



# KEYNOTE: The Future of Your Customer Experience

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CEO  
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**CX TALKS**  
CHICAGO

What's

NEXT

# TODAY'S PRESENTER



*My mission:  
"To create fewer  
ruined days  
for customers"*

## **Jeannie Walters**

CEO & Chief Customer Experience Investigator of Experience Investigators

- Certified Customer Experience Professional (CCXP)
- International speaker and trainer
- TEDx Speaker, Forbes Coaches Council Member, National Speakers Association Pro Member; CXPA Customer Experience Expert
- Published in Forbes, Leading CX publications, Pearson college textbooks and many others
- LinkedIn Learning and Lynda.com Instructor
- Co-Host of Crack the Customer Code Podcast







Yellow Lime



Blueberry



Green Apple



Red Paprika



**Customer Experience =**  
**(Perception – Expectation)**  
**x Emotion**

Cognitive Dissonance

95% Unconscious

12 positive = 100% negative experience

EXPERIENCE IS EVERYTHING

Viewpoint is critical

Amygdala power:  
2/3 negative energy

influence 80% of the Experience

# CUSTOMER EXPERIENCE MEANS GROWTH



In the past year,  
**experience-driven businesses:**

Increased revenue **1.4 times faster** and  
customer lifetime value **1.6 times more**

*Forrester, 2018*



A photograph of a man in a dark t-shirt and a grey backpack interacting with a large white robot at a convention. The robot has a blue square with a white monkey face on its chest and red and white stripes on its head. The man is holding a white object, possibly a controller or a drink. In the background, other people are visible, including a man in a black cap and a sign that says "1500".

# ROBOTS AND HUMANS IN HARMONY









AUTOMATION IS  
EXCITING!!

95% of customer service  
leaders believe  
**understanding customer  
history** is an important  
factor for chatbot success.

- Forrester

A dark silhouette of a man in a suit and tie, holding a tablet. The background is a dark gray with a faint circular light effect behind the man.

**BUT IS IT READY?**

**Only 55% of these  
leaders believe they  
have these capabilities  
today.**

- Forrester



COMBINE AUTOMATION WITH HUMAN  
NUANCE



# EMOTIONS AREN'T JUST HAPPY OR SAD FACES

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disappointed  
eye\_closure  
flushed  
kissing  
kissing\_closed\_eyes  
laughing  
rage  
relaxed  
scream  
smiley  
smirk  
stuck\_out\_tongue  
stuck\_out\_tongue\_closed\_eyes  
stuck\_out\_tongue\_winking\_eye  
wink



REALLY, TRULY  
KNOW YOUR  
CUSTOMERS.

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IS THIS  
YOUR  
CUSTOMER?



