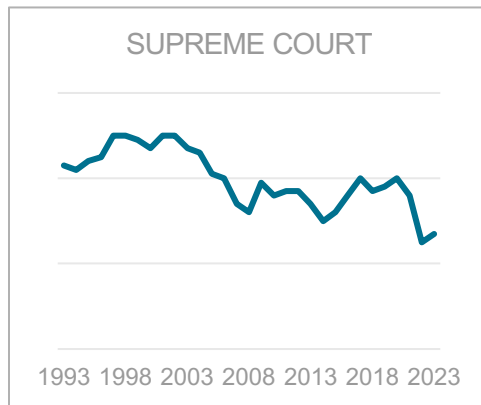
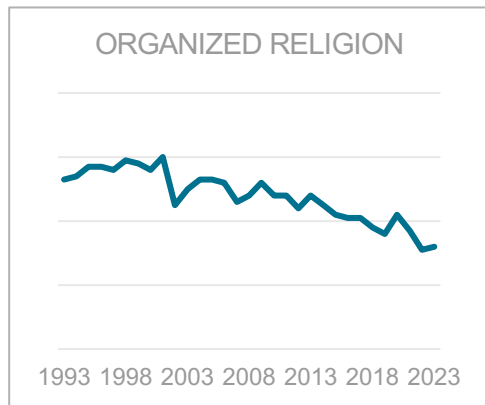
The Evolution of CX: What's Now and What's Next

September 20, 2023



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Our society's trust levels are lowest in 3 decades



Customer expectations have never been higher

86%

of clients say the quality of the customer experience is a top factor in how they choose a professional services firm.

SOURCE: PWC, The State of the Customer Experience in Professional Services

98%

of clients expect a response to calls or emails within 24 hours.

SOURCE: ClearlyRated Survey of B2B Buyers

HALF

of clients say they've had a negative customer experience with a professional services firm in the past year.

SOURCE: Forrester, The Customer Experience: The Key to Winning in the Digital Age

The cost of mediocre service is high in staffing

67%

of clients say they have switched professional services firms because of a poor customer experience.

SOURCE: Bain & Company, The Customer Experience Revolution: How to Create an Exceptional Experience

Clients who have a negative experience are

25%

less likely to recommend a professional service firm.

SOURCE: Forrester, The Customer Experience: The Key To Winning in the Digital Age

73%

of clients are willing to pay more for a better customer experience.

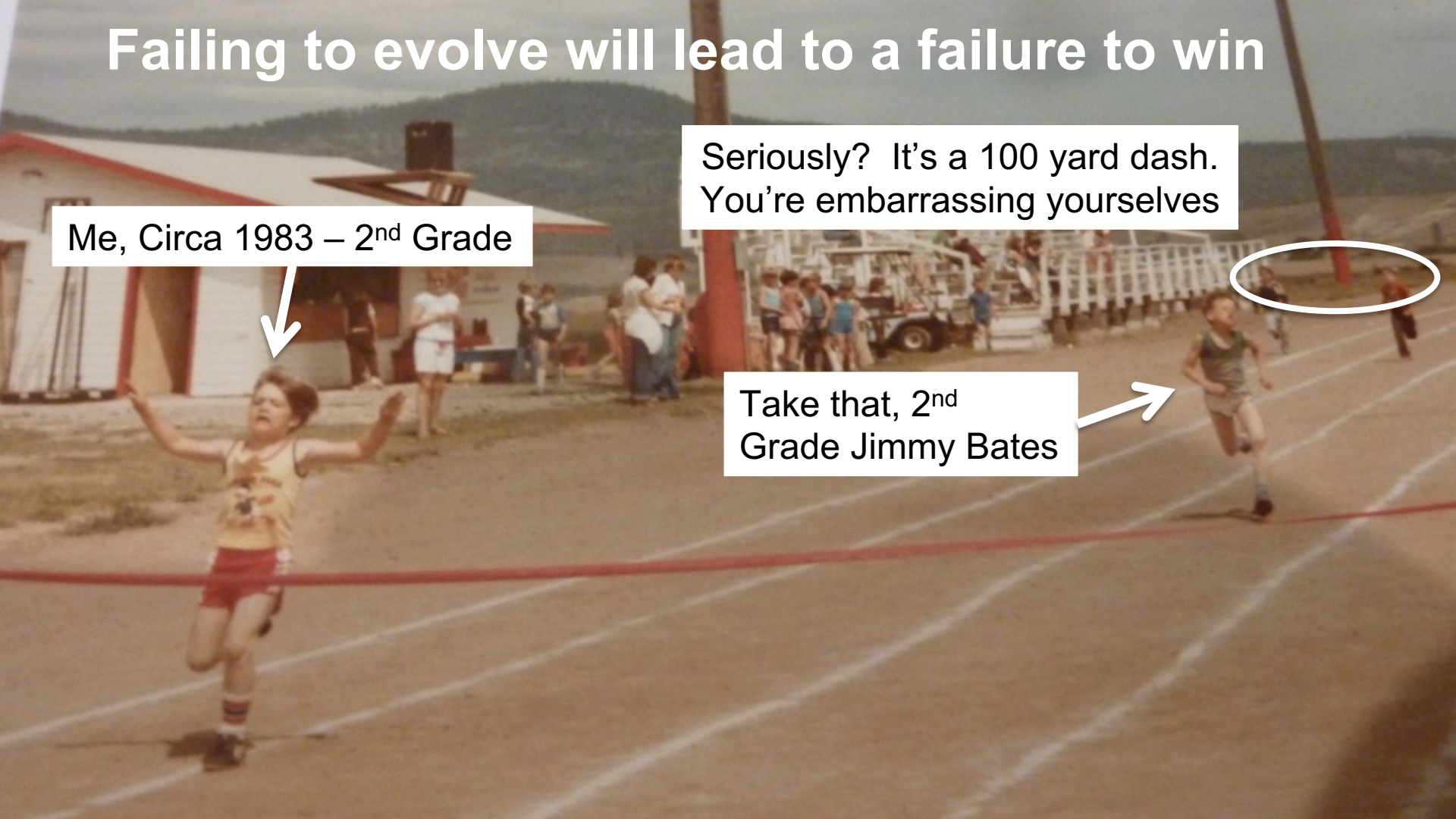
SOURCE: McKinsey, The Customer Experience Divide

