HUMAN-CENTRIC XM

Evolve Your Understanding of Employees and Customers With a Human-Centric Experience Management Methodology

cf commonfont

commonfont

Aaron Demro, Senior
Director of Operations

Matt Fulton, Co-Founder
and Managing Director
of Client Services

HUMAN-CENTRIC XM METHODOLOGY

Fueled by advancements in technology, the future of Experience Management is human.

In order to win, CX and EX teams must lead with empathy to provide the right solution at the right time.

TABLE OF CONTENTS

What is Human-Centric XM?

A common language is critical to rallying a guiding coalition focused on experience transformation at your organization.

At commonFont, we've developed and defined a methodology that equips your team to predict and take action at the individual customer and employee level.

This action results in durable business outcomes like loyalty, trust, and genuine personalized experiences.

cf

Why is Human-Centric XM important today?

We are moving from a survey-centric world to a people-centric world.

Declining survey response rates, a proliferation of new channels to express feedback, increasing expectations, improved integrations between feedback platforms and the broader tech stack, and challenges from digitally native companies all contribute to this shift.

It's no longer enough to collect feedback. Today's Experience Management requires organizations to emphasize empathy-driven personalization and human-centricity, or they risk being left behind by the competition.

cf

What are the capabilities of a Human-Centric XM program?

Capture

Unify

Personalize

Anticipate

cf

CAPTURE: "I HEAR YOU"

When aiming to start a human relationship, you need to engage and listen.

To capture means to initiate a conversation with your customers and employees, to listen to omnichannel interactions wherever they take place, and to collect and interpret that data.

You should be observing–even in the absence of solicited feedback–omnichannel data from your website, call transcriptions, video feedback, social data, reviews, and so on.

THEMES IN TECHNOLOGY

- Survey feedback
- Session replay
- Text analytics

UNIFY: "I REMEMBER YOU"

To unify means to form an understanding of your customers' experiences as individuals across a journey, strengthening a human-centric relationship through the memory of past interactions.

When you unify, you have customer profiles available, and you append data from cross-channel interactions to the profile rather than a survey record.

THEMES IN TECHNOLOGY

- Customer data platforms
- Data warehouses that combine data to generate robust customer profiles

cf

PERSONALIZE: "I UNDERSTAND YOU"

Personalization involves tailoring where, when, and how you engage based on known customer and employee preferences.

You must listen, remember, and recall that memory in order to design meaningful experiences that establish trust.

This requires customer-resolved information that is accessible across organizations to enable successful interactions across systems and personnel.

THEMES IN TECHNOLOGY

- Capturing customer journey milestones and key events
- Statistical analysis
- Data visualization and interpretation

ANTICIPATE: "I CARE ABOUT YOU"

To anticipate means to take action before an event occurs in order to guide a customer along a positive journey.

When organizations anticipate, they infer the next best experience to offer up.

Building loyalty is a result of ongoing interaction; you can leverage rich customer data that you're continually listening to, remembering, and putting to use through personalization, to truly shift from measuring experiences to actively managing them.

THEMES IN TECHNOLOGY

- Predictive analytics platforms
- Orchestrating customer journeys
- Platforms that conduct outreach or take action to alter the user's experience as they go about their journey

HUMAN-CENTRIC XM
Where does the survey fit in?

Human-Centric XM recognizes an individual's voice as an incredibly powerful component of understanding.

As such, direct feedback sits at the center of Human-Centric XM. It honors the singularity and the importance of the customer or employee's voice but does so in a way that connects that voice to every other piece of information collected over time.

The common language, methodology, and capabilities of Human-Centric XM make it possible for CX and EX teams to deliver exceptional experiences that demonstrate true understanding at enterprise scale.

cf

What is the impact?

With this methodology, CX leaders are well-positioned to drive differentiation and growth for their organizations.

- Use technology to your advantage, unlocking efficiency and actionable insights
- Improve customer-centricity by tailoring where, when, and how you engage based on known preferences
- Anticipate and act on next-best experiences, guiding users along a positive journey
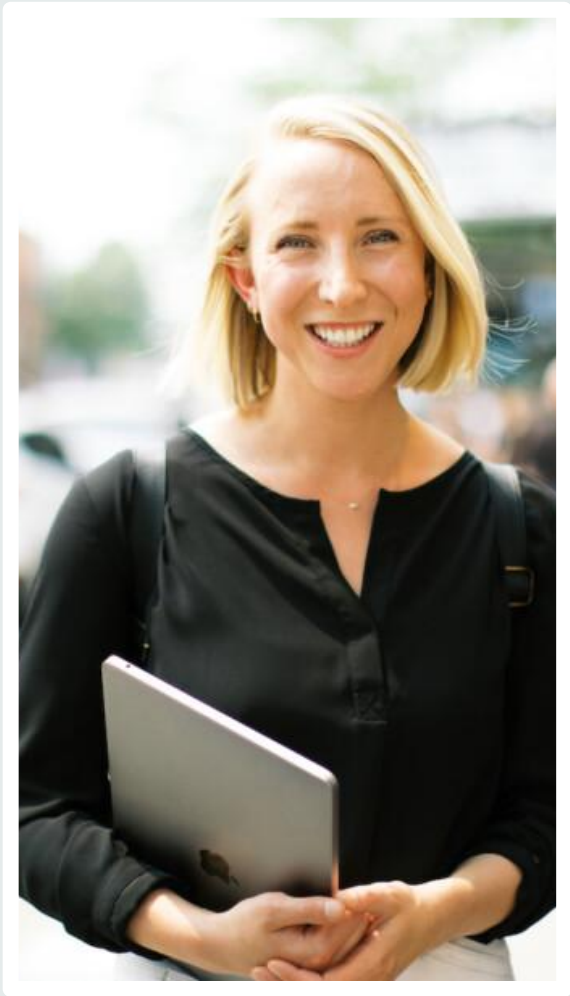
WE'RE HERE TO HELP

Our expert advisory, implementation, migration, and ongoing services maximize your investment in technology.

GET IN TOUCH

HUMAN-CENTRIC XM

How do you get started?

A small shift today will result in a large change in trajectory down the road.

Start small by identifying a specific use case, assessing your organization's technology landscape, and building additional capabilities and connections.

Over time, an expert services team can be your guide along the journey by incorporating Human-Centric design into long-term roadmap priorities across processes and tools.

cf commonfont