



# Master customer experience program management: Best practices and real-world examples

## **MASTERING CUSTOMER EXPERIENCE PROGRAM MANAGEMENT BEST PRACTICES AND REAL-WORLD EXAMPLES**

Today's marketplaces are packed, and with so many similar products and services available in any industry today, standing out requires more than just a quality product—it demands an experience that sets your brand apart. If you have customers, especially ones you want to return more often, refining robust CX practices to work towards constantly exceeding guest expectations is crucial.

Ensure your program is making an impact on customer—and financial—performance by applying best practices and their accompanying examples for acting on CX data, pulled from a multi-location SMG grocery client.



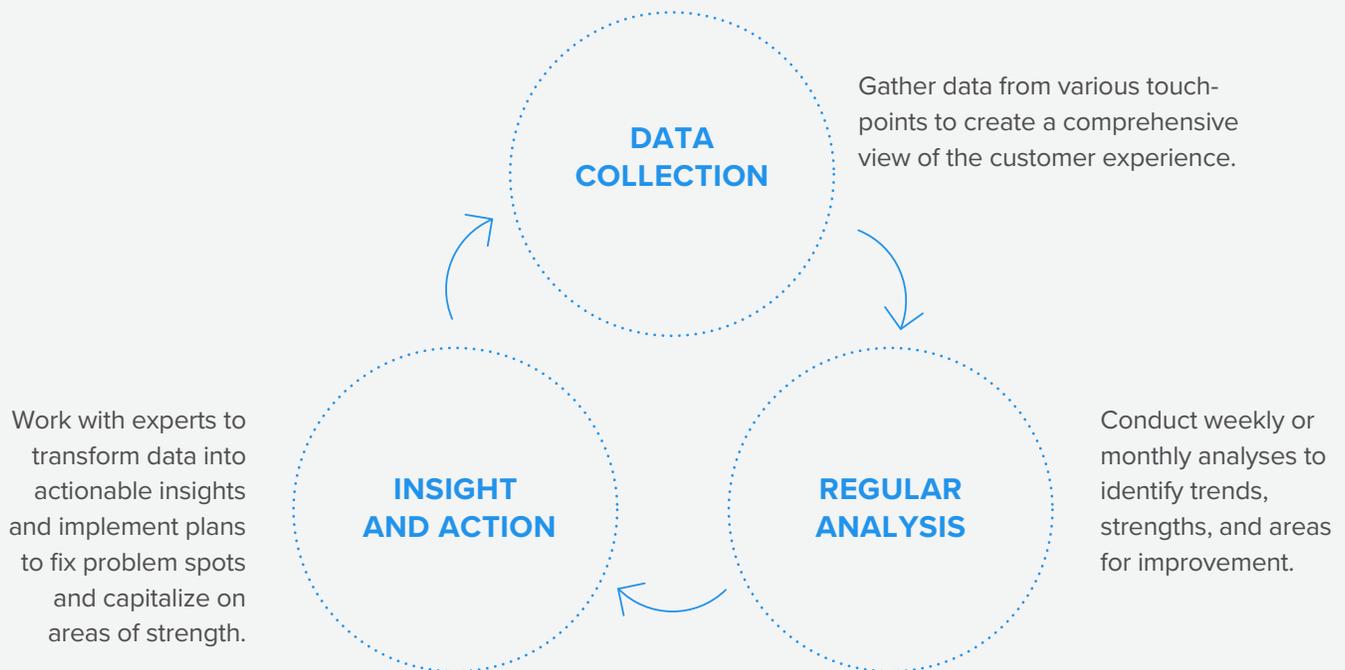
## BEST PRACTICE #1: STUDY AND ACT ON PERIODIC CUSTOMER EXPERIENCE PERFORMANCE REPORTS

A key part of a successful customer experience program is regularly checking and understanding performance. Reviewing data provides invaluable insights into customer interactions and satisfaction, offering a roadmap for improvement.

However, the often-overlooked essential element is to commit to a plan and the drive to act on the resulting insights. Without this step, you're just collecting data—not managing a CX program for improvement.



## THE THREE KEY ELEMENTS OF THE REPORTING-ACTION CYCLE



The frequency of these cycles will vary from brand to brand and business to business, but an established strategy to revisit all these steps on a regular basis is key for successfully adapting and improving your customer experiences, even bit by bit.

### BEST PRACTICES IN ACTION—A GROCERY BRAND’S HUNGER TO IMPROVE

A multi-location grocery client illustrates these regular review cycles in action as the brand has all stores review and act on weekly CX performance reports. These reports are the key to finding the “what,” “when,” “who,” and “how” to adjust customer service focus for the coming week.

Here’s what that process looks like in use:

#### What



CX reports point to service measures to focus on based on data—such as friendliness and checkout speed.