Failing to evolve will lead to a failure to win

Me, Circa 1983 – 2nd Grade

Seriously? It's a 100 yard dash.
You're embarrassing yourselves

Take that, 2nd
Grade Jimmy Bates

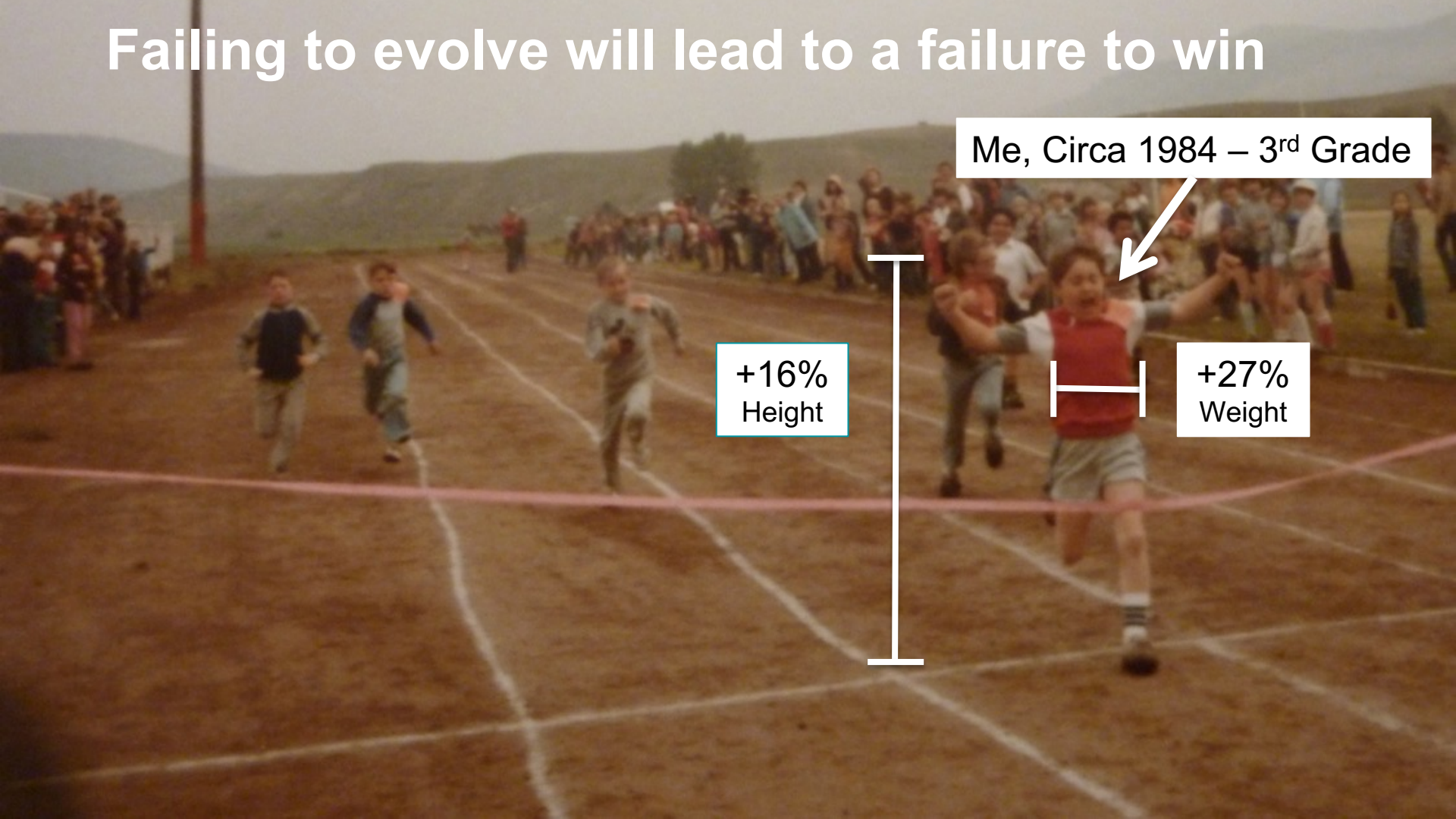


Failing to evolve will lead to a failure to win

Me, Circa 1984 – 3rd Grade

+16%
Height

+27%
Weight



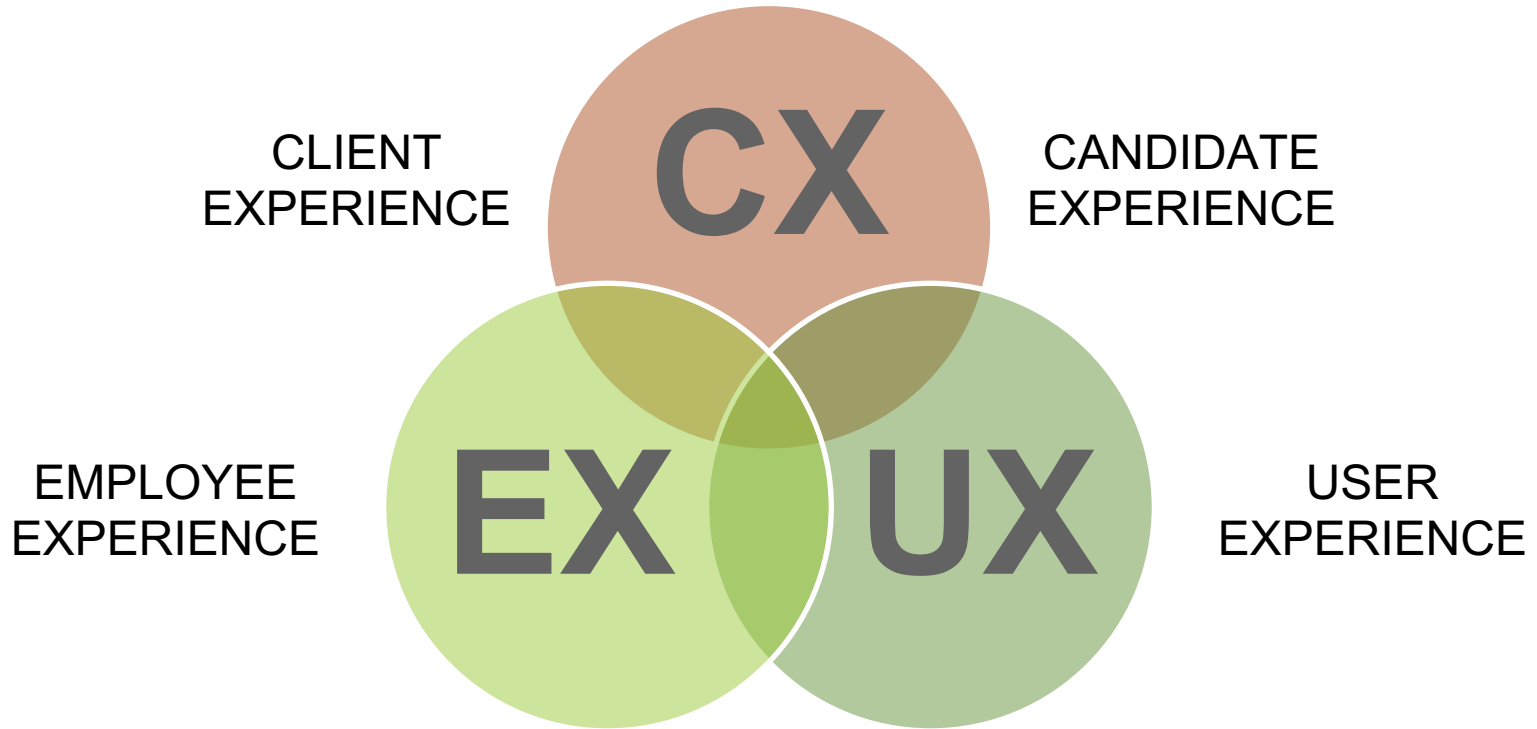


Your all-in-one client experience and online reputation management platform



Measure the client experience.
Build online reputation.
Differentiate on service quality.

All my X's... CX does not stand alone



CX vs CXM

CX

“The Customer (or Client) Experience (CX) in the perception of your clients after an individual interaction with your firm, or cumulatively throughout their unique client journey. This includes every interaction they have with your technology, your marketing, your people and your process.”

