

# Keeping a CX Mindset

PeopleMetrics presents

**CX Secrets with Sean McDade**

Keeping a CX Mindset

## *Video Transcript*

Hi everybody! I'm Sean McDade, Founder & CEO of PeopleMetrics. We're in the PeopleMetrics video studio, which is very exciting; and I'm writing a book, if you haven't joined us before, called *40 Lessons from the Voice of Customer Frontline*, and we're doing some videos on some interesting topics that are coming out of me writing this book.

So one of the topics that was really interesting when I was thinking about this book is the whole notion of a "Customer Experience Mindset." So hospitality companies have owned the Customer Experience space over many years because they have this mindset that what they're offering *is* an experience - that every touch point they have with a customer has to be excellent (at least the high end hotels think this way) - and that their general offer is a *feeling* - they want people to feel like, "Hey, this was an amazing thing that I just experienced." Right?

But what got me thinking is - this mindset that hospitality has can be applied to *any* industry - and actually is going to have to be applied to every industry in the future. What we're seeing at PeopleMetrics - and we work with a variety of companies in many industries - is those that are thriving in their given sector are ones who have a mindset that "our customer is someone who must have a great experience." Whether that's somebody who is visiting a retail bank; somebody who has a field service agent visiting their home that's going to have service (like from a utility company); to even a patient who a pharmaceutical company is designing products for to help them in some sort of disease state - what is that like for that patient to experience that drug?

So it doesn't matter what industry you're in - if you can think about how a hospitality company approaches their customer as a guest, and thinks about every touch point that they have with that guest as something that needs to go really really well through every channel - whether it be online, whether it be in-person, whether it be calling a call center - if you can think of a customer as a guest, and every time you talk to that customer it's like talking to someone that you're about to have as a guest coming into your home, I think your business will change dramatically.

And it doesn't matter, again, what industry you're in. The way you do this is you think about how the customer would feel if they would interact with you at your company at this point in time. So to think about how they feel when they call your call center and your agents answer the phone. Are they answering the phone like you're a welcome guest into their home, or are they answering the phone with a time watch saying "I gotta get off the phone in 30 seconds because I can't talk to people for more than that time or I'm gonna get nixed."

So this is just a broad topic that I wanted you to think about - how do you create a Customer Experience Mindset across your organization, no matter what industry you're in? Make yourself a hospitality company even if you're not one, and you'll have an incredible competitive advantage going forward.

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