

Customer Experience Excellence

Links & Resources - everything referenced in your workbook, by page.

PAGE 8 · Customer Personas

Examples of Customer Personas

A visual search for customer persona examples.

PAGE 18 · Resources

The Top 20 Traits Of Customer Experience Leaders

Blake Morgan on the attitudes that show up in the customer experience. (Forbes)

2021 Customer Experience Strategies

Camille Rasmussen on three steps to adapt a CX strategy using people, process and technology.

I Was Seduced By Exceptional Customer Service

John Boccuzzi Jr. on why an exceptional first impression pays off. (TED)

6 Ways Successful People Make a Good First Impression

Jeremy Goldman on six areas to focus on. (Inc.)

The Customer Experience Cookbook

Veterans Affairs compiled this as a practical CX reference.

How to Fix All Customer Service Mistakes

We all make mistakes with customers. Ideas on how to rectify them well.

How to Make “Surprise and Delight” a High-Performance CX Strategy

Vebeka Guess on why surprise and delight matters in a digital age. (Adobe)

9 Companies That Nailed The Whole “Surprise and Delight” Thing

Molly St. Louis on the distinction between surprise and delight, with examples. (Inc.)

PAGE 19 · Related Courses to Explore

Creating Your Leadership User's Guide

What Makes You Tick? Core values, strengths and personality traits.

Communicating Across Differences

Courageously initiating effective communication across differences.

Strengthening Your Virtual Emotional Intelligence

Being mindful of your own emotions, and how you manage them, in the virtual context.

Prepared for participants of the Customer Experience Excellence workshop.