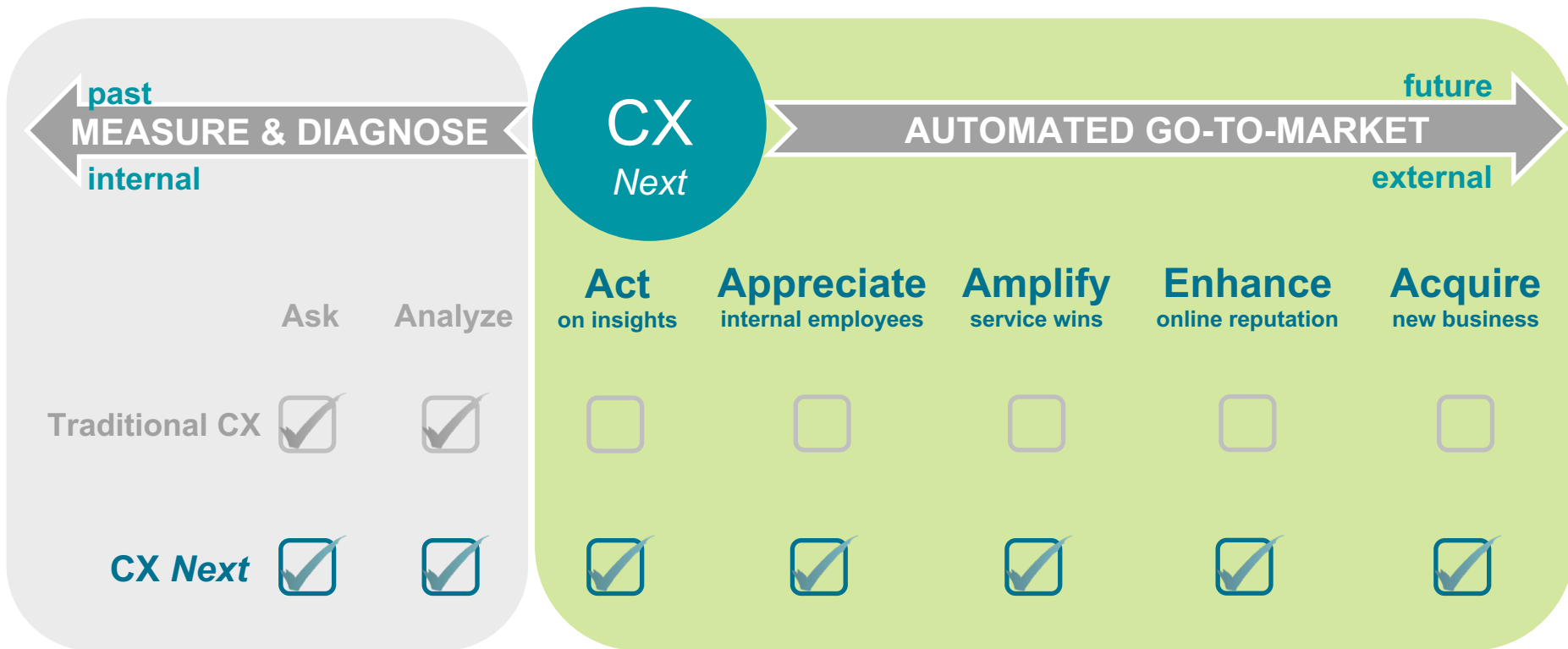
CXM

*“Customer (or Client) Experience Management (CXM) is the process of measuring, analyzing and improving the experience you provide to clients, with the goal of leveraging the right people, process, visibility and accountability to orchestrate a **consistently remarkable** experience for clients.”*



The Future of CX in Staffing has Already Begun

CX Next: From academic to action-oriented



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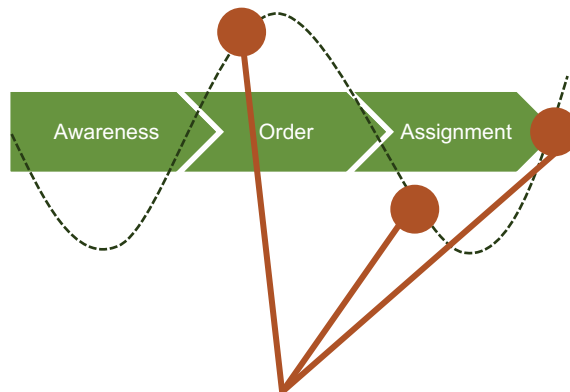
From static survey to dynamic feedback system

CX *Past*



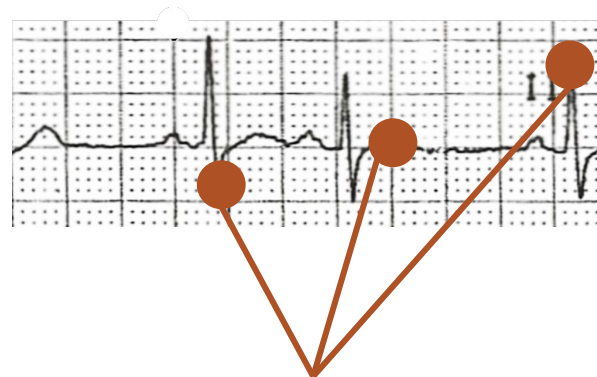
Calendar Based

CX *Now*



Journey Based

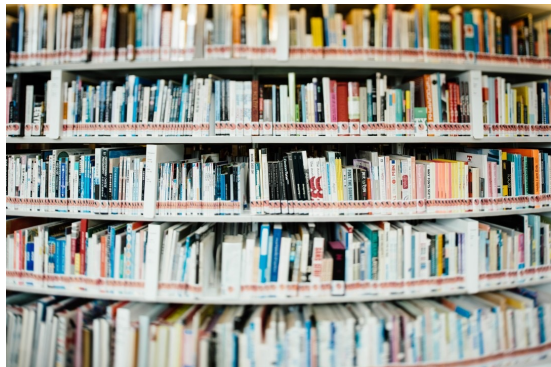
CX *Next*



Insight Based

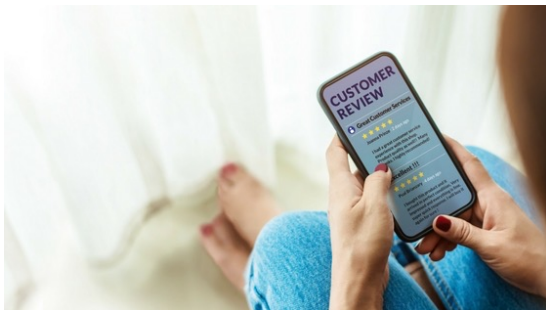
From marketing-owned to operationally owned

