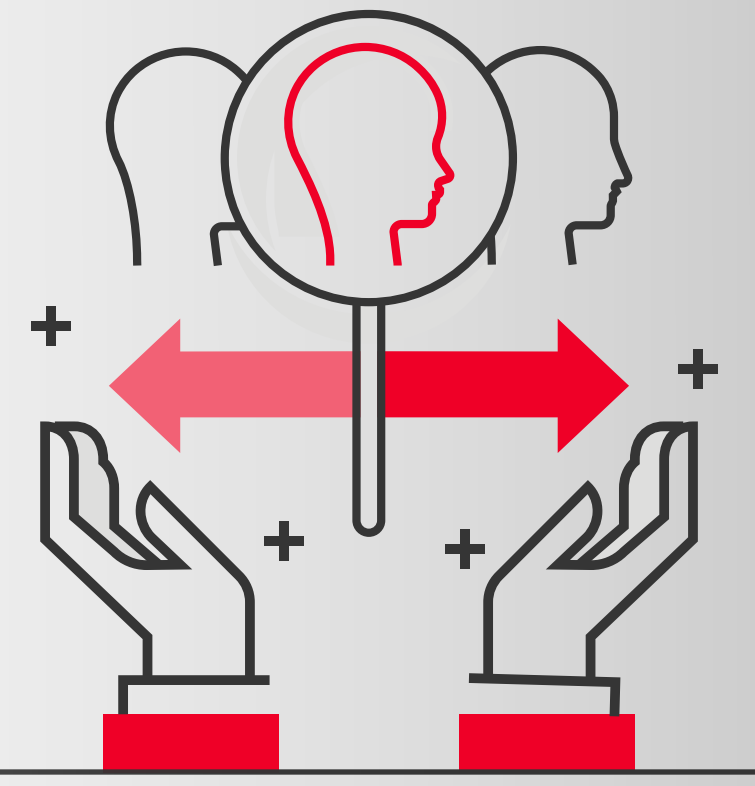


Humanize Customer Experience



It can be enticing to look at an organization's efforts through the lens of its technologies or processes, but those are just conduits to the ultimate objective: people. Since organizational success is driven by engaged employees and loyal customers, it's important to focus on the underlying needs and behaviors of these human beings.

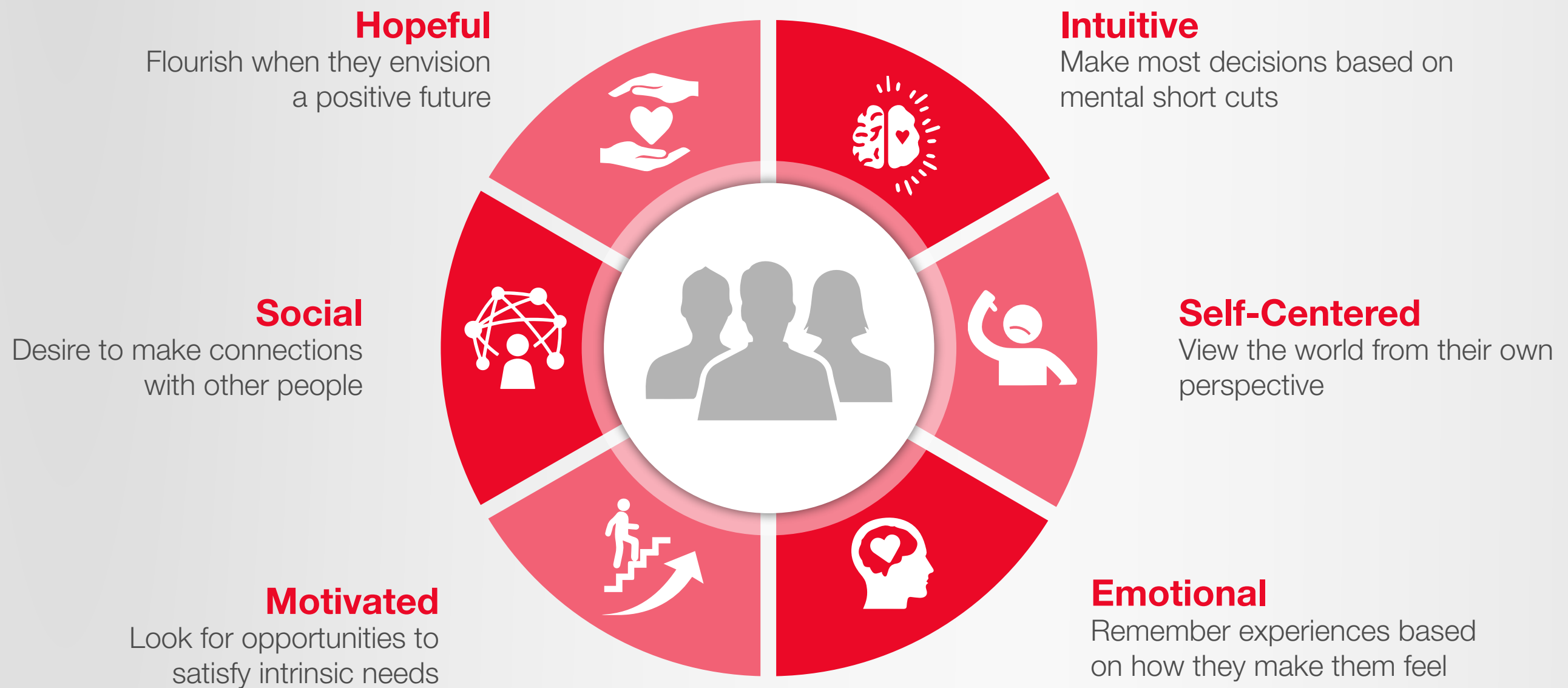
Temkin Group encourages organizations to **Humanize CX**, which it defines as:

Thinking about **people first** in every activity and endeavor



Six Components of Human Beings

In order to focus on the needs of people, it's important to first understand these key characteristics.



Three Principles of Humanize CX

These practices will enable organizations to put people first.

Act with Purpose

Although human beings respond to external stimuli like bonuses and coupons, they are truly motivated by the desire to find meaning in their lives. So we need to enlist people's commitment and loyalty by sharing the purpose of our efforts.

Create Positive Memories

What human beings experience is not what they remember. So we need to focus our energies on the moments that have the most emotionally significant impact on people.

Cultivate Deep Empathy

Dynamics within organizations tend to reinforce an internal and myopic perspective. So we need to break the status quo by proactively uncovering and satisfying other people's needs.

For more information, visit HumanizeCX.com

www.temkingroup.com

Copyright ©2018 Temkin Group