WHAT GREAT FIRMS ARE DOING TO BUILD PEOPLE

Ryan Suydam, CXO, Client Savvy
Darren Smith, CEO, Cima Strategic
HOW DID THIS HAPPEN?
Storyboard

“The storyboard was a galvanizing event in the company. We all now know what “frames” of the customer experience we are working to better serve.”

-Nate Blecharczyk, Co-Founder, Airbnb
SO, WHAT IS CX?

Client?
Experience?
That’s a job?

No, it’s a commitment to the customer.
WHAT IF YOUR FIRM COMMITTED TO CX?
What is a client?
Your poll will show here

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MIND CX THE GAP

80% CEO’s YES

CX GAP

8% CUSTOMERS SAY YES

FAILURE TO DESIGN

FAILURE TO EXECUTE

FAILURE TO RENEW CX CAPABILITIES

Bain & Company 2006
362 CEO’s Surveyed
CX Maturity Impacts Outcomes

% Businesses Reporting Significant YOY Improvement

- Apathetic: 20% Financial, 21% Customer
- Investigate: 17% Financial, 14% Customer
- Measure: 22% Financial, 18% Customer
- Respond: 25% Financial, 20% Customer
- Standardise: 39% Financial, 40% Customer
- Solve: 44% Financial, 44% Customer
- Align: 54% Financial, 48% Customer
- Enculturate: 64% Financial, 58% Customer

3X Improvement

90%+
LISTEN (AND FIX)
Even best friends need help. Let me tell a story.
DEFINE AND DESIGN

Empathy map
Journey map
Persona Development
Prioritize
Increment
Measure!

Entice
Enter
Engage
Exit
Extend

Questions
ID Needs
Thinking
Feeling
Saying
Doing
SOLVE NEW PROBLEMS

<table>
<thead>
<tr>
<th>Number</th>
<th>Budget</th>
<th>Responsiveness</th>
<th>Original</th>
<th>$P_{PR}$</th>
<th>$P_{DT}$</th>
<th>Prediction</th>
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<td>9.49%</td>
<td>Passive</td>
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\[
\theta_1 = \frac{\text{Prob (Promotor Score)}}{\text{Prob (Not Promotor Score)}} = \frac{P_{PR}}{1 - P_{PR}}
\]

\[
\theta_2 = \frac{\text{Prob (Not Detractor Score)}}{\text{Prob (Detractor Score)}} = \frac{1 - P_{DT}}{P_{DT}}
\]

\[
\ln(\theta_1) = -13.6751 + 1.3673 \text{ Budget} + 1.6204 \text{ Responsiveness}
\]

\[
\ln(\theta_2) = -9.9488 + 1.3673 \text{ Budget} + 1.6204 \text{ Responsiveness}
\]
ALIGN AND LEAD

MYWay® is about your way.

EVERY CLIENT AND EVERY PROJECT IS UNIQUE
MYWay is a McDonald York philosophy founded on four principles: Trust-Based Teams, Valuable Communications, Early Collaboration and Partnering Relationships that are implemented using leading industry practices developed by McDonald York involving Continuous Innovation, Progressive Processes and End-to-End Workflows. MYWay® works with all delivery methods and contract types and allows owners the flexibility of doing the project their way. MYWay® is about doing it your way.

McDonald York approaches every client and every project from a
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ENCULTURATE
WHAT IS YOUR FIRM DOING TO BUILD PEOPLE?
SEE US AT LCI IN BOOTH 31

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