CX *Past*



Marketing Implemented
Executive Report

CX *Now*



Real-Time Reporting
Field Level

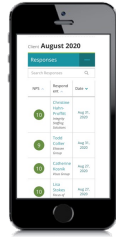
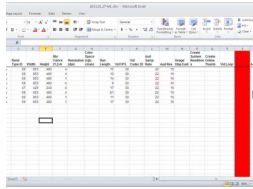
CX *Next*



Predictive Analytics
and
Automated Activities

From siloed data to a data ecosystem

CX *Past*



Flat File
Upload/Download
of Data



CX *Now*



Dynamic Segments
+
Fully Integrated
+
Fully Automated

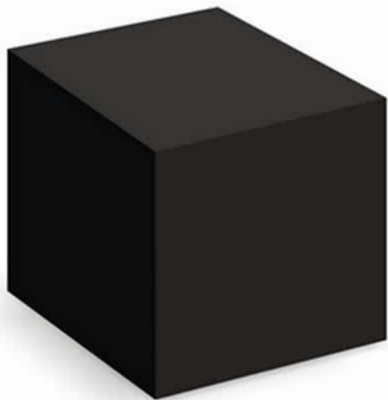
CX *Next*



CX_{Now}
+
Automated Workflows
+
Lead Generation

From service delivery to service transparency

CX *Past*



Service is Internal
Marketing Communicates
Brand Promise



CX *Now*



CX Solution Helps
Measure, Improve AND
Amplify Service Quality

CX *Next*



CX Solution Creates
Accountability + Opportunity
For Frontline Employees

A woman with blonde hair and glasses, wearing a denim jacket, is sitting at a desk and talking on a smartphone. She is holding a piece of paper in her other hand. The background is a blurred office setting.

10 Steps To Improved CX

(finally a 10-step program without an intervention)

Step 1 To Improved CX

Embrace the constant change that is occurring



2003

Don't get into strangers' cars.
Don't meet people from the internet.

Don't let someone you don't know into
your house.

Don't trust the advice of strangers.

Literally summon strangers from
the internet to get into their car.

Invite someone you've never met
to live in one of your rooms.

Seek out the advice of strangers.

2023

View CX as your true enduring differentiator

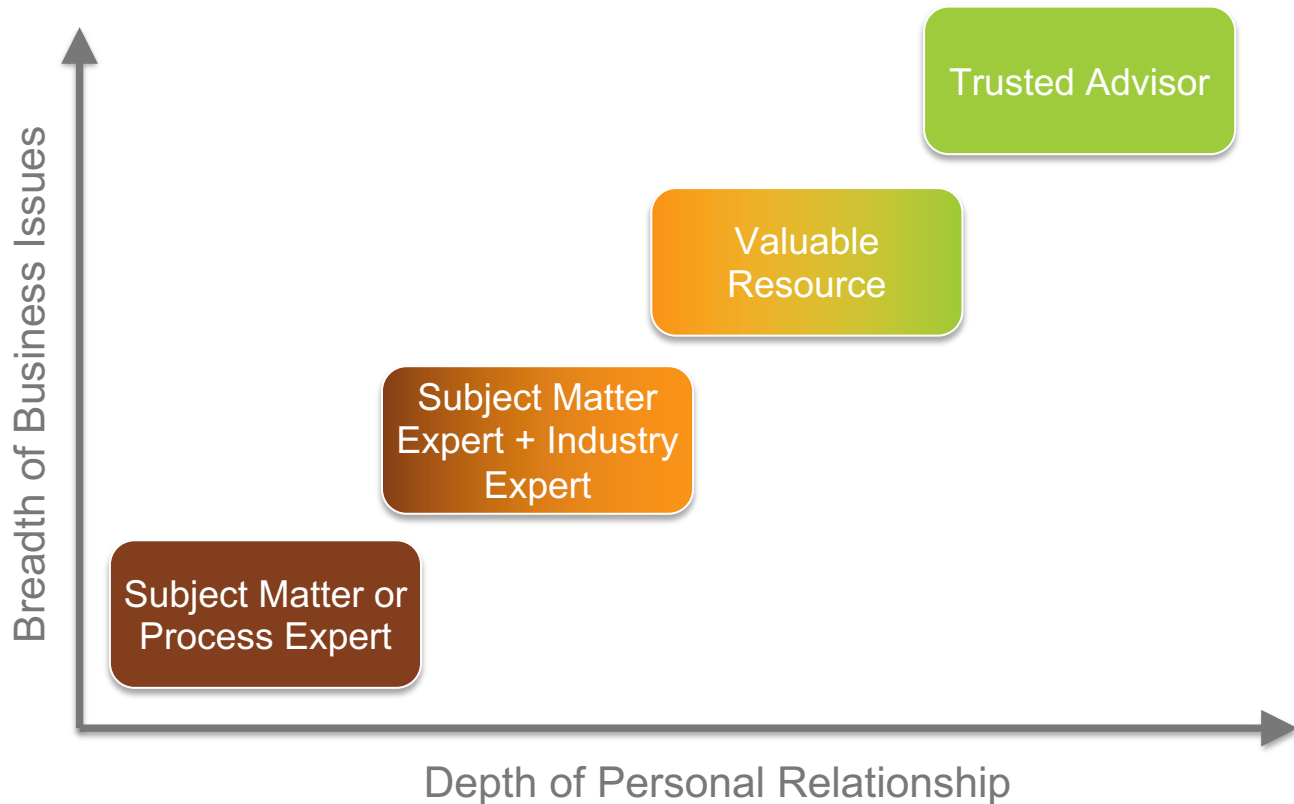
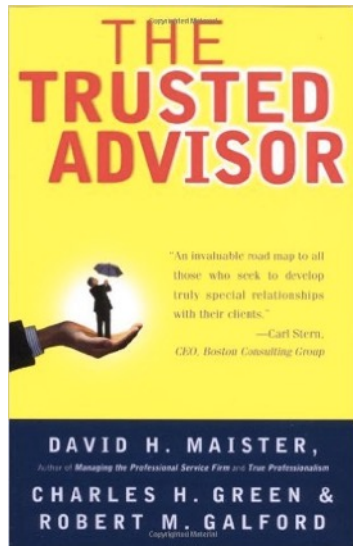
If they aren't true believers...



