

Revolutionizing Banking CX Through Customer Centricity

Andrea Belk Olson, CEO
Pragmadik

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The Unforgettable Experience.

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Meaningful
Unexpected
Genuine
Proactive

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Isn't 'Good Service'
Good Enough?



Differentiation.

Customer Satisfaction (Net Promoter Score)



Consumers Are Not
What They Used To Be

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What can we sell
vs.
How can we help

60% More Profitable

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Zappos
Alaska Airlines
Chick-Fil-A
Chewy



Emotional vs. Rational Satisfaction

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Up to 90% of Decisions
Based on Emotion



CX Journeys?

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Context.



**Why Do They Need a
Mortgage?**

**Because They're Having
a Baby.**



Know Them **Better** Than
the Competition.



#1 Kill Your Mission Statement

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Create a Customer Mission.



#2 Pick ONE thing to own
and own it

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Don't Try To 'Out-Bank'
Your Competitors.

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#3 Become Relentless with Customer Learning

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You already have the rock
stars on your team.

#4 OMG, Just Start

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Customer Success vs. Internal Performance

The Bottom Line.



PRINCIPLE #1

You can't revolutionize the customer experience without examining customer context.

PRINCIPLE #2

Customer-centricity requires
changing organizational
mindsets and behaviors.

PRINCIPLE #3

Customer-centricity is about differentiation. Differentiation is about owning one thing.



Questions?

#fbforum

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Thank you!

ANDREA BELK OLSON

✉ andrea.olson@pragmadik.com

🐦 @pragmadik

☎ 319-321-7396

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