



# **Talent Talk**

# **Customer Experience**

2020

# Asia PMO - Company Profile

# Asia PMO – Practices & Capabilities



# Asia PMO – Team, Clients & Experiences



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# Asia PMO – Team, Clients & Experiences



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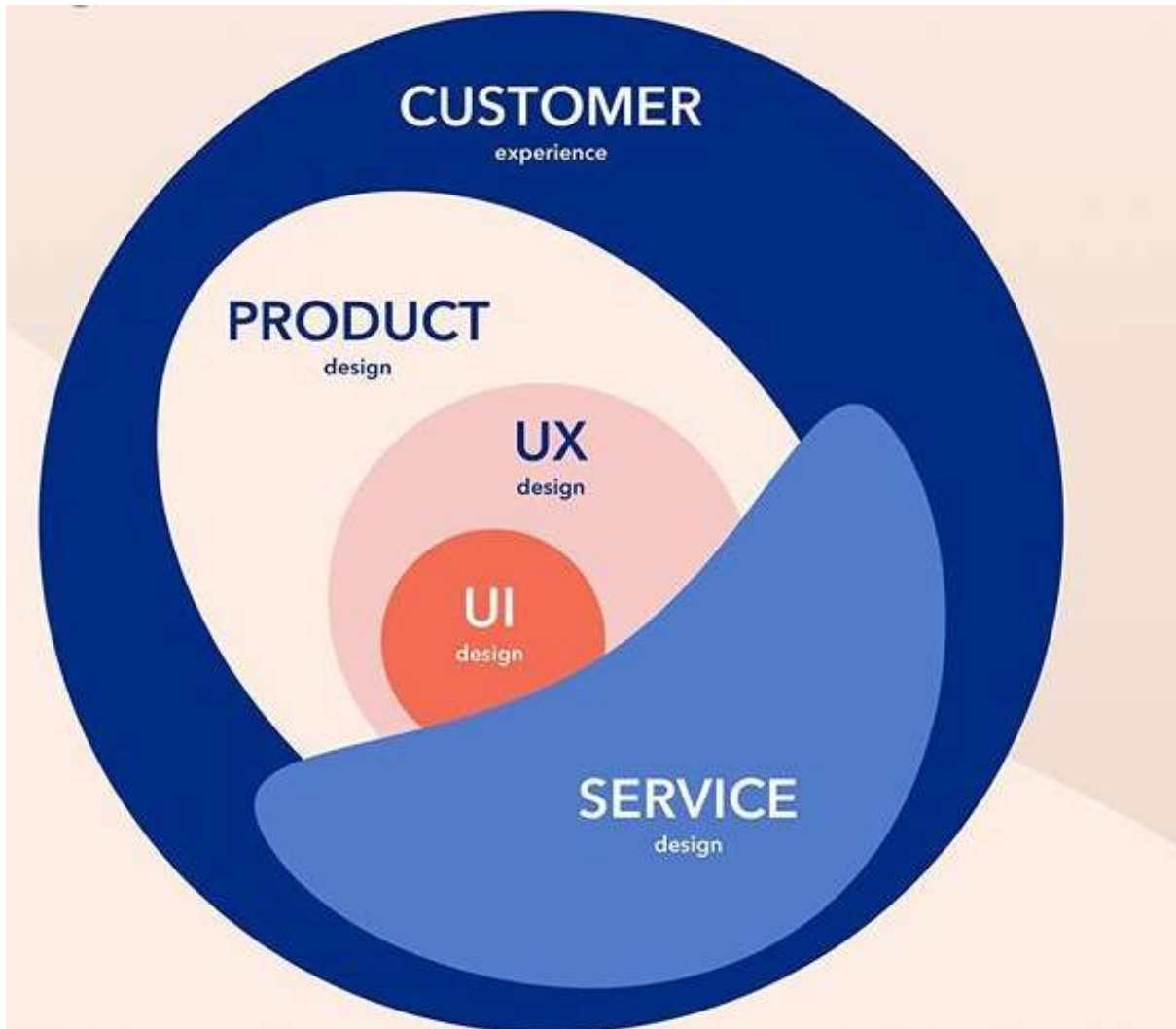
Web: [asiapmo.com](http://asiapmo.com) FB: [facebook.com/AsiaPMO/](https://facebook.com/AsiaPMO/) LinkedIn: [linkedin.com/company/6575073](https://linkedin.com/company/6575073) Instagram: [instagram.com/asia\\_pmo](https://instagram.com/asia_pmo)

