

Human

Centric

CX



TRA

Why do we need to talk about customer experience?



Because it's important.


And because it's not easy.




First we have to acknowledge that customer experience can't do everything – it is a significant component of the total brand experience, but it isn't the only thing.

So, focus on what you can control and measure what you contribute.

Good customer experience doesn't start with a business centric approach.



And a customer centric approach doesn't go far enough.



A human centric approach is the winning strategy.



And humans are complicated

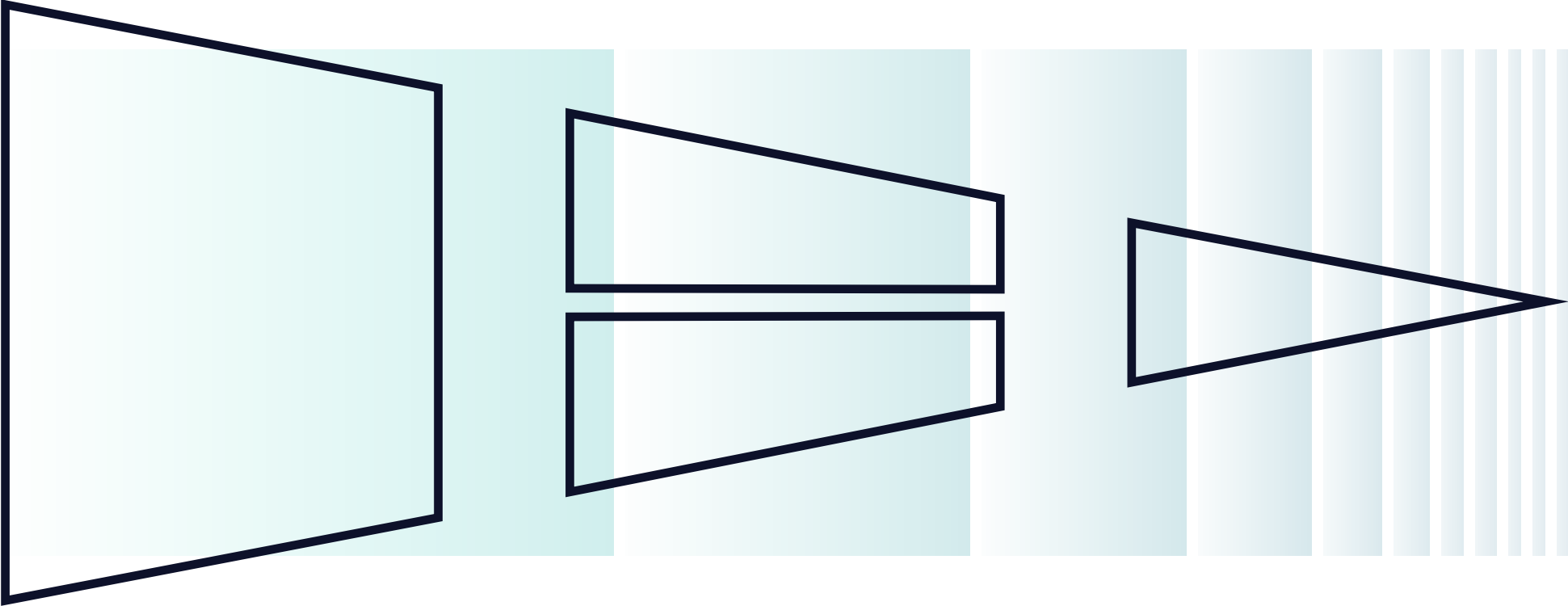
- they are emotional
- they are social
- they are guided by lazy brains
- and they are strongly influenced by biases

Experience is measured by the amount of exertion expended for a specified purpose.