They won't be
true believers

Step 3 To Improved CX

Go beyond *Trusted Advisor*



Loyalty Is Hard to Achieve

- 69% of people in this country are proud to be an American,
 - yet, 1.6 million people cheat on their taxes each year.
- 91% of people believe it is wrong to cheat on their spouse or partner,
 - Yet, 74% of men would cheat if they knew they wouldn't get caught.
 - And 68% of women would cheat in the same circumstances.



Step 5

To Improved CX

CX is EVERYONE'S responsibility

When it comes to reputation, we're all neighbors.



Step 6 To Improved CX

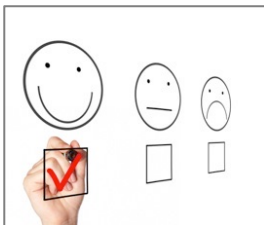
Process isn't a bad word

REMARKABLE
PEOPLE



REMARKABLE
PROCESS

REMARKABLE
EXPERIENCE



90% of UPS driver turns are to the right, because:

- It helps save them over 1 million gallons of gas a year, and
- Left-hand turns are 3x more likely to result in a deadly crash with a pedestrian.

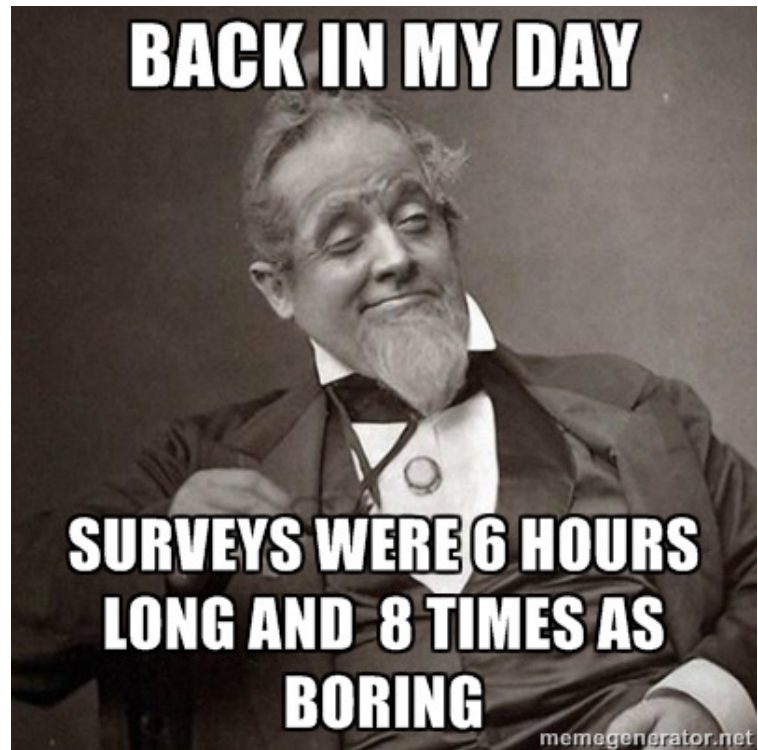
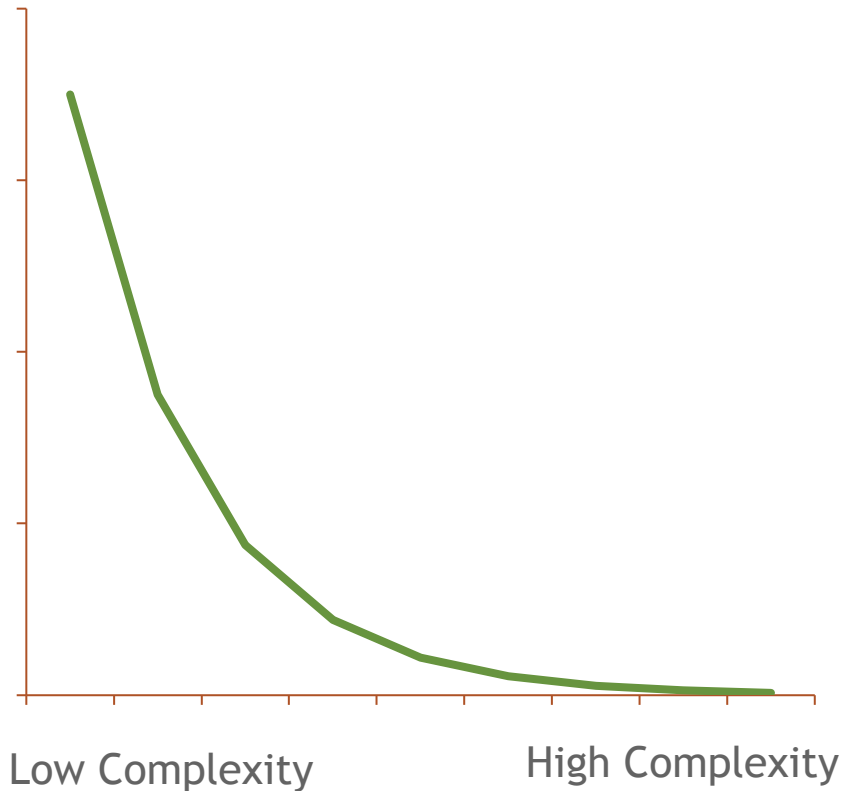


