



# FUEL GROWTH FOR SERVICE AND CUSTOMER EXPERIENCES

INSIDE THE MIND OF  
**ADRIAN SWINSCOE**

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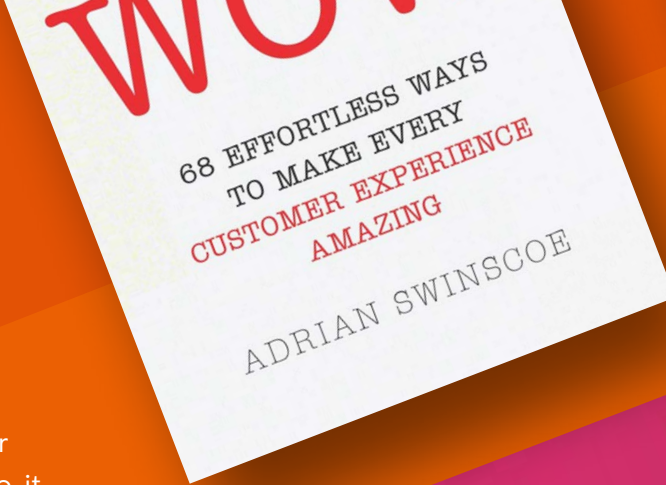


# Introduction

When it comes to creating compelling customer experiences in a dynamically evolving B2B space, it pays to think differently! As customer service and experience thought leader Adrian Swinscoe likes to say, today's customer experience market is starting to exhibit the same characteristics that progressive rock did in the 1970s: overly technical, too elaborate, and not focused on its audience.

Punk rock exploded out of the back of "prog rock" with its democratic, DIY, back-to-basics approach that inspired both a cultural and musical movement and change in mindset. And this forms the basis of his premise of a "punk rock" version of the customer experience in today's business world.

**Adrian shares his insights and innovative ideas in the customer experience (CX) space with us here, so enjoy learning about his version of "Punk CX!"**



# 1

**“What are we really willing to do to stand out from the crowd? Are we willing to „zig“ when everyone else is „zagging“?”**

**—ADRIAN SWINSCOE, BEST-SELLING AUTHOR & KEYNOTE SPEAKER**

## The Ins and Outs of “Punk CX”

On the music scene, punk was an attitude and a mindset, not necessarily an answer. It was an observation that stemmed from frustration about where things were at, and it was both an invitation and a challenge for people to go and do different things. If punk did one thing, it was to take a simple and direct approach to things. It’s memorable, impactful, and we’re going to recognize it and hum along 30 years into the future.

And that’s the analogy with the punk customer experience (Punk CX). Everyone has an idea of what it means to be punk, in their own space. Anyone can own it. So how can you harness your inner punk? In business, we get caught up in a herd mentality, where everybody does the same thing but expects different results. We say we want to be better, be lean, that we’re happy with failure and willing to take risks. But what risks are we willing to take to really stand out from the crowd? Are we willing to “zig” when everyone else is “zagging”?

# 2

## Don't Be Everywhere Your Customers Are!

Everyone says, "We should be everywhere our customers are!" But as the number of channels you're trying to serve your customers with proliferates, you don't necessarily get more investment or resources to cover those channels. You end up getting a lower resource-per-channel split, which means reduced service levels because you're spreading your resources way too thin.

Think about some of the biggest brands out there, like your Amazons and Apples, and ask yourself how many channels each of those brands serve their customers over. Think about Amazon: via the app, the website, maybe a smart speaker, and that's it! They're controlling the gates, saying 'this is where we're at, like it or lump it! We're going to be brilliant in these bits, and we're not going to be anywhere else.'



Apple's the same: website, phone, email, and retail. They're going to concentrate all their resources and smash it out of the park! And that's the thing they undeniably understand.

They have a deep understanding of people and customers. They're led by vision, strategy, and conviction. They understand that we will both pay for a better service and experience, but we will also travel for a better service and experience.

There's courage and bravery that comes from saying, "Here's where we are; here's what we stand for." When you say you're meeting your customers wherever they are, what you're doing is you're abrogating the responsibility for choice. Punk CX says don't get caught up in all the complexity. You just need to just pick one thing that's not working, make it better, and keep going.

**"When you say you 'meet our customers wherever they are,' what you're doing is you're abrogating the responsibility for choice. The more channels you have, you don't get commensurately more resources to cover those channels. There's a courage and a bravery that comes from saying 'Here's where we are; here's what we stand for!'"**

**—ADRIAN SWINSCOE, BEST-SELLING AUTHOR & KEYNOTE SPEAKER**

# 3

“We are too quick to jump into ‘fix mode’ when we have a problem. What Punk CX shows us is actually not to do most things, just get back to basics.”

