

CX Fan Type

Getting Started

Customer Experience Internal Fan Types

One of the very first things you must understand as you start your internal CX journey is segmenting the types of fans you have within the organization. It is important to understand that multiple levels of CE enthusiasm exist within the organization. By recognizing fan types, it is possible to activate specific messaging in a deliberate manner.

Enthusiast



Belief: CE drives business growth and is important to the future of the company

Motivation: CE is the right thing to do, and it impacts my ability to perform well

Messaging Consideration:

- You are the example, and we look to you to lead
- You have the most experience and can show the rest of the company how to deliver great CE

Casual



Belief: CE can help and will do no harm if incorporated into daily activities

Motivation: Why not join? CE is generally a good thing to do

Messaging Consideration:

- You lead by example and can make an impact
- By focusing on the customer, you are moving yourself and the company forward

Fair Weather



Belief: Not sure how CE helps the company or is related to job

Motivation: Apathetic to CE but willing to join in if value is demonstrated

Messaging Consideration:

- Many people rely on you to make each experience meaningful
- Future success is dependent on you and your daily work

Detractor



Belief: CE prevents me from doing my job

Motivation: CE isn't a priority—in fact, it prevents me from succeeding

Messaging Consideration:

- CE is the ultimate end result of your job, whether or not you touch the customer directly
- CE is here to last, so it's better to be on board

Contact us at strategy@cmgpartners.com

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