CX Leaders Shouldn't Focus on Managing Feedback Systems

PeopleMetrics presents

CX Secrets with Sean McDade

CX Leaders Shouldn't Focus on Managing Feedback Systems

Video Transcript

Hi everybody, I'm Sean McDade, Founder and CEO of PeopleMetrics. PeopleMetrics is a software company that helps companies measure and improve the customer experience. I am really excited because I'm writing a book on creating a great and effective Voice the Customer program. While writing this, I've had some ideas that I'd like to share with you over the next few weeks and months.

Today the thought I'd like to share is around the role of the person who is leading the customer experience effort at an organization. You might be known as the Director of Customer Experience, Vice President of Customer Experience, or a variety of other titles.

But first of all, I'd like to say you are so important to your organization. It's an amazing role to have. Most likely you haven't been trained in that role - there's no degree in customer experience leadership (at least right now - maybe there will be some day). But first of all, congratulations - you are a hero within your organization in terms of being the advocate for customers.

What I'd like to talk to you today a little bit about is where your mindset should be to make yourself the most effective within your organization. You have to be a very multi-disciplinary person, as you know. You need to be able to talk to leadership, need to talk to contact center, need to talk to the sales force if you're B2B, you need to talk to all the

different parts of your company who impact the customer experience. Operations too. It's really key that you have your hand in all those things, as you know.

One of the things that we've seen that makes our clients - our heads of customer experience - really successful is to have a singular focus on improving the customer experience. That's where a majority of your time should be spent.

Where we see people getting into rabbit holes is when they spend too much time on the actual system of feedback. So whatever platform you're using to collect feedback, if you're involved in setting up users and creating dashboards and doing all of those things, my recommendation is that's not as effective as spending your time really thinking about "what can we do as an organization to improve the customer experience?" - being very strategic as well as implementing tactical plans to do that.

But you need help. Either somebody on your team should be able to handle the day-to-day of that system, or use a partner like PeopleMetrics to do that. I think your time will be better spent, your organization will appreciate it, and your career will skyrocket.

Thanks for listening, and I hope to see you again soon!

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https://hubs.ly/H0bd9MC0

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Talk to PeopleMetrics about your Voice of Customer program:
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