



Experiment 4

Change Your Scenery

Changing your environment is a quick and easy way to begin shifting your mindset. Shake up your office routine. Choose a branch to work from remotely and meet front-line staff

for coffee. The steps below outline more ways to make this time more productive and illustrative.

STEPS

- 1** Have a junior staff member give you a tour. You may be familiar with the physical layout of the branch, but use the opportunity to ask questions and elicit stories.
- 2** Take 15 minute breaks to walk around, observe, and interact with staff and customers. Come in with questions you're curious about – or let your observations guide you.
- 3** In your notebook, jot down observations and insights from interactions and reflect on how they may impact your work, offerings, or customer experience delivery. If your time at the branch is especially insightful, share photos and observations at your next team meeting.

TIME

3 hours to 1 day

ROLES

Individual or pair exercise

MATERIALS

Notebook
Small camera

EXPERIMENTS IN ACTION: KGFS, INDIA

Staff at Kshetriya Gramin Financial Services (KGFS) participates in rigorous onboarding, adopting the functions and responsibilities of each field role. Mid- and senior-level members of management at headquarters

are expected to return to the field at least once each quarter to work as front-line staff for a week. KGFS goes beyond observation to immersion, developing a strong customer experience culture in the process.

USE IT WHEN

- You want to break your routine and get another perspective on your work
- Your team needs to gain empathy and perspectives from customers or front-line staff

USE IT TO

- Glance at the general challenges your customers currently face
- Test your initial assumptions on an offering's performance or gather an overview of the customer experience

“The number-one change that anyone who wants to be customer-centric [needs] is to have everyone spend time in the field. You never rise to the top until you’ve rolled up your sleeves and worked in the dusty fields.” Jayshree, KGFS, India