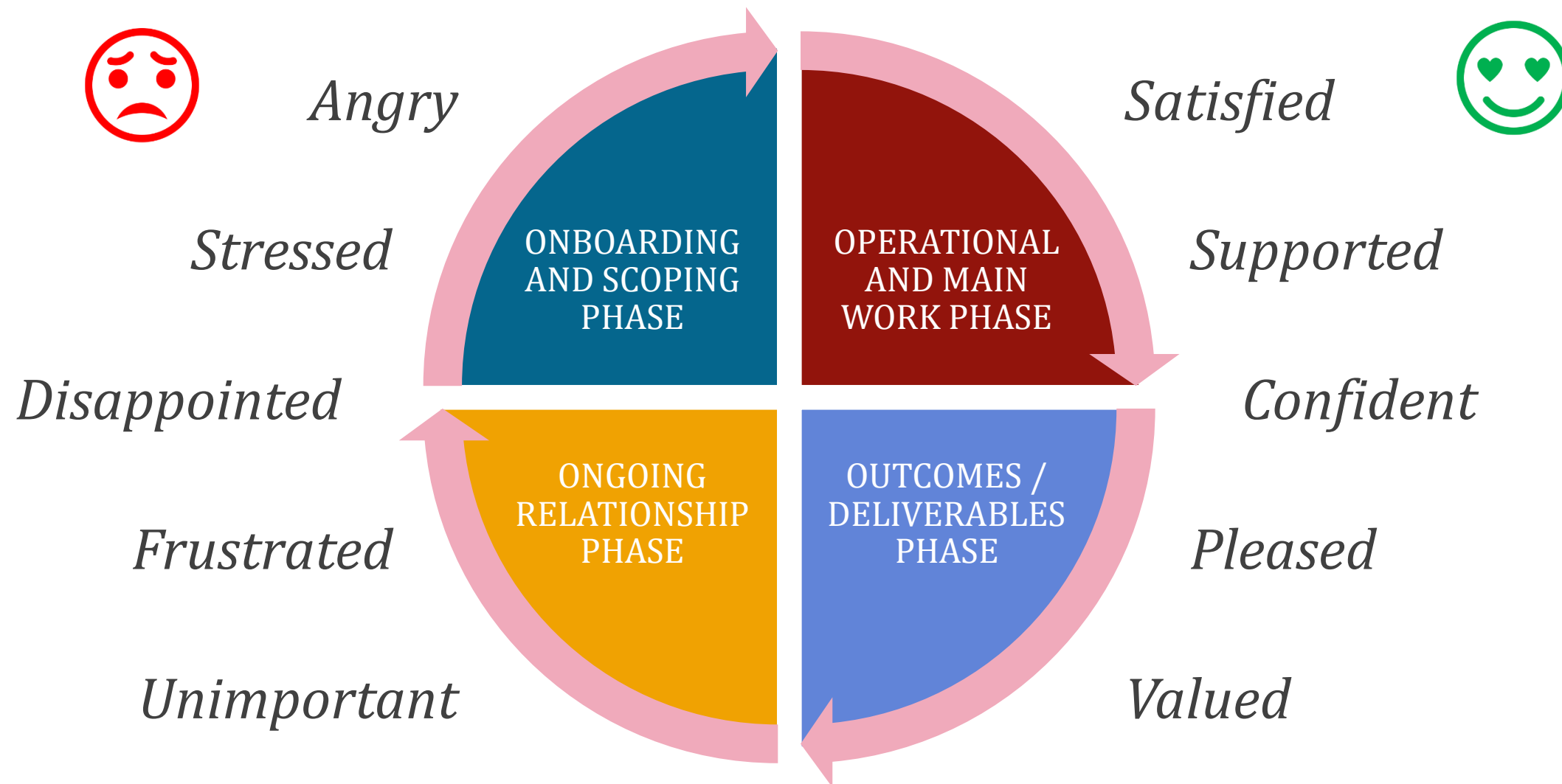


Season 1, Episode 4

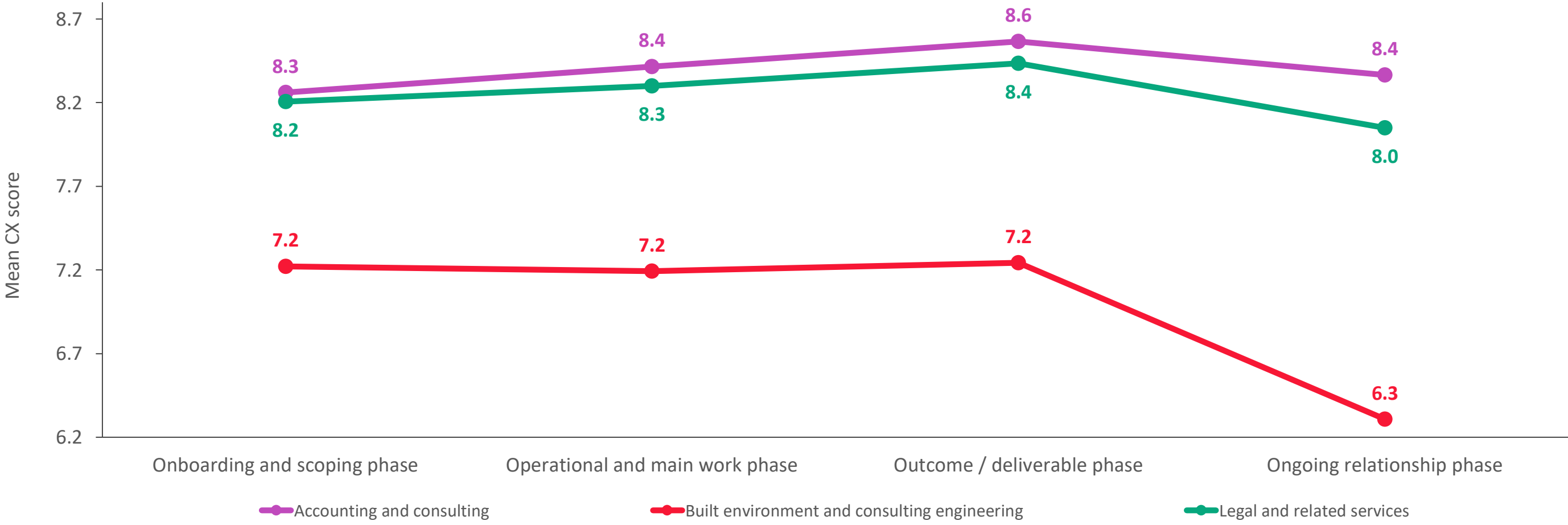
