

BY CXM EDITORIAL

As CX practitioners and experts in the field, we often tunnel-vision on this. Of course, we look in on EX and UX amongst others, but it's not our speciality. How about a new concept for us all to excel in, that combines everything we know into one smooth business practice? This is total experience (TX). This is encompassing everything we know.

In May 2023, our team published a LinkedIn poll in which we asked our community what they think of TX. We had over 300 votes and many comments saying they need more information about this still-new concept. If you haven't heard of TX, that's fine - it's still up-and-coming.

Gartner marked it as one of the latest technology trends only three years ago. And businesses are still adopting the concept to their own strategies - seeing how it can be smoothly integrated, and how it will work.

LET'S CREATE A TOTAL UNDERSTANDING

Previously, CX, EX, and UX have been seen as separate business entities. However, in 2020, Gartner announced the evolution towards TX. Combining all business initiatives we already know and use into one holistic experience allows companies to be aligned in their engagement with business outcomes.

These superior shared experiences can greatly strengthen your brand, as every area of the business is developed simultaneously under the TX umbrella. Great, but why should you care?

Here are some fun facts:

- According to Gartner, by 2024, organisations providing TX will outperform competitors by 25% in satisfaction metrics for both CX and EX.
- Companies lacking a TX strategy cumulatively overspend at least \$14.1 billion each year on idle IT resources and over-provisioning.

BUSINESS IS NOT ONLY CX. THIS IS THE AGE OF TOTAL EXPERIENCE

FIVE PILLARS OF TX

The diagram below shows the five pillars of total experience: CX, EX, UX, MX, and CEM. Let's take a closer look at these concepts, and evaluate the differences between these business units.

CX (CUSTOMER EXPERIENCE)

Covers everything related to creating customer value, collecting and measuring feedback, developing service delivery paths, and measuring a link between customer satisfaction and general business success.

EX (EMPLOYEE EXPERIENCE)

Researches organisational culture's impact on employee performance, productivity, and general satisfaction. It also discusses the factors needed for employees to deliver a high level of services, such as access to technology, training, upskilling, mental health, and emotional intelligence.

UX (USER EXPERIENCE)

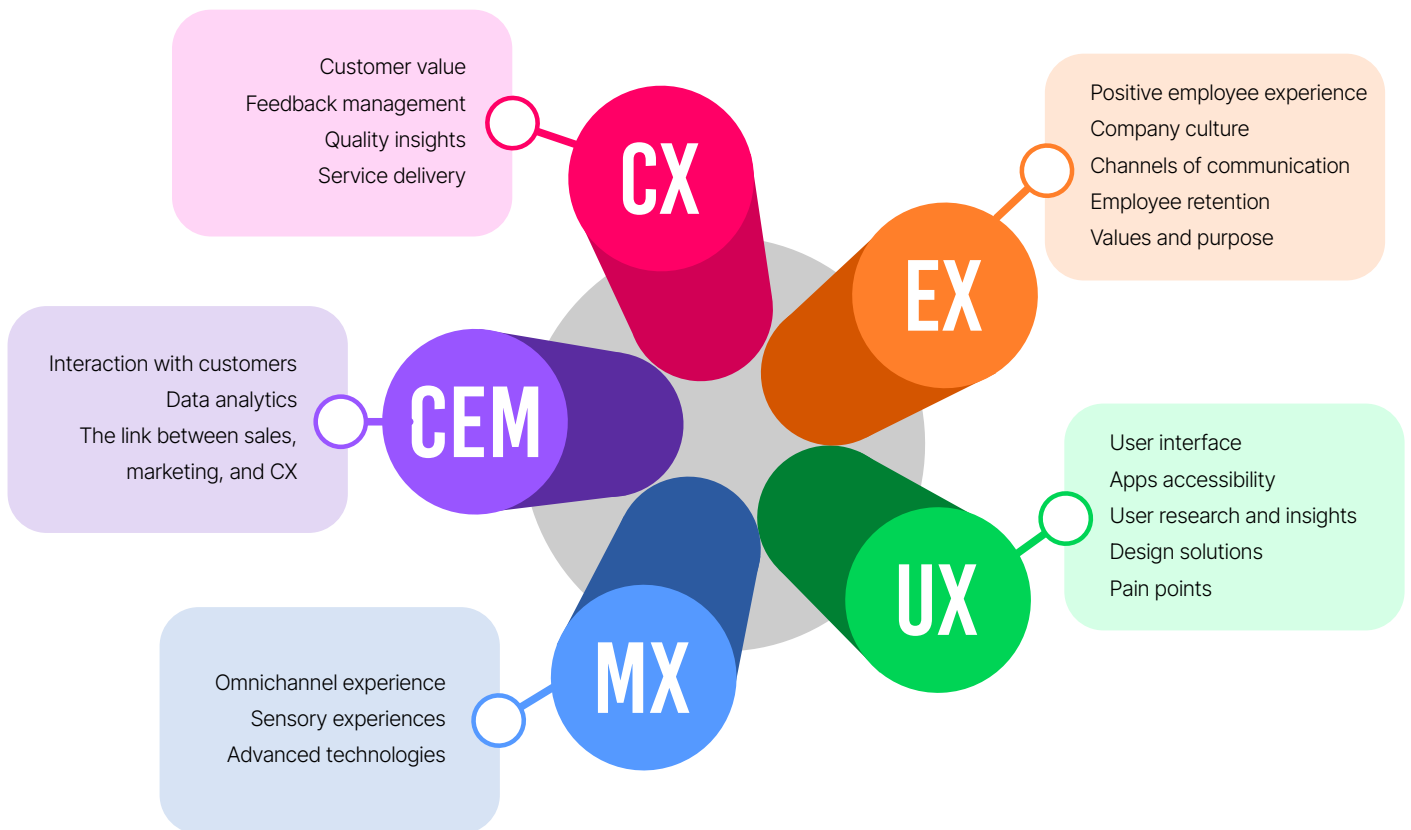
is everything our customers interact with on their mobile apps or desktops. The logic behind elements in our online shops, accessibility, colours, etc., is created by UX researchers, designers, and testers. They take care that the user interface has a seamless experience by talking to users directly. The insights UX teams have must be communicated further with CX practitioners who make business improvement strategies.