# Who can work in Customer Experience?

# Why Customer Experience matters



# How to define Customer Experience



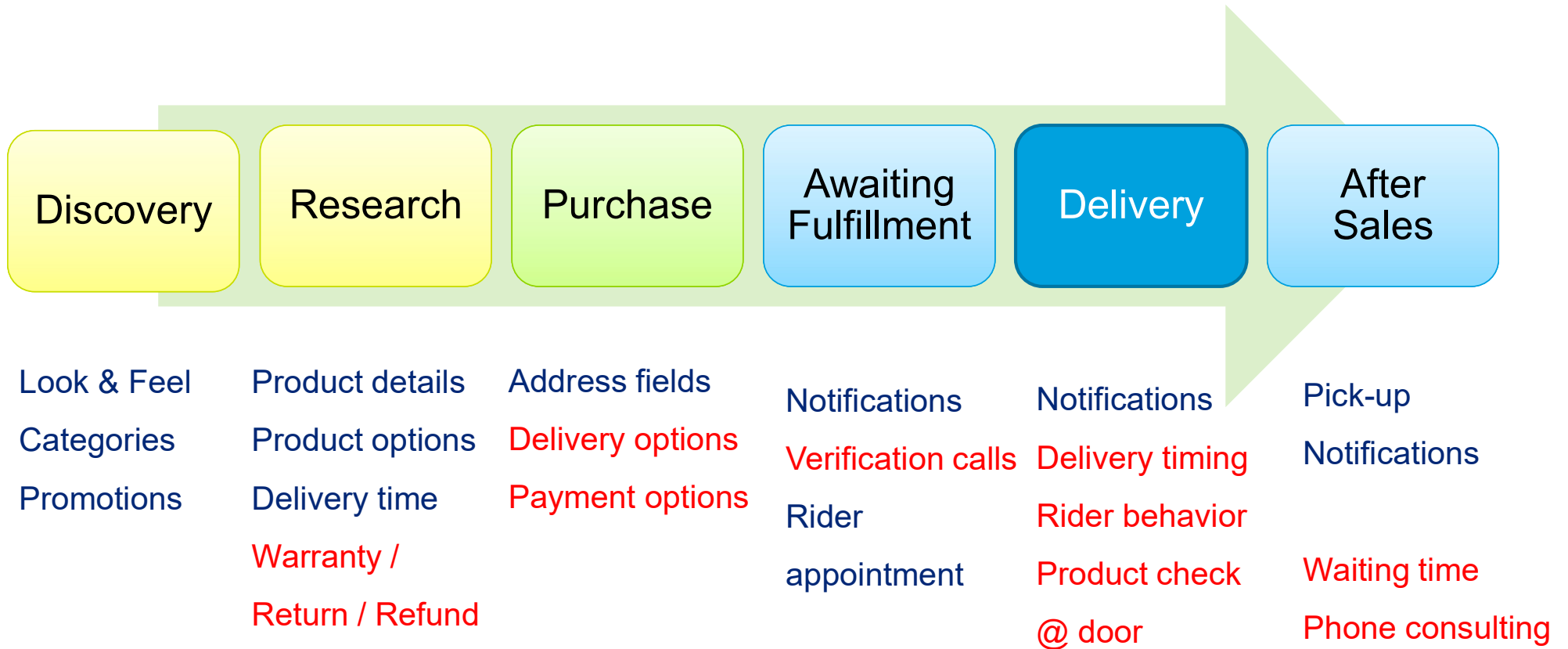
**CUSTOMER EXPERIENCE**  
how your customer feels &  
thinks about every interaction  
with your product or service

