

# Recap

## Building an Effective Customer Effort Strategy

Webinar of October 12, 2021



*“Why in the world would any organization allow its people, procedures or policies to impede the ability for customers to be customers? Because it’s hard to be easy.”*

Diane S. Hopkins, Senior Leader Healthcare Practice Extens Consulting

Author, “It’s Hard to be Easy”

## ① Customer C.A.R.E. Economy

To be successful, companies need to embrace the Customer “C.A.R.E.” Economy, which Extens Consulting defines as a focus on **Camaraderie-Authenticity-Reliability and Ease**. This webinar focused on EASE as a foundation of an effective customer experience strategy.

## ② Let the customer journey be a breeze!

A customer effort strategy involves aligning goals, incentives operations, policies, procedures and marketing to anticipate potential impact on customer ease or friction. The goal is to create a culture that “clears all paths for customers”. Consider a goal of having your customers say consistently that dealing with your people, website, policies, call center, etc. **was a Breeze!**

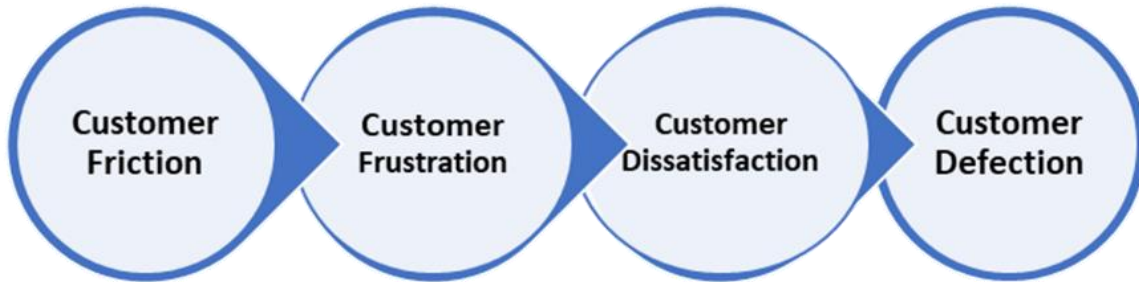
## ③ Maintain low effort commitment

Maintaining a low-friction, low effort commitment is important in order to:

- Enhance customer acquisition and retention,
- Attract no satisfied customers but raving fans,
- Competitive differentiation,
- Alignment of advertising with experience,
- Positive reputation and customer loyalty,
- Reduce duplicative costs/re-dos reduce legal issues,
- Pursue ease for customers which is often easier for staff
- And... being effortless is the coolest thing in the world!

## ④ Friction-Defection progression

It's always important to avoid the FRICTION-DEFECTION PROGRESSION™



## ⑤ Always think Easy

With Ease as the foundation of your customer experience strategy, have teams examine your offerings and systems to see how well you perform to achieve the following:

- Low Effort,
- Low Sacrifice,
- High Anticipation and High Clarity around customers' needs, wants and desires.

And avoid whenever possible conditions that exist for customers that create:

- Extreme Effort,
- Extreme Sacrifices,
- Unclear Communication
- Or being Random & Reactive.

## ⑥ Launching your strategy

Launching a dedicated customer effort strategy involves the following core steps:

- Have key teams and leaders begin to think about customer ease and effort.
- Begin to have leaders and systems deem customer effort important.
- Allow fresh/unbiased eyes to view the current state of customer effort.
- Incorporate customer effort into customer satisfaction research.
- Launch dedicated training on the power of Ease for all team members to raise visibility and influence.
- Design key metrics and awards around achieving low customer friction
- Reward and recognize successful customer effort activities.
- Require customer effort review for new systems/policies to look for intended or unintended impact.

For more information on **enhancing customer effort strategies** in your organization, the experts at Extens Consulting are happy to schedule a call with you to see how we might work together to build new levels of success in the Customer Care Economy.

Please email Emmanuel Richard, CEO, Extens at  
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Find more information about Extens Consulting on our [website](#)!

