

Even with Leadership Buy-In, CX Implementation Doesn't Always Happen



Increasingly, senior leaders regularly and consistently talk about the importance of customer experience (CX) to all employees. They're also more vocal and hands-on about making customer experience a priority than they were in 2016. However, leadership support hasn't been strong enough to trickle down to managers and employees yet. Managers struggle to translate CX strategy into their employees' goals, priorities, and daily work, and employees don't have the empowerment, knowledge, or abilities to deliver the desired customer experience.

→ **Steps you can take to better implement CX at your organization:**



- Help employees at all levels of the organization understand the importance of CX
- Engage and empower employees by translating CX strategy into their goals and daily work priorities
- Connect the work of back-office employees to their impacts on the customer experience



E Source fields its Customer Experience Survey every two years to help you compare your CX efforts to those of other utilities. We poll utility professionals from across the US and Canada on the CX business case, CX strategy, staffing and budgets, journey mapping and personas, and more.