## **CUSTOMER SERVICE**

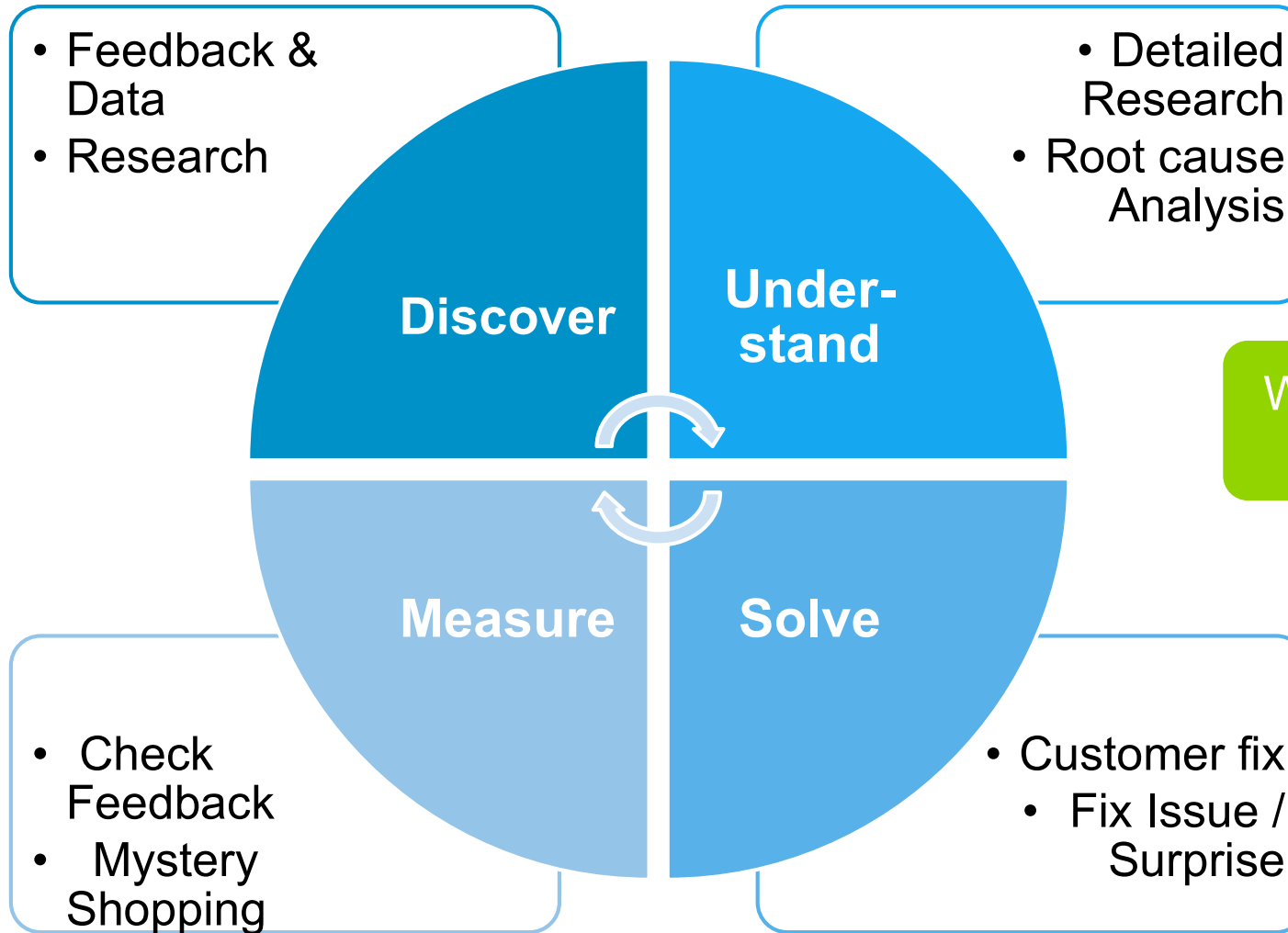
- 1. Your Services & Level**
- 2. Your Hotline**



