



Video transcript

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Pivoting to customer experience

The pivot that happens when you talk about customer experience is really moving from being product-centric to being customer-centric. So, instead of looking at what you sell, what service you deliver, what the speeds and feeds are, and the price – that you really want to be customer-led and work your way backwards.

Now if you're going to start to try to make that pivot between being very product-led and being very customer-led, the first thing you need to do is agree on: what does that mean for you and your company? Because it means something different for everyone. Customer experience for 'Brand A' means something very different than customer experience for 'Brand B'. So, start from the top: How do you define it?

Then you have to, sort of, communicate to the entire company so that they understand: what does it mean when you say we want to become more customer-centric? Right? Or, we want to think about customer experience, or lean into customer experience – because some may confuse it with customer service.

The second thing you do is, once you start to communicate, you have to then let everybody in the organization know – from the top to individual contributors – how their role plays a part in delivering a compelling and meaningful customer experience. So that's the second part.

First: define it, second: everyone has to understand what their role is and the third is then: you have to shift your metrics and the way you manage your people that aligns back towards that customer experience that you're trying to drive the business forward with. And so, if you don't do those three things and you just sort of say: "we're going to become a customer-centric organization" or, "we're really going to pivot into customer experience". Everybody looks around and goes: I don't even know what that means. What does it mean to me? Does it change the way I do my job every day? Does it change the way I get paid? Does it change the way I get managed? Do I need new skills?

So, start with first defining and setting the foundation throughout the entire organization of what 'pivoting to customer experience' will mean.