# HOW TO SUSTAIN SUPERIOR CX

Presented by **beaton**

# The client journey in professional services is cyclical. Clients feel emotions based on their experience

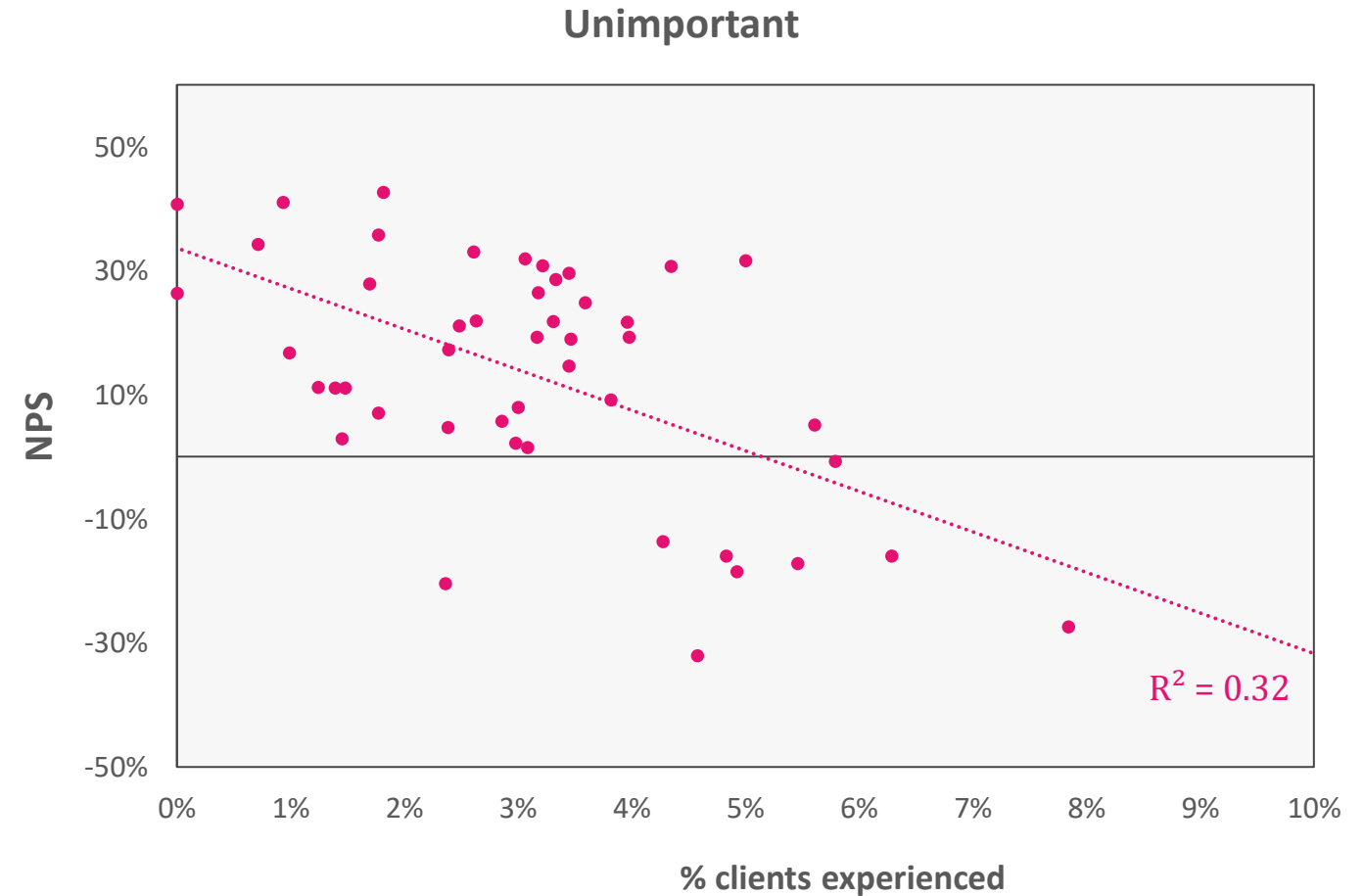
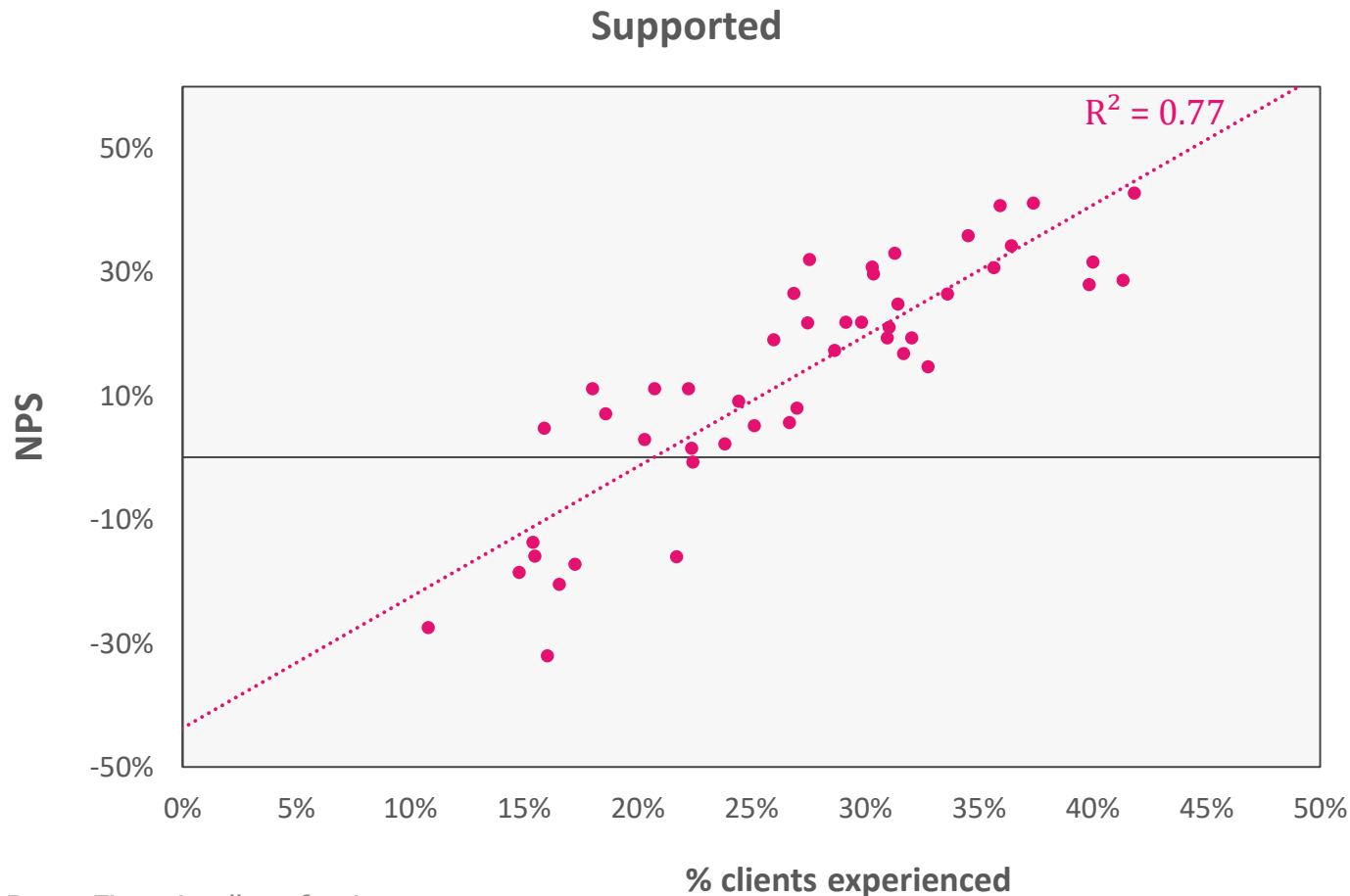


