



Experiment 2

Start a Conversation about Customer Experience

Too often, conversations at headquarters are removed from the reality of what customers experience in the field. But every one of your organization's staff members is also a customer or user in their own daily life as well. This exercise connects your colleagues' personal customer experience to your organization.

STEPS

- 1** Show MicroEnsure's **short video on the power of customer experience.**
- 2** Reflect on 1-3 powerful customer experience moments in your life where the quality of your interactions improved your experience. Share these examples with your team.
- 3** Have colleagues share their powerful customer experience moments, noting specific interactions, emotions elicited, impact of the experience, and perception of the brand. They may draw or write their experience on separate sticky notes.

TIME

60-90 minutes

ROLES

1 facilitator
1 note taker / organizer

MATERIALS

Video from MicroEnsure
Sticky notes

EXPERIMENTS IN ACTION: JANALAKSHMI, INDIA

To kick off two days of intense customer experience prototyping and pitching, Janalakshmi, a financial service provider for the urban poor, started small. Each person in the room shared a moment that was meaningful to them in their own lives as customers.

Examples were wide-ranging, from a well-resolved complaint to a company that offered choices whenever possible. Examples included:

Just a couple of clicks! An easy and expedited exchange experience with Amazon left one individual feeling trusted and stress free.

There when I need them. A broken TV before a football match is never fun, but when the repair specialist was extra quick and full of

banter, the individual reflected on feeling connected and supported.

Choices when I want them. The opportunity to order dinner "when you want it" made one teammate's long international flight easier and empowering.

The act of reflection kicked off the workshop on a foundation of personal engagement, empathy, and shared understanding about the importance of customer experience. It also helped a diverse team that included Janalakshmi, CGAP, and consulting partners at Dalberg and the Design Impact Group establish a shared language around customer experience.

USE IT WHEN

- You're trying to build the case for customer experience within your organization
- You're sensitizing your team about what customer experience is, and how it differs from what you already do
- You need analogous inspiration for an ideation session with your team

USE IT TO

- Develop a shared understanding on the definition of customer experience
- Show examples in your "Investment Case" PowerPoint
- Spark new ideas within your team
- Start exploring the competitive landscape

"I had to run something like a political campaign within the bank [to advocate]. I communicated with those interested...showed iterations...and was opportunistic."

Absa Bank executive