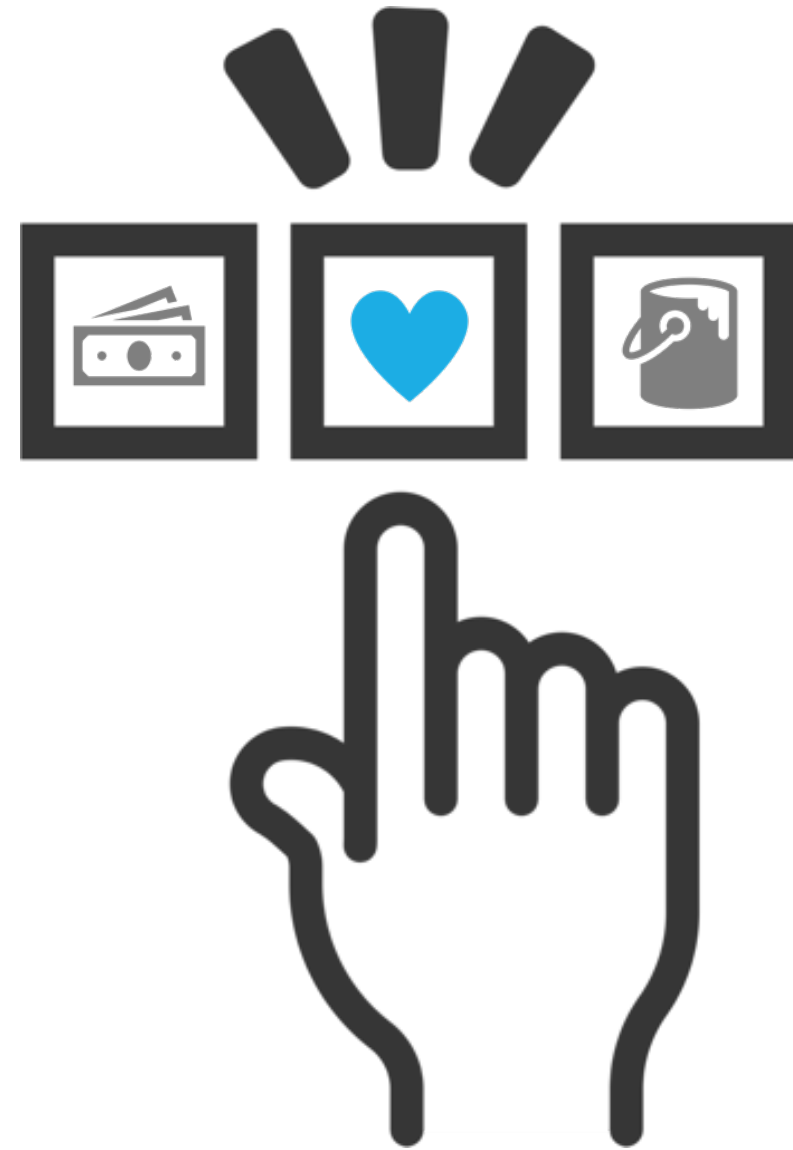




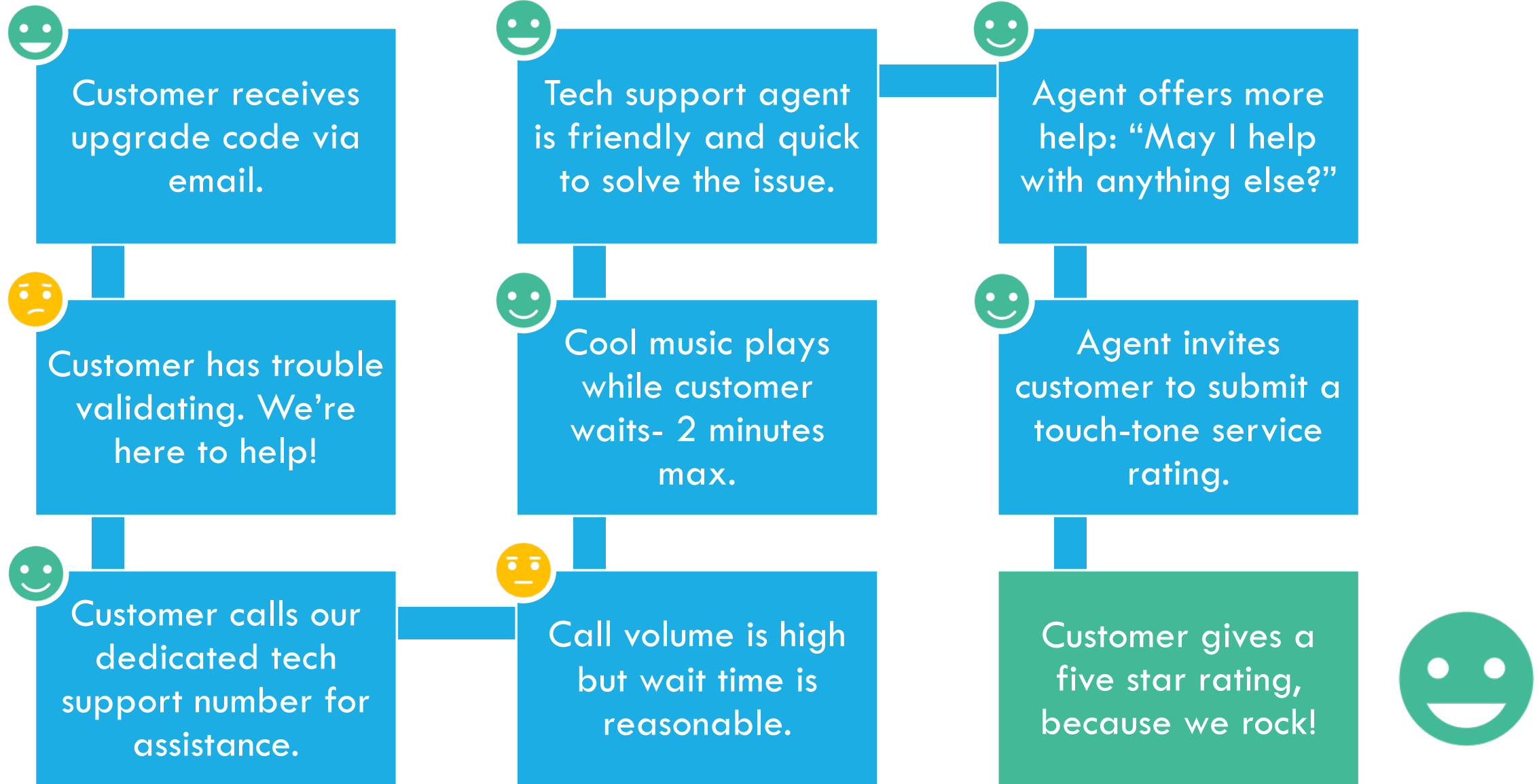
# EMOTION IS EVERYTHING

**70%** of the customer's journey is dictated by **how the customer feels** they are being treated.

- McKinsey



## ACME Customer Service Call Journey





## ACME Customer Service Call Journey



My favorite features are missing.



A person from tech support had no idea.



Tech support puts me on hold for 15 min. I'm ready to hang up now.



I call the 1-800-123-4567 number on the website.



Music plays while I wait. It's a CD of pop songs and makes me agitated.



When the music is over, I still don't get an answer!



The person who answers says I called the sales line.



My credit card is on file. I don't want to talk to anyone else.



Try tomorrow, I guess!? When this sales line is over, I'm done!



**“It’s always been done this way...”**




Still  
workin'!

Yup.