# CX varies at each stage of the client journey – Ongoing relationship has the lowest CX



Source: *beatoncompass CX in Professional Services Report*

# Clients will go out of their way to be Promoters or Detractors based on the emotions they feel

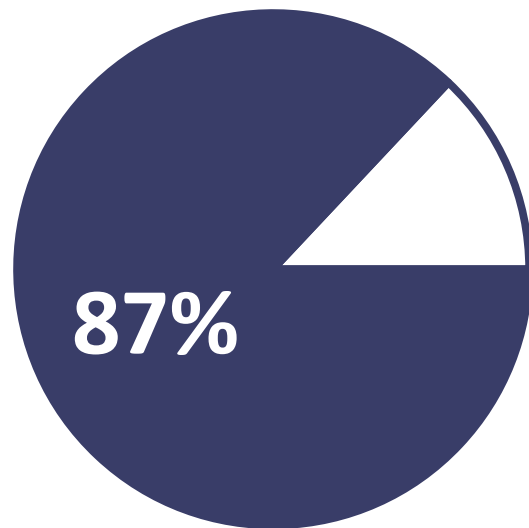


Base: Firms in all professions  
Source: **beaton**benchmarks 2021

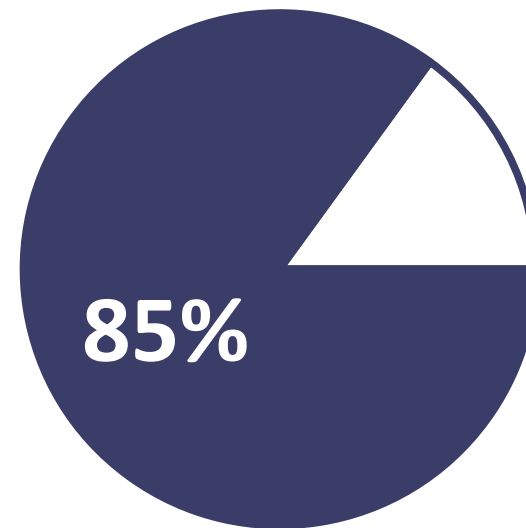
# How do you lead your people to “live” your values consistently?

Do clients believe that firms act in line with their stated values?

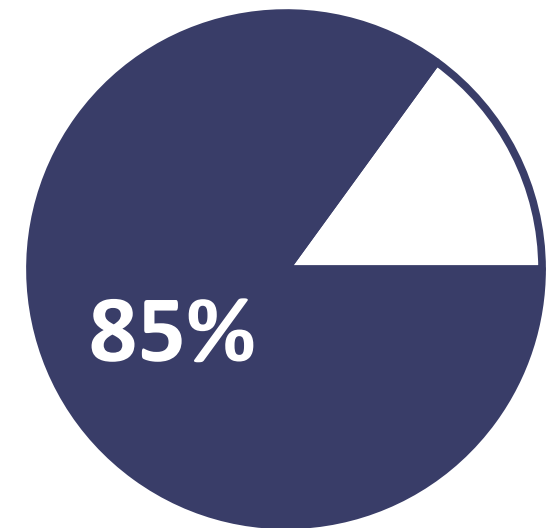
Accounting and consulting



Built & natural environment consulting



Law and related services



■ Yes □ No

# Three take-outs

1

Our client journey is cyclical.  
Ongoing relationship phase is an opportunity for CX differentiation.

2

Identify & remove moments of misery along the client journey.

3

Leaders need to actively engage with Culture to drive CX.  
Promote, Instil, Measure.

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