

**European Customer Consultancy**

# **CX Actions**



**Issu # 2**

## **Message from Olga**



## Change Management Can Be Overwhelming

But it doesn't have to be

*“Change is inevitable; however, the question we ask ourselves is whether it will become our greatest advantage or liability.” - Don Norman, “The Fifth Discipline”*

An agile approach to CX helps businesses to readily adapt at a moment's notice to the perpetually changing environment we live in and stay competitive.

In CX, change management first and foremost needs to focus on meeting evolving customer needs by cross-departmental collaboration and employee empowerment. When teams adopt cross-department thinking they see customer-centric change as an opportunity to reduce repeated work, remove unnecessary processes, improve value add and deliver better customer outcomes together.

Forming the right culture of customer-enabled change is more important than technology, sophisticated CX management tools, or elaborate strategies. In short, it helps you drive adoption for your CX program across your entire organization with more ease. Kicking off a CX program requires a lot of patience, as well as flexibility and agility but it's a journey that will pay off!

Best wishes, Olga.

## How to Achieve ROI On Your Customer Journey Investments

Do you want to learn more about maximizing the return on your customer journey investments by understanding where customers place the most value? It is critical to focus on the right part of the customer journey to drive profitability and effectiveness.

If you are interested in better utilizing customer journey investments, you might be interested in the article written by Olga Potaptseva and Chris Dunn.

[You can get the PDF here.](#)



## Case Study:

### Using Key Points From Our Agile CX Toolkit



### Our Agile CX Toolkit in Action

It's always gratifying to see the Agile CX toolkit help our clients turn their goals into tangible results and produce success stories. One of our clients at European Customer Consultancy recently went from having customer-centricity on the low priority list to successfully launching 3 customer critical projects with full

management support. 🚀

how did this happen? 😊

- ◆ Software Service company approached us with the intent to make changes in their management in order to ensure successful CX implementation.
- ◆ They faced a number of challenges on their CX journey including conflicting business priorities, limited bandwidth, and difficulties in addressing CX Implementation Toolkit with agile project management practices. Also, senior and middle management had lots of doubts and were hesitant about CX.

[Download our Case Study PDF](#) to learn how we used the Agile CX toolkit to help our client.

## What are the challenges you face while using CX knowledge sources?

Tell us about your experience



Click Here

## CX PROFESSIONAL SPOTLIGHT



**CHARLOTTE BRIGHT**

Global Finance Customer Experience  
Delivery Lead

**McDonald's Corp.**

This month's spotlight is on Charlotte Bright, Global Finance Customer Experience

Delivery Lead at McDonald's Corp. We admire Charlotte's work on creating accessible, supportive, and empowering experiences for internal customers. She lives and breathes the core values of customer centricity: developing solutions that meet customers' needs and resolve their pain points. Charlotte's work is brilliant evidence of how customer-centricity is not a job of just the frontline employees! She activates CX ethos from within the organization!

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## **ECC Donates to Zhivaga Fund for Ukraine Support**

European Customer Consultancy has pledged to donate 100% of the proceeds from our Udemy course to the Zhivaga fund in Ukraine. We kept our promise and matched the course revenue by a further 200 percent in donations.

Zhivaga Fund is a Pavlograd-based charity run by individuals. This town is currently relatively safe from the war, with 150,000 residents hosting over 15,000 refugees, including children and pregnant women.

They are dealing with extremely traumatic events, poverty, medical needs, and safety concerns. Oxana Zhivaga, the fund's founder, has collected and published 20 job postings in the last few days, distributed bedding to 70 families, provided

Washing equipment to 50 families, secured emergency medication for a pregnant lady, organized a clothing distribution center, and purchased chocolates for many very unhappy children. This would not have been possible without the generosity of citizens who shared their clothes, food, and household items. Many people buy whatever they can in local stores to give to refugees, but resources are limited. Small funds like Zhivaga provide targeted and immediate assistance to those in need and are very important for people who are in immense distress. You can help them in their endeavors by donating through Paypal or purchasing ECC CX Udemy Course! The proceeds will all go to the fund.

◆ PayPal: [eonium96@gmail.com](mailto:eonium96@gmail.com)

◆ ECC Udemy Course: <https://lnkd.in/ebFMp9ZD>

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## Events and Useful Resources

### Develop your personal brand as a CX professional

The UK Customer Experience Awards® is the original, largest, and most coveted customer experience accolade in the UK, and it's now open to entries. Don't miss out! Learn more here: 📌

<https://lnkd.in/dzmpQPA>

The International Customer Experience Awards™ is also accepting entrants with ground-breaking CX initiatives from around the world. Learn more here: 📌

<https://lnkd.in/eF2WwDu>

The Employee Customer Experience Awards™ is accepting new judges on board. If you want to strengthen your personal brand, be sure to apply as a judge: 📌

<https://lnkd.in/gTVFeSjV>

### CX Implementation Toolkit- project charter download

[Download the CX implementation toolkit project charter](#) template and start your CX agile transformation.