**Customer Experience  
improvement is never  
really finished.**

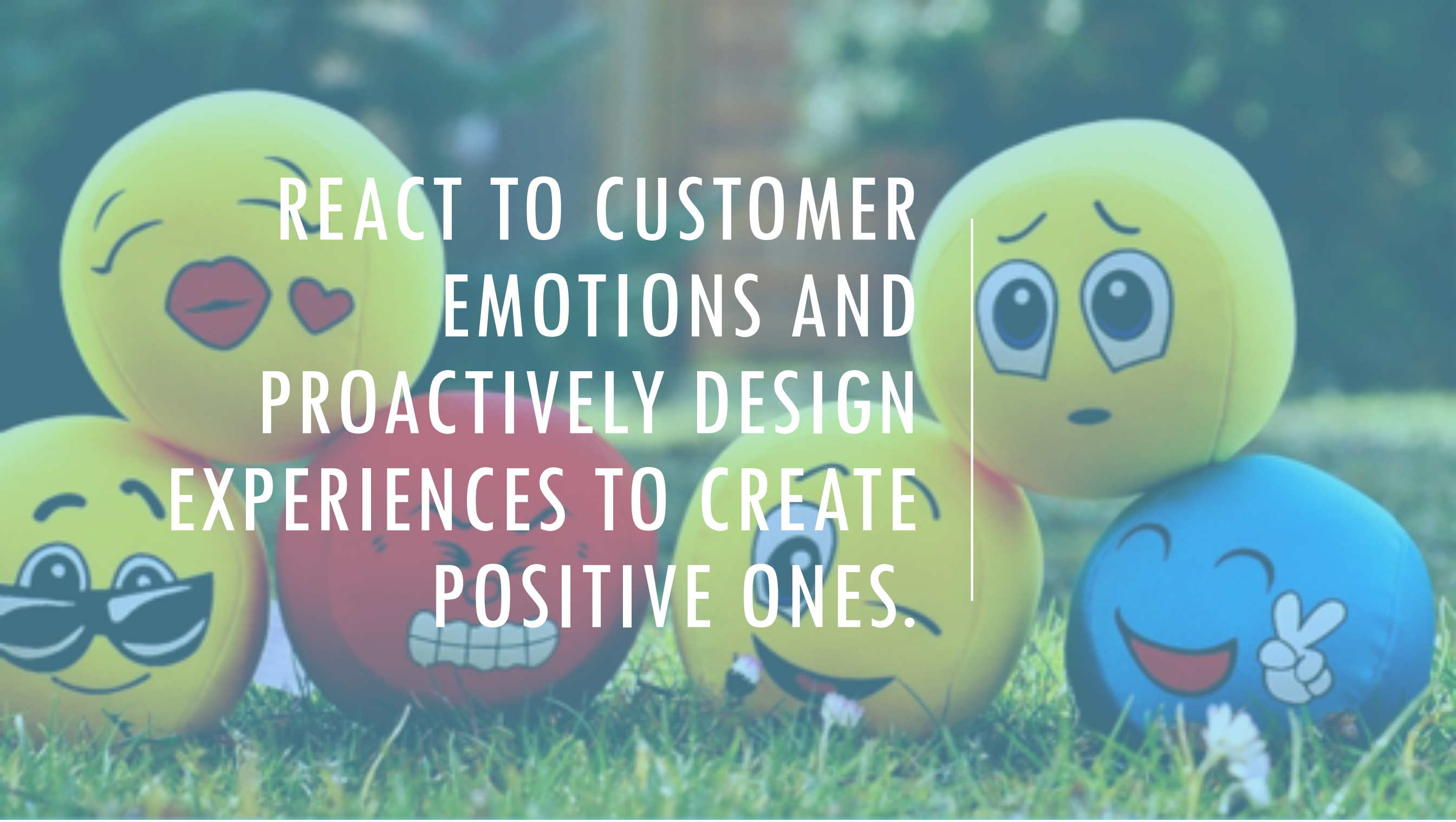


CREATE A CYCLE OF  
FEEDBACK AND ACTION  
ON BEHALF OF YOUR  
CUSTOMERS.

A person is walking away from the camera on a path that leads into the distance. The path is flanked by trees and some buildings in the background. The entire image is covered with a semi-transparent blue overlay. A thin white vertical line is positioned to the right of the text.

UNDERSTAND THE REAL  
JOURNEY OF YOUR  
CUSTOMERS, USING BOTH  
AUTOMATION AND  
HUMANITY.





REACT TO CUSTOMER  
EMOTIONS AND  
PROACTIVELY DESIGN  
EXPERIENCES TO CREATE  
POSITIVE ONES.