—ADRIAN SWINSCOE, BEST-SELLING AUTHOR & KEYNOTE SPEAKER

## If It Ain't Broke, Don't Fix it!

With so many media and channels in play, we often feel like we have to excel in all of them. Rather, we should pick our battles and focus on what matters most. This is one of the biggest Achilles heels companies have with customer experience and branding.

Ask yourself what your experience vision is. What's your strategy for getting there, and how does that align with the support, enablement, and achievement of business objectives? Can you then take that and tell me what that means for your customers? Could you tell me a story about what happens to your customers now and what you expect it to be in the future? When you start to ask those questions, most people can't answer them! You have to have all this stuff nailed, and you must have a destination in mind. And with Punk CX, it shows to not go overboard and just get back to basics.

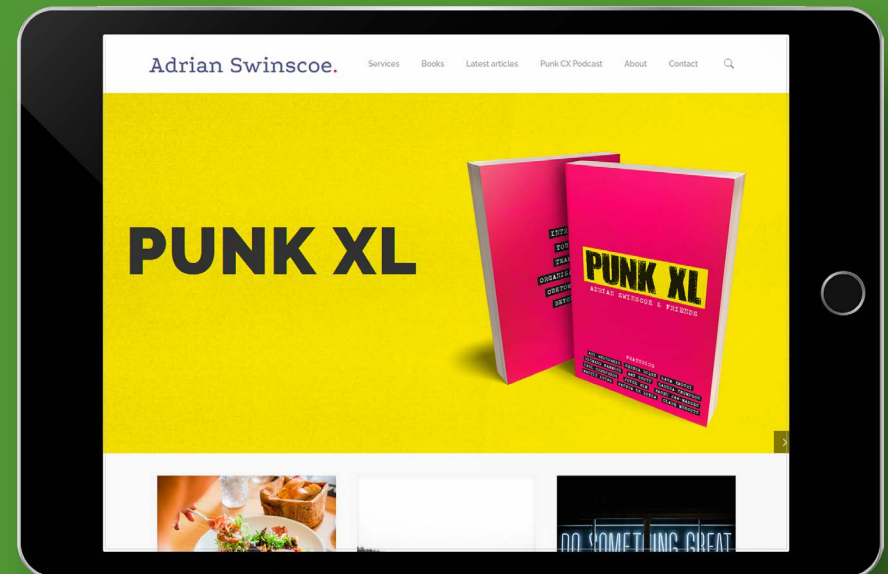
We're too often fixing things, demonstrably being active. Thinking and considering and understanding looks a lot like doing nothing, and Heaven forbid we be accused of doing nothing!

# 4

## Punk Experience Leadership (Punk XL)

It's no longer sufficient to talk about customer experience in isolation. To succeed, we need to think about experience holistically, especially if we are to deliver the outcomes and reach the heights we aspire to. I'm a fan of a systems-thinking approach, where everything is connected.

Customer experience is a function of several things, including employee or worker experience, which is all part of the connected ecosystem that supports the delivery of services. We need to think more holistically about this whole experience domain. It's the customer experience, the employee experience, the stakeholder experience, investors, community, and so on and so forth.







And there's also this "leadership experience." Managers were supposed to look after the employees, who were supposed to look after the customers. But no one looked after the managers, who are still suffering, feeling lonely, and stressed. The tectonic plates of experience are starting to move. It made me think that there's something more going on and that a bigger experience game is at play here.

**"We talk about brand leadership, market and tech leadership, but we don't talk about Experience Leadership. And that's Punk XL, standing on the shoulders of Punk CX. Everyone has the opportunity to lead, whether they're in a formal leadership position or not."**

**—ADRIAN SWINSCOE, BEST-SELLING AUTHOR  
& KEYNOTE SPEAKER**

# 5

**“It’s all connected, from employee experience (EX) to customer experience (CX). And that’s what SugarCRM gets right.”**

—ADRIAN SWINSCOE, BEST-SELLING AUTHOR & KEYNOTE SPEAKER

## Connected Systems and “Punk CRM”

It’s all connected, from employee experience (EX) to customer experience (CX). And that’s what SugarCRM gets right. If you have separate umbrellas where marketing, sales, and service are not talking to each other, then what are you doing? It’s a bit like having a chariot, with three horses in front, but they’re not all lashed together, going in different directions, and then you wonder why your chariot is going in different directions.