# E-commerce customer journey – Good & Pain Points



# CX Functions in Organizations

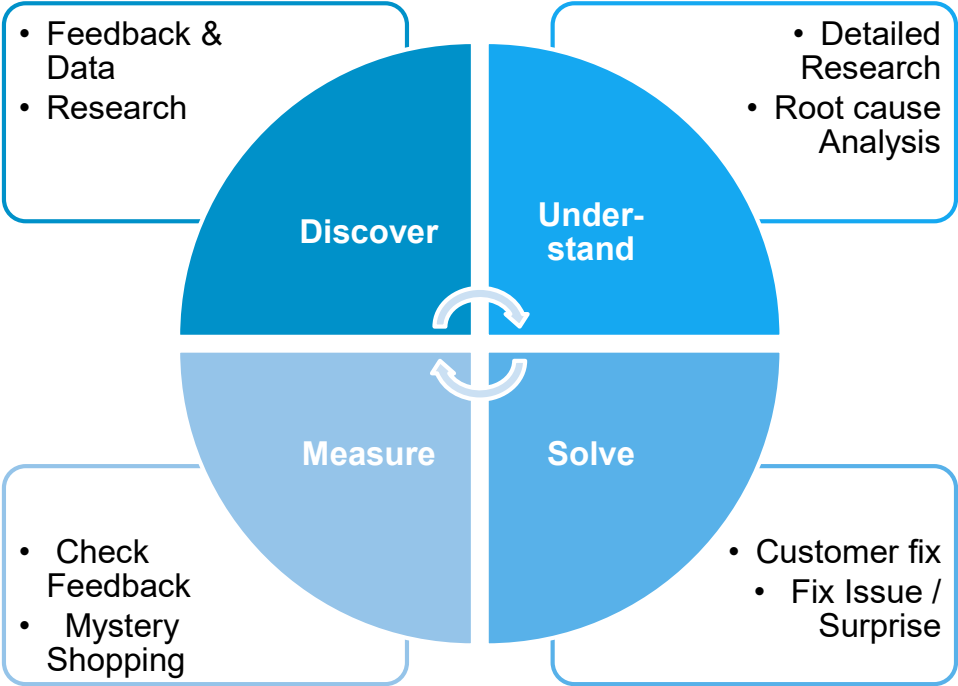


Which job roles do you see?