CREATE TRUST,  
CONVENIENCE, AND  
CHOICE FOR YOUR  
CUSTOMERS

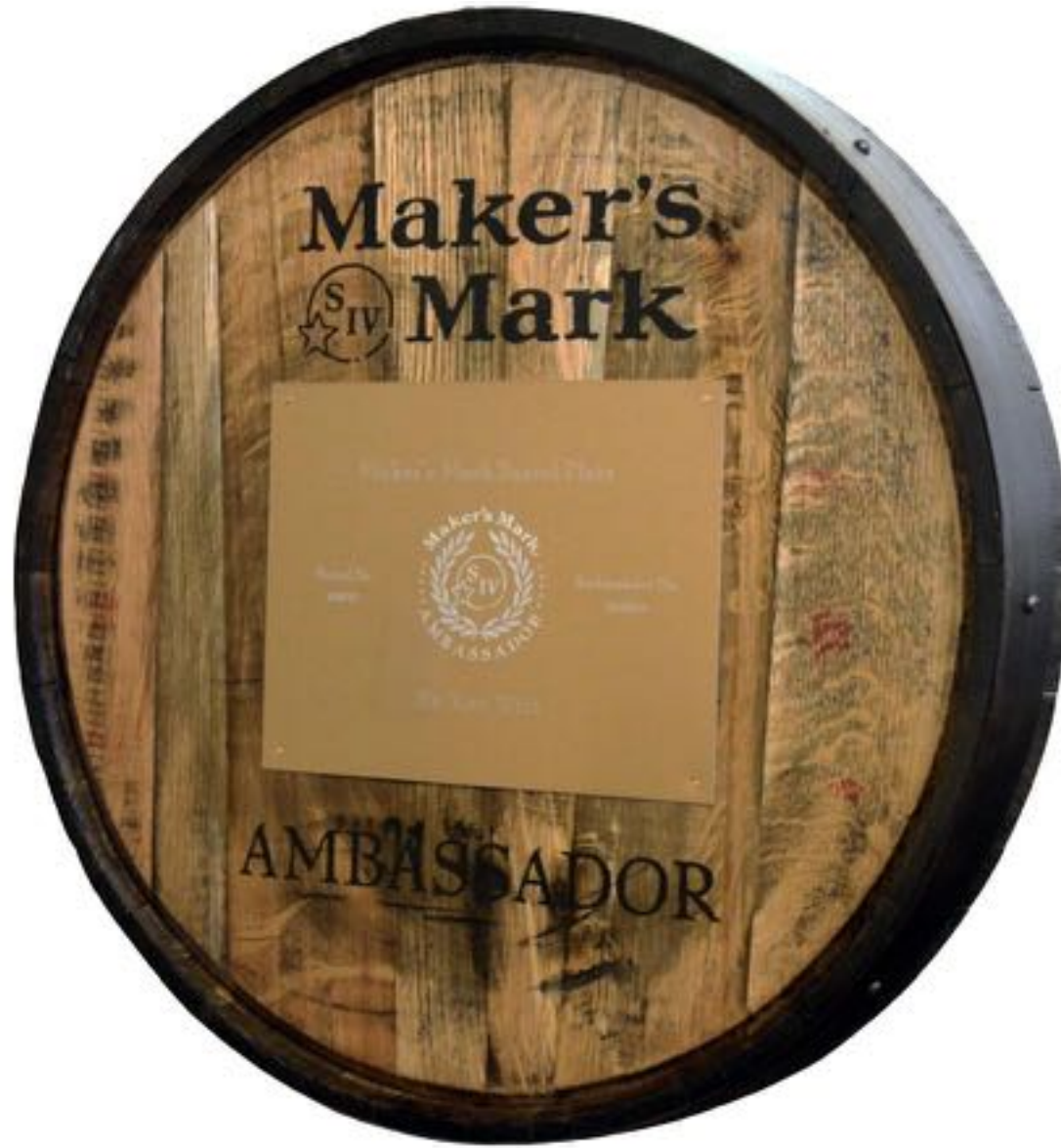














“IT IS THE PATIENT BUILDING  
OF **CHARACTER**, THE  
INTENSE STRUGGLE TO  
REALIZE THE **TRUTH**, WHICH  
ALONE WILL TELL IN THE  
**FUTURE** OF HUMANITY.”

*-SWAMI VIVEKANANDA*

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**“Let’s create fewer  
ruined days  
for customers”**



**TEXT: EXPERIENCE**



**TO 66866**

**21 DAYS OF INSPIRATION AND  
ACTION AROUND CUSTOMER  
EXPERIENCE!**



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