

CUSTOMER EXPERIENCE

THE PATH FROM FLUFF TO TOUGH



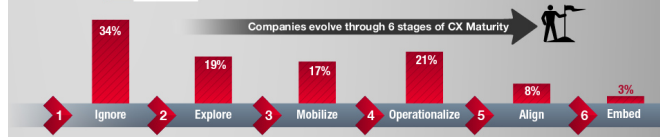
Bruce Temkin

"Customer experience is a reflection of your culture and processes. Great customer experience can't be tacked on, it must be embedded within your organization's operating fabric."

Most Companies Have Low CX Maturity



199 Companies with \$500M or more in revenues completed
Temkin Group's CX Competency & Maturity Assessment



John Kenneth Galbraith

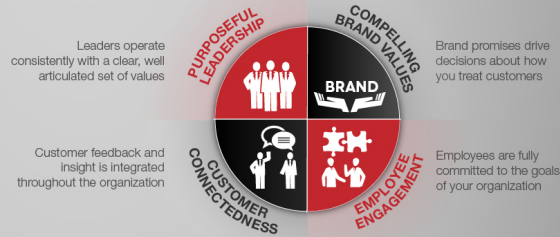
"Faced with the choice between changing one's mind and proving that there is no need to do so, almost everyone gets busy on the proof."

Make the Jump From Fluff to Tough



Blueprint for Crossing the CX Chasm

To leap from fluff to tough, companies must master **Four Customer Experience Core Competencies**



John F. Kennedy

"Change is the law of life and those who look only to the past or present are certain to miss the future."

Lead Your Company Over the CX Chasm

Chart a course to **from Fluff to Tough** in your organization's culture and operating processes



For more information, visit the *Customer Experience Matters*® blog at ExperienceMatters.wordpress.com

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