



Customer Experience Council In 2013

Dedicated To Your Success In 2013

Membership in the Forrester Leadership Boards recognizes your responsibility as a thought leader and is designed to help you save time, make research-based decisions, and drive innovation through:

- **Facilitated problem-solving with your peers.** As a Customer Experience (CX) Council member, you're part of a trusted global community of customer experience leaders. Forrester proactively organizes and facilitates ongoing, in-person member meetings as well as one-on-one member connections designed to tackle your most pressing business challenges.
- **A dedicated advisor for personalized support.** Each member of the Council works with a dedicated advisor to solve his/her key business problems and maximize his/her success.
- **Individual maturity assessments.** Using our customer experience maturity model, Forrester will work with you to assess your current practice, understand your desired future state, and use those results to help you maximize your membership.

The Customer Experience Council's 2013 curriculum is designed to position you — and your company — for continuous evolution that will form the basis of sustained competitive advantage.

Top Challenges For 2013

Members' challenges drive the Council's agenda throughout the year. The challenges that CX Professionals face include:

- How can I map the customer journey and CX ecosystem to uncover the root causes of CX problems?
- How do I get executive support and adequate resources to meet my organization's key CX objectives?
- How do I develop a CX strategy?
- How do I advance my organization's CX maturity in the disciplines of customer understanding, strategy, design, governance, measurement, and customer-centric culture?
- How do I improve the customer experience, transform my organization's culture, and sustain the CX transformation?
- How do I track improvements from our CX program to ensure that we're driving business results?

2013 Focus Areas

The Customer Experience Council dives deeper into major challenges that members face through member-driven focus areas, which will accelerate successful outcomes or solutions to key business problems. The focus areas for 2013 include the following:

- Define the intended experience based on the overall company strategy.
- Ensure organizational understanding of what customers want from experiences.
- Consciously design the customer experience using known best practices.
- Enact a governance structure in which experience is proactively monitored and managed across the enterprise.
- Take steps to create and maintain a customer-centric culture.
- Consistently measure customer experience quality and use data to drive continuous improvement.



2013 Events Calendar

SUMMER

July

24 CX Innovation Webinar

Ongoing Advisor & Analyst Calls

August

15 Customer Understanding Discussion Group

Ongoing Advisor & Analyst Calls

September

10 Engage Partners To Deliver Unified Customer Experiences Discussion Group

25 Governance Discussion Group

Ongoing Advisor & Analyst Calls

AUTUMN

October

1 Measurement Discussion Group

9-10 Customer Experience Forum 2013 West, **Los Angeles**

29-30 Fall Member Meeting, **Denver**

Ongoing Advisor & Analyst Calls

November

5 Customer-Centric Culture Discussion Group

18 EMEA Member Meeting, **London**

19-20 Customer Experience Forum EMEA, **London**

Ongoing Advisor & Analyst Calls

December

9 Strategy Discussion Group

17 Measurement Discussion Group

Ongoing Advisor & Analyst Calls



Sample CX Council Member List

The following organizations have one or more members in the Customer Experience Council:

