

# MOMENTOUS 2021

## Putting NOW CX Into Action

If we learned one thing from the past year, it's that a new era for CX is here, and that it's all about the NOW CX movement. As Simplr's MOMENTOUS 2021 virtual conference illuminated, the current moment represents a huge opportunity for consumer brands to win fans and drive revenue by embracing the NOW.

Want to get ahead of the curve and apply NOW CX principles to your own customer experience, support, marketing, and ecommerce operations?

**Use this worksheet to organize your thoughts and embrace NOW CX in your own business. →**

### Brainstorm in a Box

#### 5 NOW CX Idea Starters for Your Team

- 1 If we were mystery shopped tomorrow, where would we score well and where would we need to improve?
- 2 Which types of NOW Customers are we ignoring, frustrating, or missing altogether? How can we meet them in their moment?
- 3 Are we striking the right balance between human engagement and automated service? How do we know?
- 4 Should we revamp our metrics and measurement in order to demonstrate CX's value to the business?
- 5 What's actually holding us back from NOW CX excellence? If something is standing in our way or preventing our success, how can we fix or remove it?

### CX Translator Challenge

#### 5 NOW CX Idea Starters for Your Team

Can you speak your CEO's or CFO's language?

Pick three CX-specific metrics or concepts, and work as a team to translate them into other departmental "languages" within your business.

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# Your NOW CX Next Steps

Circle 3 areas that you commit to exploring, implementing, or improving within your CX operation. Have members of your team do the same, then talk about your selections.

CUSTOMER NEGLECT

NOW CUSTOMERS

GEN-Z EXPECTATIONS

LIVE CHAT

RFP 2.0 DESIGN

EMAIL RESPONSIVENESS

THE HUMAN CLOUD

EMPLOYEE EXPERIENCE

24/7 SERVICE

CONTACT CENTER EFFECTIVENESS

REVENUE-FOCUSED CX METRICS

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## Now CX Quick Guide

### What is NOW CX?

**A combination of people, technology and insights that allows you to offer the highest quality customer service across all your digital and social channels so that you can create loyal fans, eliminate neglect, and drive revenue.**

### With NOW CX, You Can...

- ✓ eliminate resource planning and forecasting
- ✓ make customer-first decisions
- ✓ achieve always-on engagement
- ✓ eradicate customer neglect
- ✓ improve customer satisfaction
- ✓ drive more revenue

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## Looking for More?

### Want to Explore?

Learn about the NOW CX era and see how simple it is to get started at <https://www.simplr.ai/now-cx>.

### Want to Connect?

Chat with the Simplr team about your unique CX opportunities and challenges by connecting with us today at [growth@simplr.ai](mailto:growth@simplr.ai).