

Sage CX Day – Oct. 5th, 2016

A global framework for Sage CX Day celebrations



What is CX Day?



Hosted annually by the Customer Experience Professional Association (CXPA), CX Day is **“a global celebration of the companies and professionals that create great experiences for their customers”***.

At Sage, CX Day is an opportunity to **celebrate ALL colleagues and their contributions to our customers’ experiences** with Sage around the world.

It’s a chance to **kickoff the new year by sharing our Vision for CX in FY17**. A time for colleagues throughout the world to share how they contribute to the customer’s experience in their role. And of course, it’s a day to invite customer’s to share their experiences with Sage, to highlight customer stories from our Sage Listens program, and encourage colleagues to participate.

A chance to **be social and get vocal about Sage and our commitment to our customers** with Chatter (internal chat) & Sociabble (Social Media).

*Source: CXDay.org (CXPA)



Sage CX Day pillars



Vision for CX

As a global event in October, CX Day is a perfect opportunity for Sage and the leadership team to share the FY17 strategy for CX with all of our colleagues globally.

CX Day activities on social media and CXDay.org allows Sage to highlight our commitment to customers and establish ourselves as a CX leader around the world.

Engaged Colleagues

CX is everyone's responsibility at Sage. CX Day is a great time for colleagues to share their customer success stories and how they contribute to the customer's experience with the Sage brand.

CX Day communications and Chatter posts that inform colleagues about CX and how they can contribute will align all Sage colleagues with our customer centric values and strategic pillars.

Customers

We will leverage our **Sage Listens program** to bring our customers and their experiences into the heart and minds of our colleagues.

Hosting local in person customer visits and **sharing pre-recorded customer interviews will remind colleagues of why we are here.**



Source: Customer Experience Matters (Infographic)

Vision for Sage CX



As a global event in October, CX Day is a perfect opportunity for Sage and the leadership team to share the FY17 strategy for CX with all of our colleagues around the world. The global CX team, with representation from several countries, will provide a framework to be used to develop local CX Day celebrations in Sage offices around the world.



Sage CX Day – Planning

Global Framework



Summary – Global Framework



Vision	Engage colleagues	Customers
<p><i>Pre-event email (Global)</i></p> <p><i>Pre-recorded Kick-Off executive communication w/ CX strategy for FY17</i></p> <p>CX Day email and internal Chat / Social Media campaign (materials global+local) <i>#CXDay #Iheartcustomer #SageCustomers</i></p> <p>Mid-day pre-record message from leadership CEO</p> <p>Get vocal/social internal Chat & Sociabble global social media campaign <i>Dedicated CX Group for NA Social Media</i></p>	<p>CX Day communication thanking colleagues (Global)</p> <p>Internal Chat challenge « I am Sage CX » Customer Success stories on internal CX Day Chat groups in each country <i>Gather internal success stories</i></p> <p>CXPA « I ❤️ Customers (outlining activity) <i>Colleague selfies</i> <i>Selfie PDF emailed to all colleagues</i> <i>Photo booths in some locals</i></p> <p>CX Suggestion Box <i>On Chatter CX Group via # + Customer Wall</i></p> <p><i>Use common white boards and areas to post CX Day Material. Include decorations on key sites</i></p>	<p>Sage Listens (testimonials, posts, pictures, ...) <i>Sage Listens customer stories- Promotors verbatims selection / Customer Videos & Stories</i></p> <p>Local campus activity <i>Chatter activity – Customer success stories</i></p> <p><i>Customer Experience is... (wall)</i></p>

#CXDay #Iheartcustomers #SageCustomers #LifeAtSage

I ❤️ Customers Selfies – October 5th



PDF sent to all colleagues, including remote. Colleagues will be asked to fill out Customer Experience is... section, take pictures with their print out, and post to social media using designated hashtags.

Pictures will be shared on Internal Chat & social media

Colleagues + leadership team (Photo booth(s) @ some locations)

CXDAY.ORG
i❤CUSTOMERS
Customer Experience Day ● October 5, 2016

Customer experience is:

sage



Reward CX Champions



Up to regions to share in manner that best suits their country (*note: Remind all colleagues that everyone at Sage is responsible for CX, regardless of role*)

→ Reward 3 CX Champions

- 3 Random winners chosen in each country from colleagues who have posted an I ❤️ Customers Selfie using designated hashtags.

→ CX Improvement Idea

- Colleagues to begin posting improvement ideas as soon as the CX Day Chat group is created for their country
 - “How can we/you improve the experience of our customers?” This could be an improvement to a process, a product, or even a work procedure.
- Suggestions will be evaluated based on the Sage Values and Strategic Pillars and a team of Sage CX professional will pick the TOP 5 suggestions for posting the week following CX Day so that COLLEAGUES can vote on a winner.

→ Hashtags list:

#CXDay #SageCustomers #CX SuggestionBox #SageListens #Iheartcustomers ...





Thank you