

# Customer Service as a customer experience engine

Kathy van de Laar, CCXP  
Managing Director  
EarlyBridge



**“People will forget what you  
said, people will forget  
what you did, but people  
will never forget how you  
made them feel.”**

**- Maya Angelou**



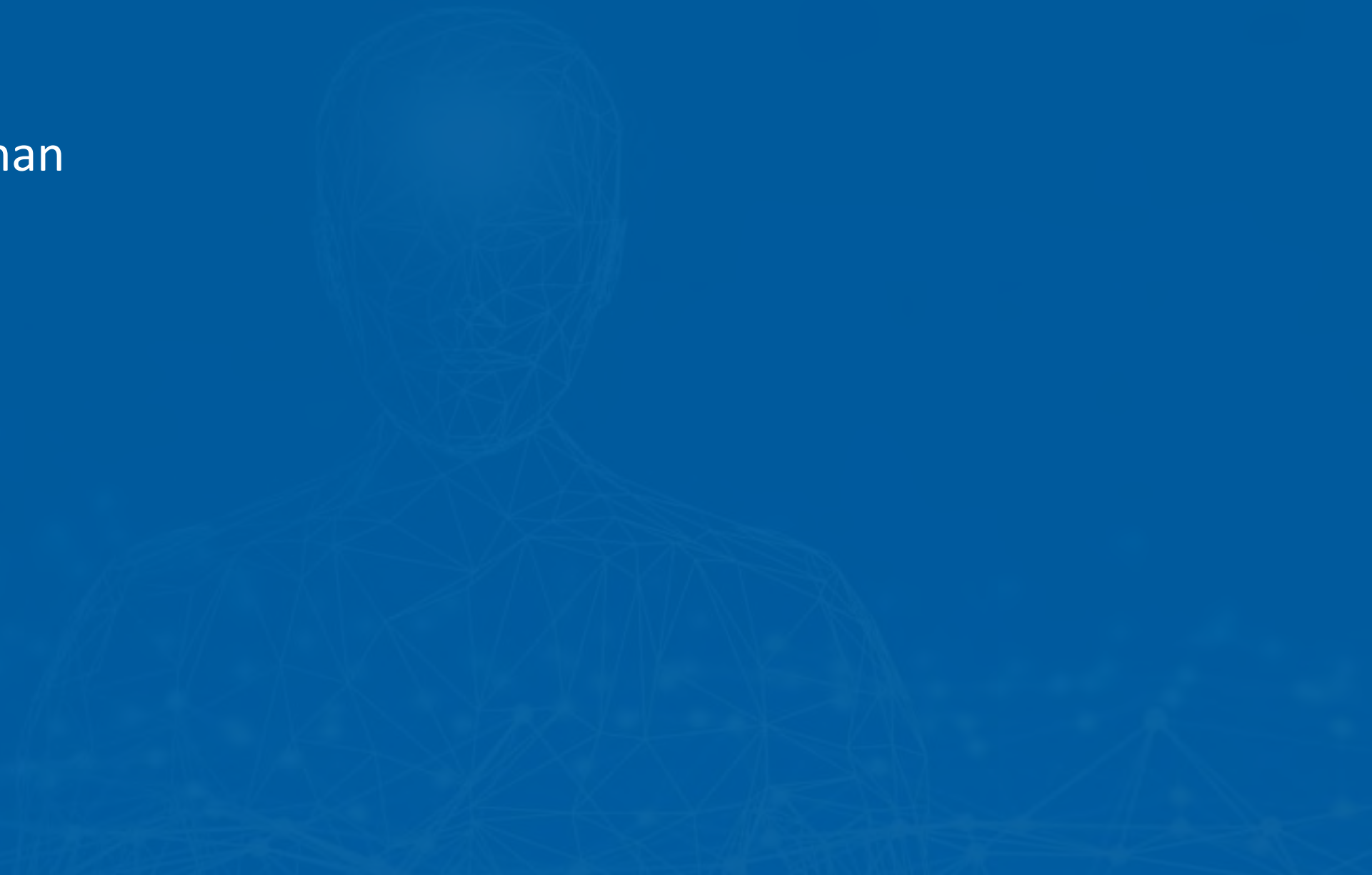



PASSION LED US HERE





Digital + Human



A hand holding a smartphone, with the screen reflecting colorful bokeh lights. The background is dark with vibrant, out-of-focus light circles in shades of pink, orange, yellow, and blue. The phone is a silver or light-colored model with a home button.

54% of Millennial customers  
prefer a 'rep-free experience'.

- Gartner



A close-up photograph of a brick wall. The bricks are reddish-brown with some lighter, weathered patches. The mortar is a light tan color. Several shadows of leaves are cast across the wall, creating a pattern of light and dark. The shadows are most prominent on the left side of the image.

'Care of one'



Actionable  
intelligence





*If you don't know where you're going,  
any road can take you there.*



THIS IS  
THE SIGN  
YOU'VE BEEN  
LOOKING FOR









## Tip 1

Create a shared  
ambition and engage  
and inspire your  
organisation through  
storytelling

DREAM  
BIG.







## Tip 2

Create 3 leading goals


1 customer goal

1 people goal

1 business goal





A rustic wooden ladder with a white-painted top rail and dark wood rungs is positioned against a light-colored, textured wall. A small, rectangular wooden sign with a black border and the word "IMAGINE" in bold, black, sans-serif capital letters is hanging from the top rail by a thin black string. The ladder's paint is peeling and worn, revealing the natural wood grain. The background wall has a subtle, mottled texture.

**IMAGINE**



## Tip 3

Frame the way you  
talk about your  
business from a  
customer  
perspective















Ready

Set

Let's do this!



An aerial photograph of a beach with turquoise waves crashing onto the shore, creating white foam. The text is overlaid on the image.

# ευχαριστώ

early**bridge.**

PEOPLE DRIVEN CHANGE