| | | |
|--|---|---------------------------------|
| AAA Mid-Atlantic | British Columbia Lottery | Fifth Third |
| AAA NCNU | BT | Fuji Xerox |
| AARP | Business Development Bank of Canada | General Services Administration |
| ACT | Cablevision | Gordon Food Service |
| Allianz | Camelot | Guthy-Renker |
| Ally Financial | Capital One | Harvard Pilgrim Health Care |
| American Eagle Outfitters | Caterpillar | HCSC |
| American Express | Chicago Mercantile Exchange | Health Net |
| Amerigroup | Chico's | HealthNow |
| Amica | Church Pension Group | Hertz |
| Amtrak | CIBC | Highmark |
| AT&T | CIGNA | Hilton |
| Audi | Citi | Hospira |
| Avaya | Citrix | Humana |
| Avis | Commonwealth Bank of Australia | Hydro One |
| AXA | Consumers Energy | Independence Blue Cross |
| Banamex | Country Financial | ING Direct |
| Bank of America | Cox Communications | Ingersoll Rand |
| Bank of Montreal | Crowe Horwath | Insurance Australia Group |
| Barclaycard | CVS Caremark | Intesa Sanpaolo |
| BBVA | DBS Bank | Iron Mountain |
| Blue Cross and Blue Shield of Minnesota | Debt Management Services | IRS |
| Blue Cross and Blue Shield of Nebraska | DirectTV PanAmericana | John Wiley & Sons |
| Blue Cross and Blue Shield of Rhode Island | Discover Financial Services | KeyBank |
| Blue Cross and Blue Shield of South Carolina | Duke Energy | Kohl's |
| Blue Cross and Blue Shield of Tennessee | EasyJet | Life Technology Corporation |
| Bluestem Brands | Elsevier | Lloyds TSB |
| BP | Emblem Health | L'Oreal |
| Brady | E*TRADE | Macy's |
| Bristol-Myers Squibb | Experian | McKesson |
| British Airways | Export Development Canada | MDVIP |
| | Fidelity International | MD Physician Services |
| | Fidelity Personal & Workplace Investing | Medica |
| | | Medical Mutual |

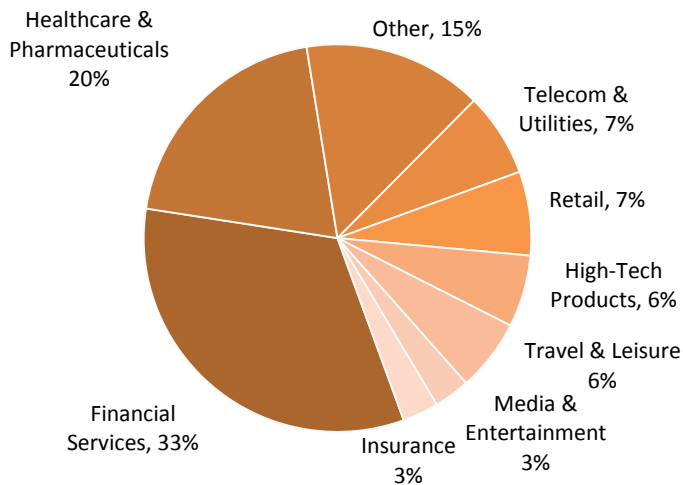


FORRESTER LEADERSHIP BOARDS

Customer Experience Council

- | | | |
|------------------------------|---------------------------------------|----------------------------------|
| Mercedes-Benz | The Regence Group | TeliaSonera |
| Merck | REI | Transamerica |
| MetLife | Rent-A-Center | Travelers |
| Mighty River Power | Rogers Communications | T. Rowe Price |
| Navy Federal Credit Union | Rosetta Stone | Tufts Health Plan |
| Newtown Savings | Royal Bank of Canada | Turkcell |
| Office Depot | Royal Bank of Scotland | United Airlines |
| OfficeMax | Royal Mail | United Concordia |
| OP-Pohjola | Sage Software | UnitedHealth Group |
| OpenText | Samsung | UPS |
| OptumInsight | Sanofi-Aventis | USAA |
| Penske | Schneider Electric | US Army Medical Research Command |
| Philips International | Scotiabank | Vonage |
| Pitney Bowes | Servus Credit Union | Waters |
| Presbyterian Health Services | SGL | Wells Fargo Advisors |
| Principal Life Insurance | Southwest Airlines | Williams Sonoma |
| Progressive | St. Jude Children's Research Hospital | Windstream |
| Purolator | Suncorp | Xcel Energy |
| Rambus | Sunsuper | |
| Raymond James | Target | |
| RCI | | |

CX Council Members (by industry)



| | |
|-------------|------------|
| B2C | 39% |
| B2B | 18% |
| Both | 43% |