#### When



CX leaders target periods with the lowest scores and the highest potential for upside, in this case identified as Friday-Sunday from 3 to 8 PM.

#### Who

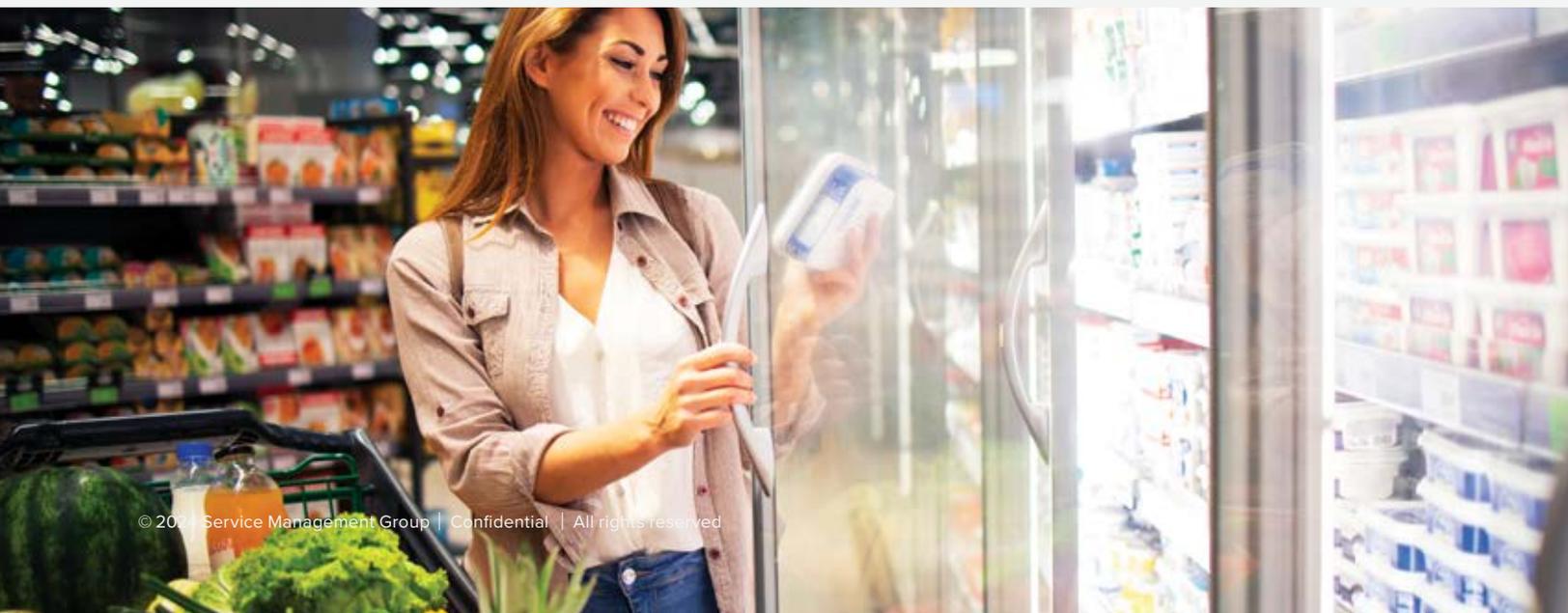


Store managers evaluate staffing to ensure it is optimized for peak times.

#### How



Each store kicks off the busy Friday-Sunday period by having store directors on the floor to coach interactions and behaviors, elevating the customer service experience.



## BEST PRACTICE #2: LEVERAGE DATA-DRIVEN INSIGHTS TO ADDRESS UNDERPERFORMANCE

Applying data analytics to spot specific areas that aren't doing well and applying targeted solutions is another key best practice. By doing this, organizations establish a workflow to identify and address the specific challenges that drive customer sentiment and elevate overall customer satisfaction.

### BEST PRACTICES IN ACTION—FINDING AND FIXING CUSTOMER PAIN POINTS



At the same grocery store brand, data analysis revealed the deli section was underperforming in guest experiences, particularly during the evenings.

A deeper look revealed the issues were largely due to not meeting demand for popular prepared foods.

The store's team used these insights to:

- Adjust hours to increase deli coverage during peak evening times.
- Increase production of grab-and-go, ready-to-eat chicken to meet customer demand and enhance convenience.

These targeted adjustments—based on a review-and-act cycle—led to significant improvements in customer satisfaction scores within the deli section.

## COLLECT, ANALYZE, ACT, REPEAT

Effective customer experience program management hinges on leveraging detailed performance reports to make data-driven decisions and take action to close the loop. Through these best practices, brands stand to reinforce customer loyalty and drive business success by not only meeting—but exceeding customer expectations.

To learn more about enhancing your customer experience initiatives, reach out ([smg.com/contact-us](https://www.smg.com/contact-us)) or contact your SMG support team to see how we can help improve your strategic efforts.



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