

# A Roadmap to ***NEXT PRACTICES*** in Customer Experience

In today's marketplace,  
**Customer Experience is a  
major source of competitive  
differentiation and strategic  
advantage, *but...***

**Our rapidly changing marketplace shifts  
customer expectations, challenges, wants  
and desires**

**Emerging Technologies enable  
new ways to create compelling  
customer experiences**

**Customer experiences need to evolve  
to stay in sync or lose relevance**

**Our Programs provide a  
Psycho-Economic Framework  
to create Next Practices**

and

**the Mentoring  
to take control**

# Customer Experience

## A Roadmap to NEXT PRACTICES

*Next Practices for  
Experiences today's  
Customers find meaningful  
and compelling*

**Social Dynamics/Emerging Technology**

**Employee Engagement/Partner Alignment**

**Customer Experience Throughout the Value Chain**

**Best Practices - Making them Better**

**A Psycho-economic Framework**

**Shifting Priorities of Today's Customers**

**The Business Case for Customer Experience**

*One third of Today's  
Customer Experience  
Initiatives don't reach  
their full potential*

## Why Next Practices are Essential

- Loyalty is down—Churn is up! (with notable exceptions)
- Customer trust in Brands, Companies and Products has declined
- Customer buying patterns and priorities have shifted
- Rapid change makes Mindshare more important than Market Share
- Customer Engagement is critical to sustainable profits but is wanting
- Employee engagement is essential but disengagement is high
- Social Media has shifted influence, decision-making and relationships
- Customers adopt emerging technologies faster than businesses deploy strategies
- Customer experiences are psychological but most initiatives lack a deliberate framework
- Change and innovation creates new challenges, expectation and desires for customers

# The Market Share to MindShare Shift

The pursuit of market share is now a battle with competitors. It results in low margins and encourages customer churn.

In contrast, mindshare is about engaging customers in fulfilling experiences and outcomes. Business success requires winning mindshare. Without mindshare customers indifferently buy “utility” or convenience. Mindshare increases influence, desire, demand and advocacy.

Our Next Practices programs engages participants in experiences that will help them see and seize the potential of winning mindshare—Customer Experience Next Practices.

## Programs are Experiential

We share our experiences, expertise and comprehensive framework...



## Who Should Attend

All aspects of an organization impact the customer experience:

**Strategists** - embrace the market share to mindshare shift

**Marketers** - design and execute mindshare strategies

**Sales** - adopt new ways to interact and influence customers

**IT** - provide a relevant, collaborative end-to-end platform

**Service and Support** - proactively promote positive customer experiences

**HR/Talent Management** - engage employees in overlapping and adaptive roles

**Partners and Channels** - ensure alignment with mission and process

Next Practice programs are designed for business leaders from all functional units within a company. To facilitate innovation and alignment across these units, people representing as many functional units as possible are encouraged to participate. Programs are offered to cross-corporate organizations or customized for individual corporations.

# Program Leaders

## **Del Langdon,** Emperia, LLC

*Pragmatics of Successful Customer Experience Initiatives*

Strategy-driven change in F1000 companies

Implementation of customer experience initiatives in financial services, healthcare, technology and entertainment

Experience and expertise in aligning and innovating business practices

Outside-in thought leader and author

*link to full bio*

## **John I. Todor, Ph.D.,** MindShift Innovation

*Inside the heads of Customers and Employees*

Business strategist, mentor and psychologist

Mindshift innovation processes to help executives turn the challenges of change into new possibilities to create and deliver value to customers

Methods for taking innovation to market

Speaker and author on Winning Mindshare and the psychology of the customer experience.

*link to full bio*

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## Our Programs Span the Spectrum

Programs are offered to cross-corporate organizations or customized to specific companies.

### **Webinars**

*Introductions to Next Practices*

### **Workshops**

*Programs designed to the audience*

### **Executive Bootcamps**

*Building Roadmaps for Next Practices*

### **Mentoring**

*On-going guidance*

### **Consulting**

*Assistance in development and implementation*

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## Contact Us

To book programs or discuss program customization contact:

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