Step 7 To Improved CX

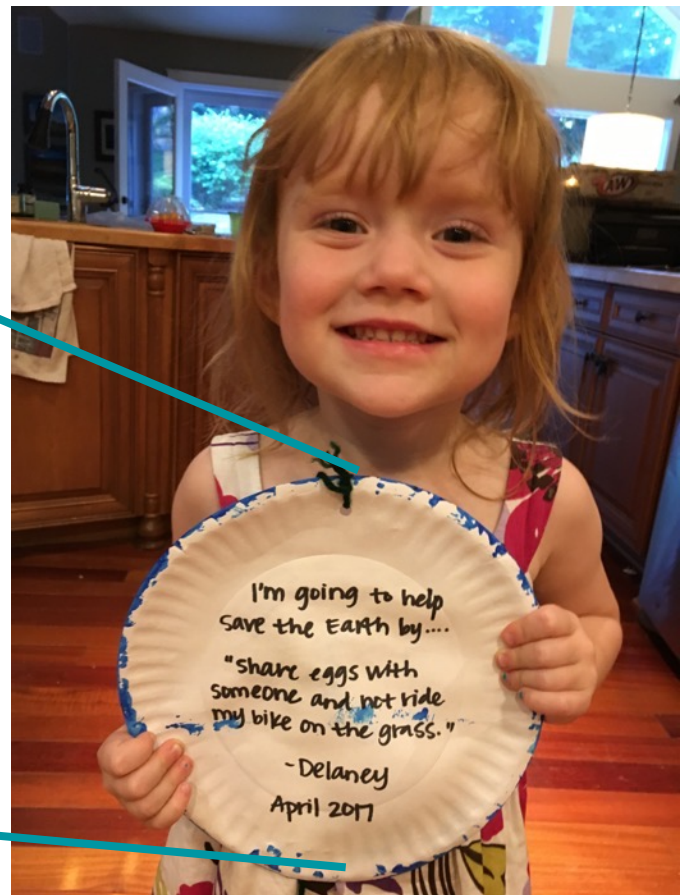
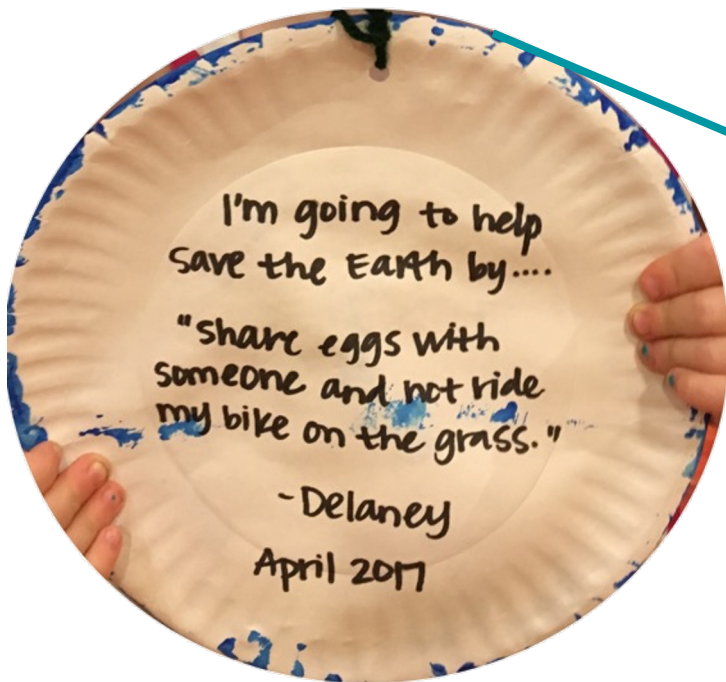
Measure, share and improve CX at your firm