MX (MULTI EXPERIENCE)

refers to the various touchpoints a customer encounters in their digital journey. This can include different apps, devices, platforms, and more. MX is very omnichannel-focussed in this regard, and also ensures that the customer journey is consistent across these touchpoints.

CEM (CUSTOMER EXPERIENCE MANAGEMENT)

is fairly self-explanatory; it is the practice of designing, facilitating, and evaluating customer interactions to meet or exceed customer expectations of their experience with a company. CEM is especially used within marketing, sales and customer service departments - those which are customer facing. A strong customer experience is a necessity of almost every business. So managing every element of this is critical.



HOW TO DEVELOP A TX STRATEGY?

As TX is an accumulation of all your business initiatives, it's best to have a 360-degree view of everything going on - from your customers to your employees. To effectively develop a strategy that encompasses all areas, it only makes good business sense to assess both your internal capabilities and external factors in conjunction with one another. What are the capacities of your employees, and how can they be aligned with the external factors? Answering this is a great start for a great TX strategy.

ASSESSING INTERNAL CAPACITIES

Each of these questions should be answered in a diverse board room with at least one representative from each TX unit. We suggest interactive workshops which would follow up with brainstorming on how each channel of communication can be improved with the existing capacities.

1

Do we provide our employees with the technology and knowledge needed for successful service delivery?

2

Does our organisational culture and communication practice encourage information exchange, innovation, and ownership?

3

Does our management system facilitate communication between designers, sales managers, marketers, customer-facing roles, and senior decision-makers?

4

Do we have an advanced data analytics programme which brings various data together and emphasise the impact each team has on the service delivery?

ASSESSING EXTERNAL FACTORS IMPACTING YOUR BUSINESS

1

What are the current business trends and how are our customers reacting to them?

2

How well do we understand different countries' markets?

3

How do our external partnerships bring additional benefits to our clients and employees?

4

How does the current socio-economic dynamic impact our customers' and employees' decisions?

5

What laws and regulations with contribute or challenge our TX strategy?

HOW TO DEVELOP A TX STRATEGY?

A thought leader and CX practitioner Bill Staikos wrote in one of his LinkedIn posts that the next 20 years will be about:

bringing together all relevant customer signals and data

understanding and visualising the actual journey that customers and employees go through

experience automation to close the inner loop

This indicates again that TX will be the only way brands will be able to deliver value. While we expect new collaboration tools to emerge and to be powered by AI, here are some basic goodies you should turn to until then:

- Employee life cycle mapping
- Empathy and emotional culture assessment
- Customer journey mapping
- Customer service blueprint
- Stakeholders mapping
- Business Canvas Model

TX is still, like many new business initiatives, something we're all adapting to. And, hey, we may even already be doing it without realising. Let's streamline the way we get business done, and make for a totally better experience for everyone involved.