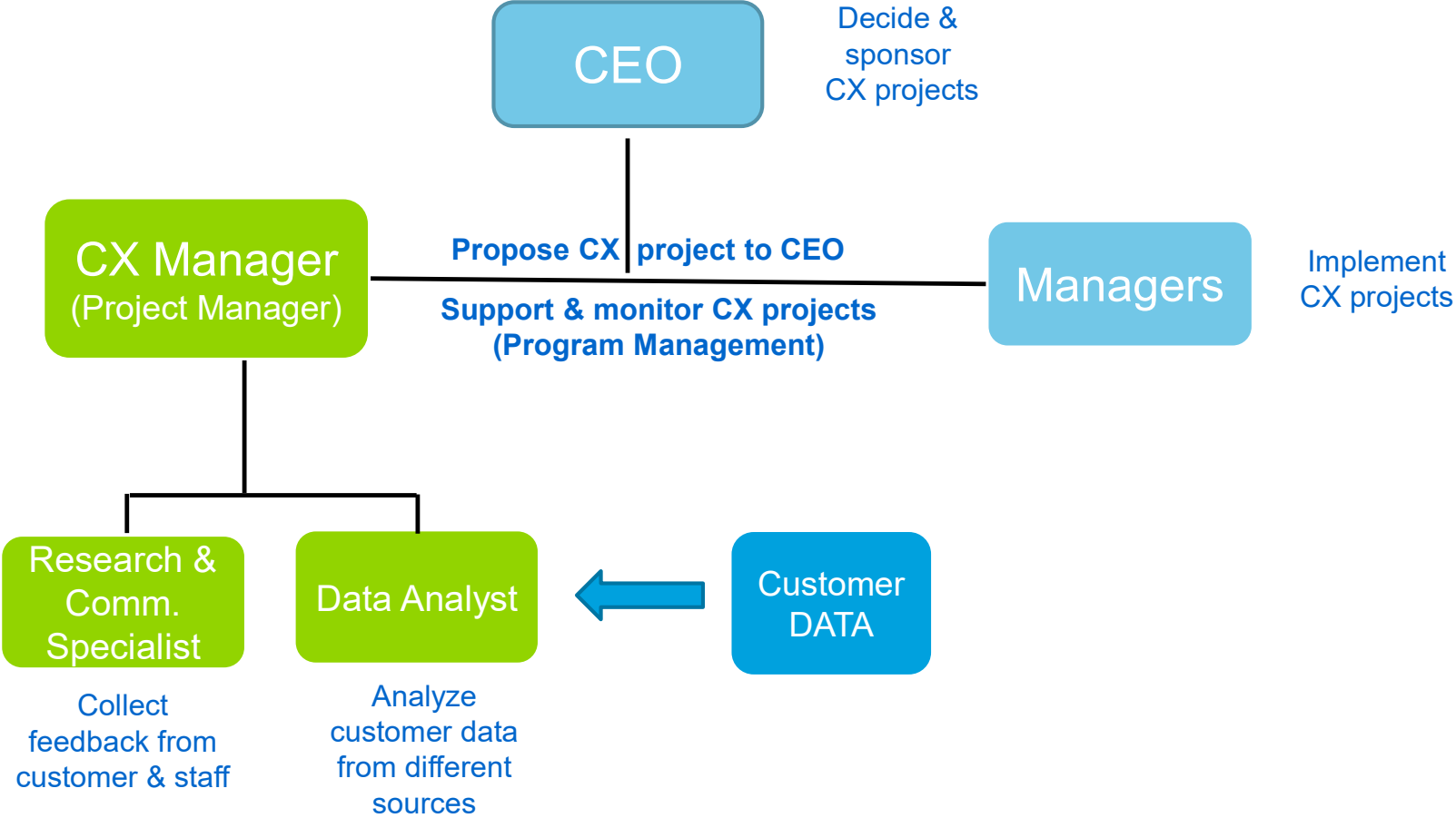
# Customer Experience Roles

# CX Functions in Organizations

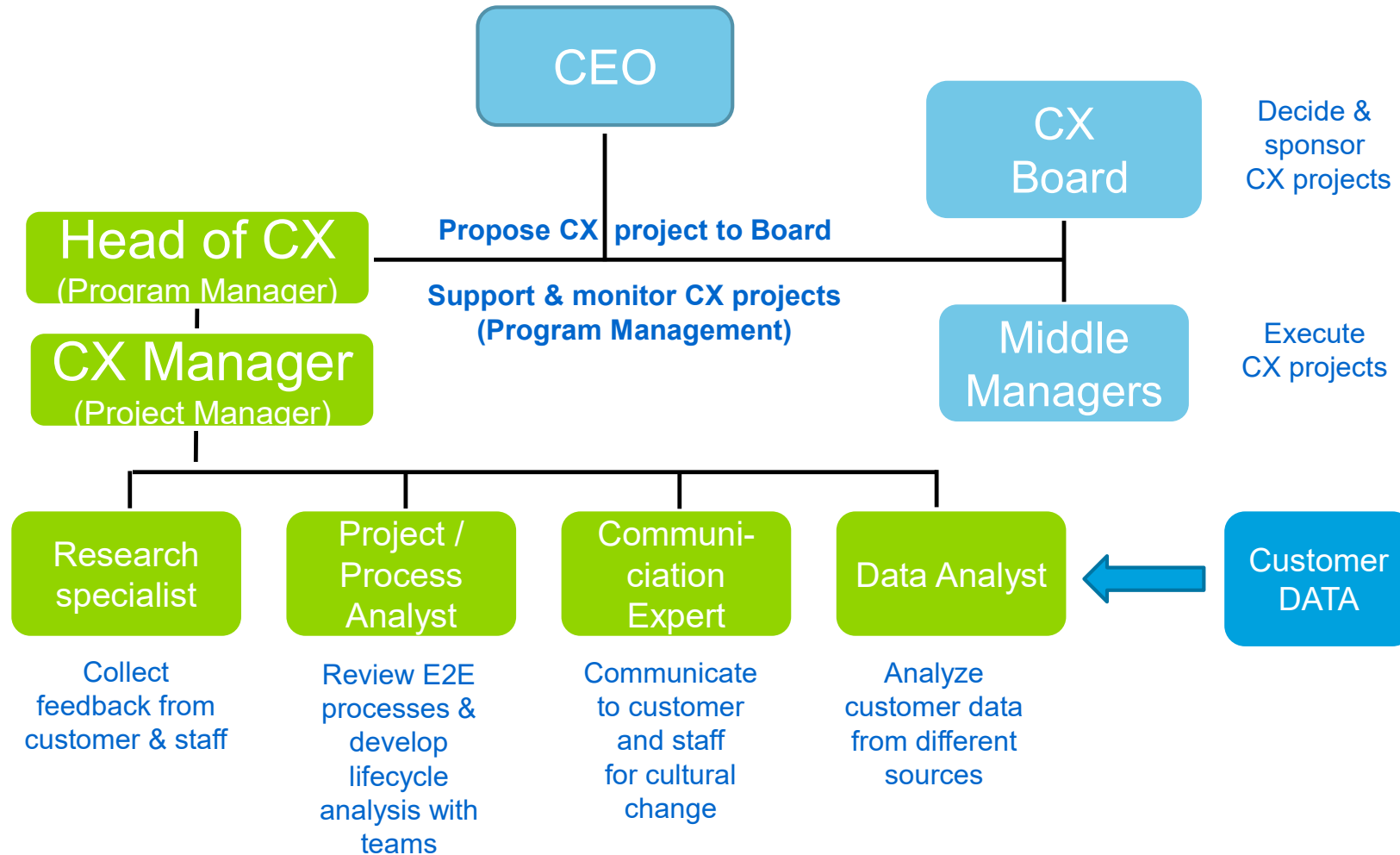
## CX Responsible



# CX Roles in Small Organizations

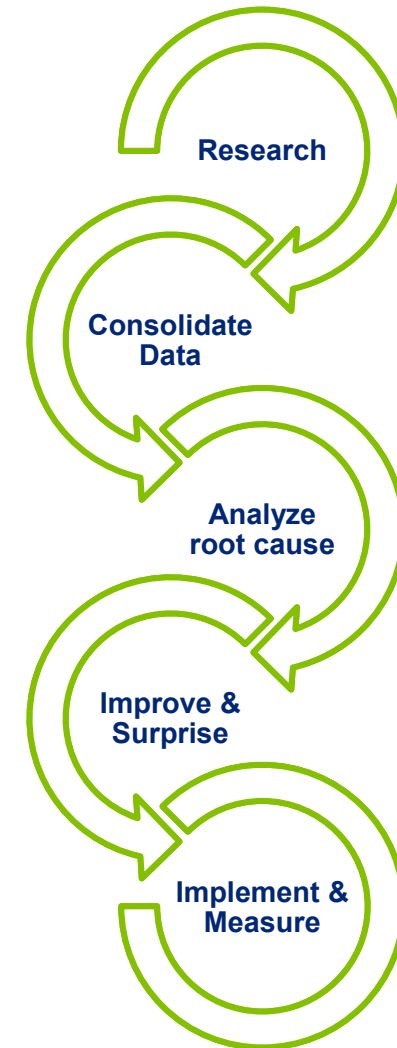


# CX Functions in Big Organizations



# Asia PMO Customer Experience Methodology

- **Research:**
  - Customer Journey & Touchpoint development
  - Customer Feedback (surveys, calls, social media, focus groups)
  - Front-End Staff Feedback (surveys & focus groups)
- **Consolidate Data:**
  - Customer relevant feedback data (inquiry & complaints, surveys)
  - Customer relevant process data (time, quality, customer profiles, etc..)
- **Analyze Root cause:**
  - What triggers the customer / staff feedback
  - What slows down the process / lowers the quality
- **Improve & Surprise:**
  - Collect & develop improvement action proposal
  - Collect & design customer wow ideas & surprises
- **Implement & Measure:**
  - Work with relevant teams to implement improvement & wow actions fast
  - Measure impact of improvement & wow actions
  - Develop and implement a customer centric culture





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**Thank you!**