

**USER GROUP**

Senior Managers User Group

Good practice in CX for Senior Managers

Christmas sends us all on rampant buying spree and it's a timely point in the year to consider what good practice in providing products and services for customers looks like in 2022 and how it will be different in 2023. As Senior Managers, it's crucial to keep stimulating our brains with fresh CX approaches to keep our own organisations relevant and driving forward.

We're going to use The New Consumer Duty as an example – it requires organisations to consider the needs, characteristics and objectives of their customers – including those with characteristics of vulnerability – and how they behave, at every stage of the customer journey. As well as acting to deliver good customer outcomes, firms will need to understand and evidence whether those outcomes are being met. Those are standards/approaches we should all be taking in our own organisations and we'll look at some of the tools and techniques available to you.

This is important for every sector - whilst the Duty we'll use as an example is a financial services initiative taking effect from July 2023, customers across all sectors – YOUR CUSTOMERS - will be exposed to this 'new CX focus' and their expectations of all organisations in all sectors will be influenced. So, let's take inspiration from it and be prepared for how it will change what customers expect of us!

Indeed, if you operate in any regulated industry, be sure your Regulator is looking at this approach and the relevance it has for your market too. "Coming to a sector near you soon?" Maybe. Let's get you on the front foot.

Join Nicola Eaton Sawford and our like-minded community of Senior Leaders from across sectors for another stimulating brain workout! Christmas jumpers optional!

Next session: 30 November 2022

It's free to join us for this thought-provoking and insightful User Group. Book your place online at www.swccf.co.uk or www.callnorthwest.org.uk

Nicola Eaton Sawford

Customer Whisperers work with interesting brands across sectors, working with the big sector disruptors, luxury brands, no frills brands and organisations that are often taken for granted – the full spectrum. Customer experience isn't always about more and better, sometimes it's about less, smarter and leaner. Nothing energises me more than a good, collaborative discussion with a group of talented and passionate Contact Centre and CX Leaders. The Forums are the most collaborative organisations we work with hence we are delighted to be able to share this opportunity for us to collaborate at Senior Manager level, in an innovative way.

2022 is about stabilising post-Covid and taking a fresh and objective look at what customers expect from us in this slightly different world.

Let's treat it as a fresh start and really open our minds to what is out there in other sectors and highly dynamic organisations. Customer Whisperers have the pleasure of working with many – Customer Experience is the most exciting it has been for years! Come and share your wisdom and insights and take away some inspiration from others.