

RECIPE FOR SERVING UP AN EMPLOYEE-LED CUSTOMER EXPERIENCE



Think about the last time you enjoyed a delicious dinner at your favorite restaurant. You were quickly seated and kindly escorted to your table. Your server greeted you by name and happily welcomed you back. You love this place. The food is fantastic, and the staff – from the manager to the host to your server – are incredible at making it a personal, memorable, and enjoyable experience every time.

What's the restaurant's secret sauce? **People.** They've developed a culture that naturally puts the customer first and allows people at every level to deliver an authentic customer experience (CX). As a result, their people are passionate about the customers they serve. As we say, the customer experience will never exceed the employee experience.

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Below is our favorite recipe for cooking up a customer experience with rave reviews.



Ingredients and Essentials:

A clear and candid depiction of today's CX reality

An aligned and shared picture of your desired CX future state

Key success routines and behaviors to enable your CX strategy

The secret sauce – your people!

— Senior leadership

— Managers

— Front line/individual contributors

— Loyal customer advocates...your brand champions!

Directions:

1. Prepare your dish.

— **Immerse leadership in a conversation that surfaces the brutal and “unspoken”**

issues on the table specific to your CX challenges and opportunities. Separate the issues from individuals. Don't let the true issues surface six to 12 months later – this only creates inefficiencies and costs you time and money.

— **Enough with the employee surveys!** Your people are likely over-surveyed already.

Go to your high performers (leaders, managers, and front line) and **scale and replicate their behaviors and success routines**. You can figure this out through observation. High performers are notoriously poor at articulating why they are high performers, yet they have the keys to delivering what it takes. Celebrate what's working and be transparent about the challenges moving forward.

— **Identify what is standing in the way** of creating and living a customer-first culture and delivering an exceptional CX. Do these barriers vary by store, business unit, or region? What internal barriers do you face?



2. Mix your ingredients.

- **Forget the PowerPoint!** Develop a story. Help the entire organization understand and feel your brand promise. Help them discover what the optimal customer experience looks like and how they play a role in bringing it to life (give them the *why, what, and how*).
- **Provide opportunities for dialogue** among people at every level of your organization. Allow them to draw their own conclusions, own their role, and feel empowered to interact with customers in an authentic way.
- **Eliminate silos** between stores, online presences, and contact centers, enabling everyone to deliver a personalized yet consistent customer experience.

3. Let it simmer.

- **Gather a qualitative and quantitative sense** of how well people are adopting the CX change – what's working and what's not.
- **Identify skill gaps** and invest in developing managers and frontline employees so they have the tools and necessary behaviors to deliver on your employee-led customer experience.



Your recipe takes time. It also involves the proper mix and investment in people, operations, and technology to work toward a common goal – not to mention a little bit of TLC along the way. Once you put this all together, you have your perfect dish – an employee-led customer experience.

Ding! Bon appetit.

Are there other ingredients you prefer? Feel free to share our recipe at your next gathering and let us know what you think! To get in touch with our customer experience master chefs, contact info@rootinc.com.

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