

Human vs. AI in CX

Let Your CX Vision Lead the Way



Daniel Ord

Introduction

- 🏠 Founder, OmniTouch International
- 🏠 25 years of training and Mystery Shopper research across 75+ countries



Let's start with a question

What kind of experience are we going to deliver?

Answering this question well requires a deep understanding of both your organization and your Customers.

The Frontline Employee Challenge

It's hard to deliver a relevant and meaningful experience for Customers.

If we don't know what it's supposed to look like, or how to explain it.



The Backline Employee Challenge

It's hard to make the right decisions for Customers.

If we don't know what kind of experience our organization is meant to deliver.



Decisions made here shape what Customers experience

Without a clear answer to **“What kind of experience
are we going to deliver?”**

Making good experience decisions becomes harder
for everyone.

The elements of strategy




Greg Marion, VP of enterprise strategy at USAA describes the four parts of a business strategy as

Strategy parts

- ☞ The Vision
- ☞ The Who
- ☞ The How
- ☞ The Metrics

The elements of CX strategy

Strategy parts

-  The Vision
-  The Who
-  The How
-  The Metrics

The CX Strategy parts

- The CX Vision
- Personas, Segments
- VOC, Journeys, HCD, Governance
- The CX Metrics

The vision is an upstream decision

Strategy parts

The Vision

 The Who

 The How

 The Metrics

The CX Strategy parts

The CX Vision

Personas, Segments

VOC, Journeys, HCD, Governance

The CX Metrics

The CX Vision



An **upstream decision** that defines the intentional experience we choose to deliver to Customers

Why Ice Cream?





RED

Respectful, Easy to deal
with, Dependable

From 2010 up to today,
words that were
intentionally chosen to
guide decisions

CX Vision → Downstream Decision

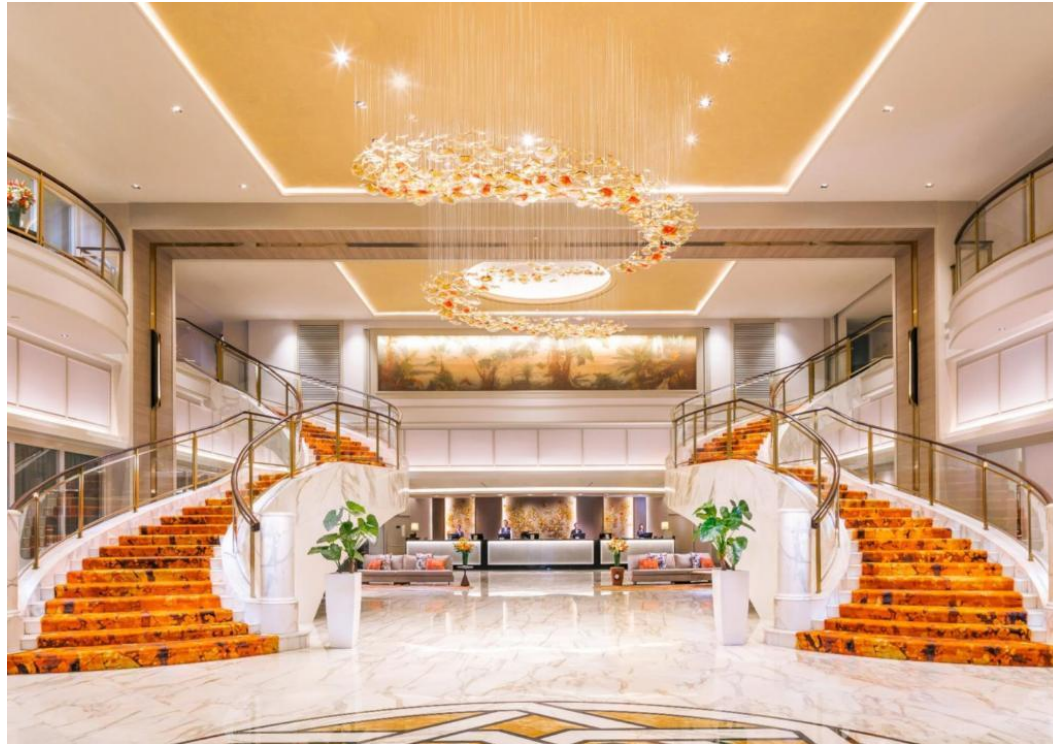


RED

Respectful, Easy to deal
with, Dependable

“We will respect our Customers by designing
apps that don’t drain their phone battery.”

Mystery Shopper for a 5-Star Hotel



Can our Guests feel our vision?

The CX Vision

- Seamless
- Empowered
- Refreshing
- Versatile
- Individualized
- Charming
- Extraordinary

The Test

Can you make
decisions, design
experiences and
coach behaviors to
the CX Vision?

It's like being a Film Director

We design scenarios that cover each element of the CX Vision.

Our Mystery Shoppers are the actors.

They deliver each scenario as directed and document their observations.



We had 40 different
Mystery Shoppers cover
28 scenarios over a
six-month period



Seamless

Lumpy Pillows



Seamless

The Room Service Order



The Presentation of Results



The Leadership Decisions

Did the work to create a clear, actionable CX Vision.

Gave people space to explore how to bring the CX Vision to life.

Created an intentional culture around the CX Vision.



When the CX Vision is clear upstream, better decisions follow downstream.

Thank you!



daniel.ord@omnitouchinternational.com

www.omnitouchinternational.com