Ease

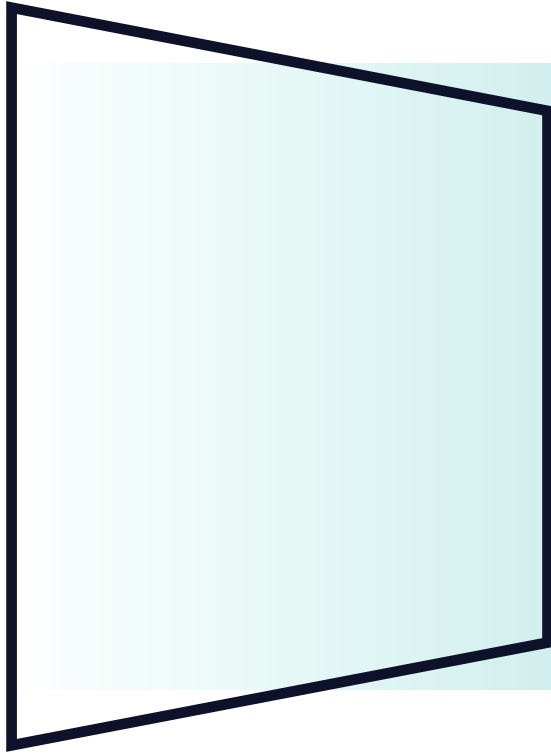
Effort

Reward



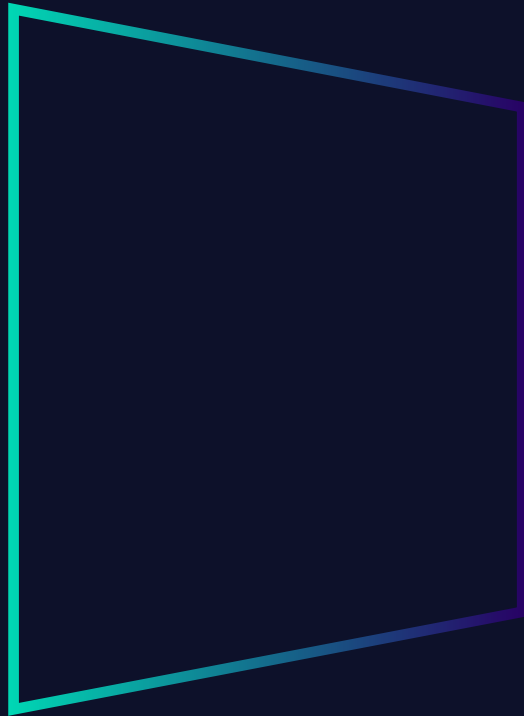
Threading a needle is easy – but not if you are myopic.

Ease



Walking in people's shoes not
the organisation's shoe box.

Ease



*Tangible
vs. Intangible*

SCAN HERE TO SIGN-IN WITH
THE NZ COVID TRACER APP



COVID Test Location
123 Test Street, Test Suburb, City

Sign-in. Stop the virus.

Help protect yourself, your whānau, and your
community with our contact tracing app.

Search NZ COVID Tracer app now:



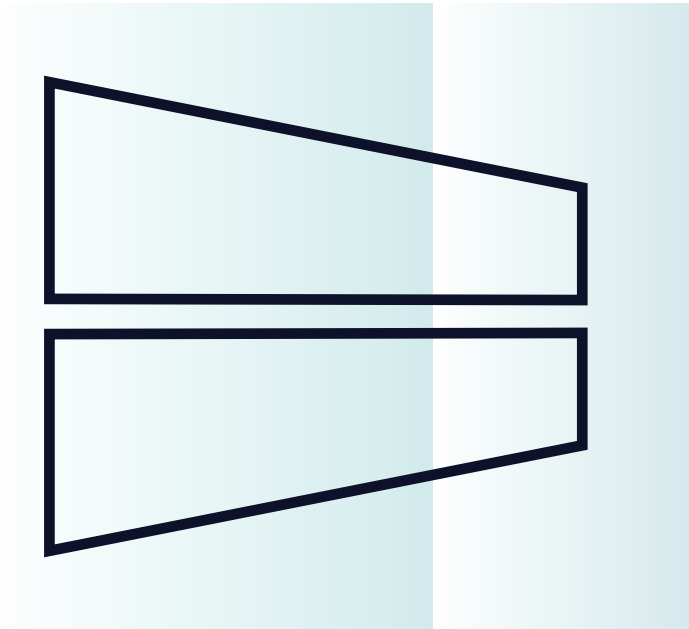
Unite
against
COVID-19



MINISTRY OF
HEALTH

It's not just how much effort but whose effort that counts.

Effort



Putting in the effort counts but not everything that counts can be counted.

Effort

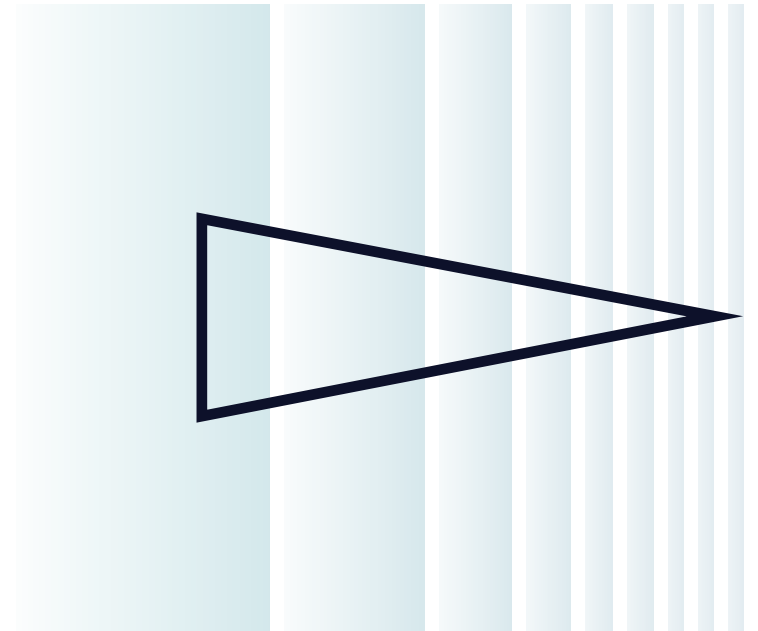


*Reciprocity
counts for a lot*



Rewards are not only emotional.
They are emotional only.

Reward



Reward is how an experience makes you feel.

Reward



*Punishment
vs. Incentives*

*Personal
vs. Social norms*

*Pain reduction
vs. Gain increase*



TRA



We started with

1. Being human-centric
2. Focusing on what you can control
3. Measure what you contribute

Both are relevant to employee experience – and great EX delivers great CEx.



EX=CEx

Employee wellbeing creates effective employees.

Profit per employee increases in companies that invest in their employee experience.

How people turn up to work is in your hands.

Happy employees create happy customers.

Empowered employees create great experiences because that is their reward.



Learn more:
[Customer Experience – Mainframe](#)

Talk to TRA:
hello@theresearchagency.com
theresearchagency.co.nz

TRA