10 Simple Rules of Engagement

Taking Customer Experience to the Next Level

Customer experience management or CXM is hard to do. It requires vision, a strategy, technology integration, good business models and above all a fully committed company culture. And while you’re busy doing all that, you can never lose sight of the end goal. If you want fully engaged customers, you’ve got to follow the rules.

How Cybera Can Help You

Cybera is a leading provider of secure, software-defined WAN (SD-WAN) solutions to the world’s top enterprises. We greatly reduce the complexity of rolling out your omni-channel plan, making it seriously simple to securely and rapidly turn up new applications that augment your customer experience. And we do this on your existing network.

Instead of complicated network maintenance and costly multi-box solutions, you can use our intelligent cloud to automate the security and performance of new applications your customers really want! Best of all, no IT or security experience is required—your personnel simply plug in our solution to have it running in minutes. The secret is out—Cybera is trusted by many leading brands! Find out more at www.cybera.com.

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The Rules

**Rule 1. Acknowledge your culture** (Then shake it up!)
Be brutally honest. Is staying in your comfort zone holding you back? If you envy the competition's innovation and agility but feel it's not your style, that should be a wakeup call. So take the leap but don't sweat it too much (that's what Rule 5 is for).

**Rule 2. Baseline your customers** (Then raise them higher)
Customer loyalty is fine but enthusiasm is much better. Where do your customers stand? Take surveys now—and take them often. Then do everything you can to raise the bar. Just remember, increasing customer engagement is your job, not theirs.

**Rule 3. Empower your team** (Then get out of the way)
While the executive team defines the culture, it's the front line employees who make it real. Few industries require as much high-touch interaction as the restaurant business. And only a fully engaged team can cultivate fully engaged customers.

**Rule 4. Revisit your data** (Then put it to work)
Innovation is not about replacing old systems with shiny new ones. It's about fresh thinking and imaginative execution. Chances are you already have a treasure trove of data. So make sure any new investments also take your existing assets to the next level.

**Rule 5. Stumble and fall** (Then learn what happened and fix it)
Failure IS an option when it's built into your culture. Avoidance on the other hand can be even riskier if not downright reckless. By its very nature, innovation includes risk and you can manage that. Besides even baby steps are a lot more fun than crawling.

**Rule 6. Expose your gaps** (Then fill them with strong partners)
You can't do it all and that's why like-minded partners are so valuable. Faster time to market, broader expertise, lower cost of entry. It makes sense. Sure it's hard to share your piece of the pie, but you're in the restaurant business. You can bake a bigger pie!

**Rule 7. Find all obstacles** (Then do an end run around them)
Okay, so you're in IT and marketing wants more technology for customer engagement. Your budget is small and so is your staff. Obstacles are not excuses. You can do more for less without adding staff. (Hint: managed services and SD-WAN are a great start.)

**Rule 8. Feel their pain** (Then remove the friction from the customer experience)
Even a loyal customer is not necessarily a happy one. So before assuming anything, put yourselves in their shoes and experience their pain. Then commit to making it better—much better. And don't ever stop. Trust us, they will notice.

**Rule 9. Learn the technology** (Then shop wisely)
Technology is THE tool for cultivating customer engagement. Keep in mind that security, app enablement, agility, scalability and TCO are just as important as features and performance. Take the time to determine what's best for you and your customers.

**Rule 10. Remember the goal** (Then retrace your steps)
Customer experience management is hard to do, so you have to continually remind yourself why you're doing it. Having highly engaged customers is a beautiful thing and as long as everything you do supports that goal, you're well on your way.