High Action

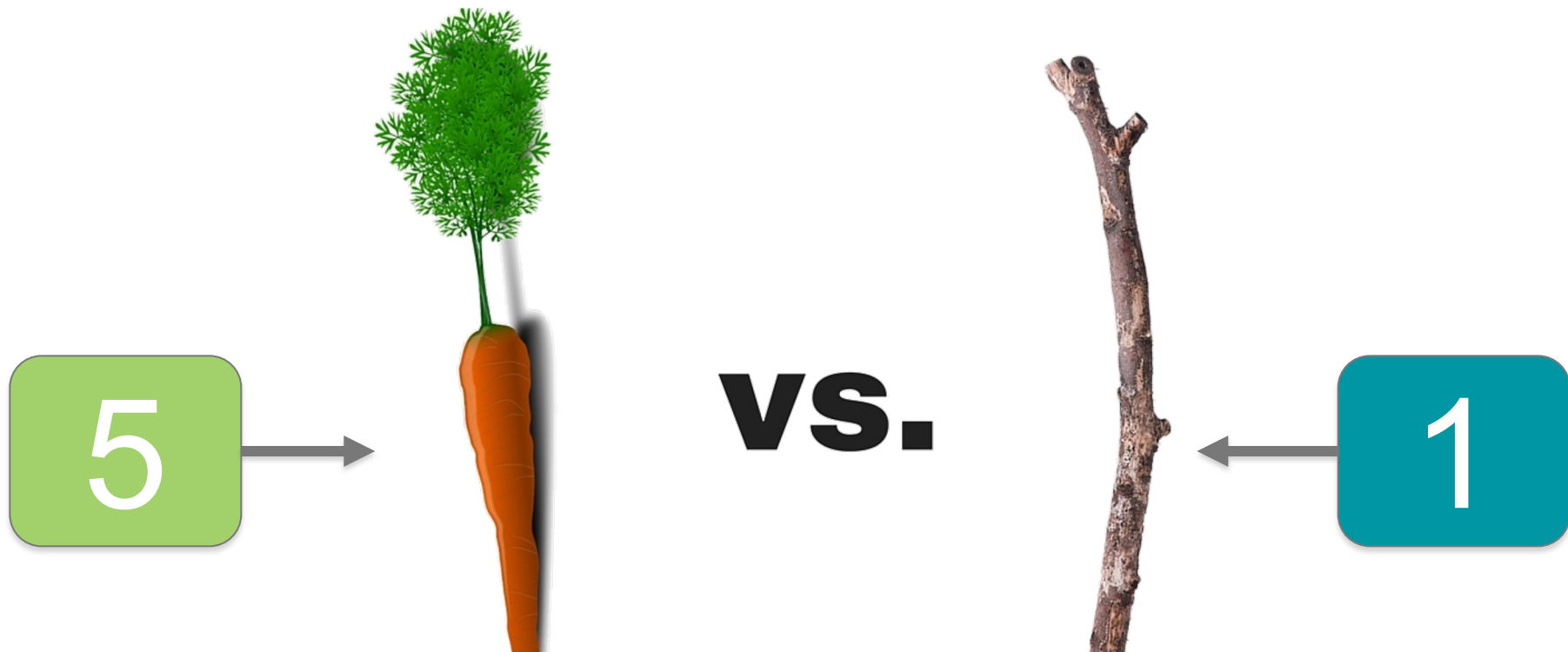
Low Action



Take action, based on good information



Celebrate service success – internally & externally



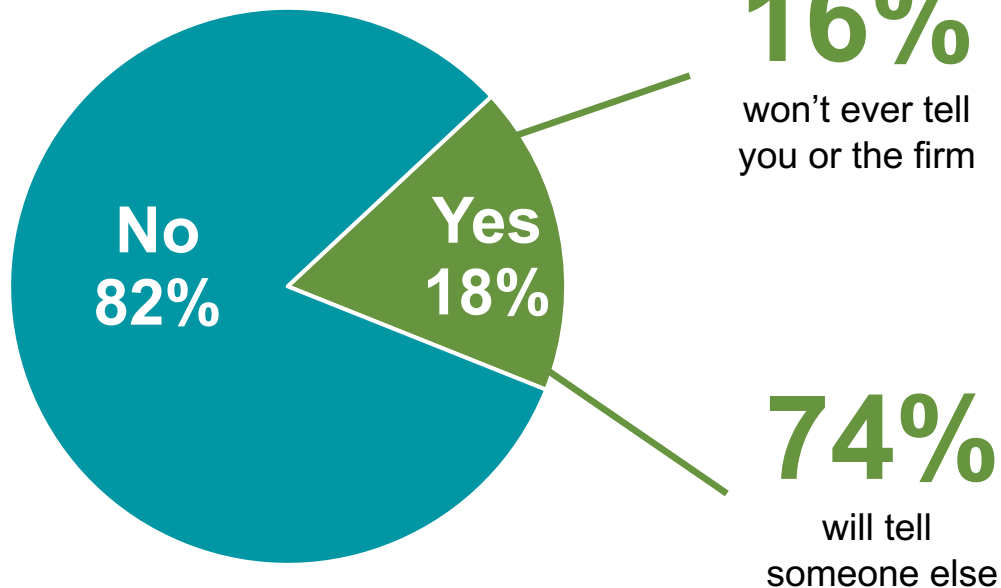
"Samantha is amazing! She understands our business and gives us valuable hiring insight and is always available and quick to respond when we have questions."

You will never be
your own best
cheerleader.



Have a triage plan in place

In the past 12 months, have you experienced a service issue with your primary staffing firm?



Step 10

To Improved CX

Have a triage plan in place

The right solution only matters if it happens in time to make a difference.



Questions?



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