For service, remember the live channel still counts! 70% of interactions in the B2B space are via the support channel, and 40% of requests for support come from live channels (not self-service). It’s incumbent on the organization to equip agents with the tools, knowledge, and systems needed to respond to that inquiry as quickly and as accurately as possible. And you only get that when you have connected systems, data, and comprehensive knowledge.



# Attributes of Customer- focused Businesses

Data informs people, stories move people, and experiences compel people! People talk about being a data driven company, and we make data driven decisions, and that's great, but they should also be collecting and harnessing data to support that.

I wish people would go beyond their data, particularly when it comes to understanding their customers because we're not our data. Data tells us a story, but it doesn't tell us the full story. Data will inform people, but if we use stories to help us understand the context, then that's the thing that will start to move us.

The ones that go even further are the ones that go and experience their customers and get to know them. Despite their schedule, they make time to go hang out with the support department, or sit in a sales call, or get on the phone themselves and talk to people. Get your hands dirty! If you hear it first-hand how to solve someone's problem. You're going to feel that. It's like "Undercover Boss." But you need to do it routinely.



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# Interview with Prashanth Krishnaswami of Zoho



Show all

The killer combination: Customer success, happiness and the right technology – Interview with Prashanth Krishnaswami of Zoho

October 25, 2022



Adrian Swinscoe

The killer combination: Customer success,...

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Today's interview is with Prashanth "PVK" Krishnaswami is the head of market strategy and thought leadership for the CX product group at Zoho. Prashanth joins me today to talk



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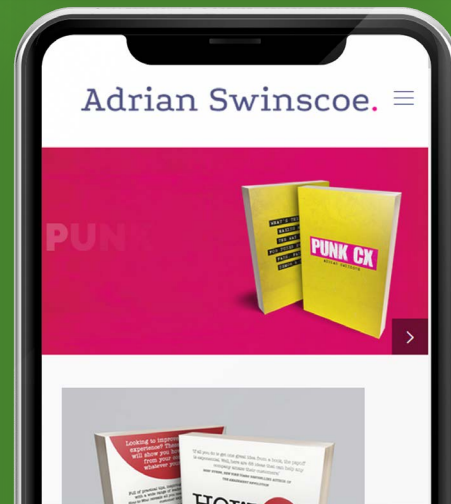
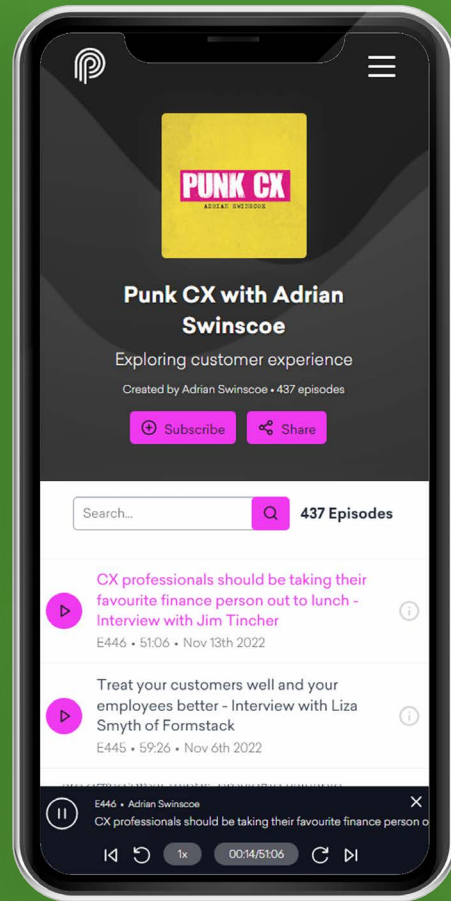
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About Me

Hi and thank you for taking the time to view my profile.

A little about me...I'm a huge fan of organisations that do great things for their customers and I've been helping many to achieve their own level of greatness for over 25 years now via consulting, writing, speaking, workshops and advisory work in the areas of strategy, customer service/experience, customer insight, marketing and business development.

# Punk CX



# Conclusion

Are you focused on what other people think? Or are you focused on driving better outcomes? The punk thing is not just about the organization, branding, graphics, but how you approach things.

You just have to have a different level of conviction. If you want to change something, you must be committed and deliberate. Leadership starts from an individual level and requires us to do different things, and there's a responsibility. If we want our people to do different things, we have to be willing to do different things too.



## About Adrian Swinscoe

[Adrian Swinscoe](#) is a regular keynote speaker at events around the world on customer service, customer experience and what it takes to really deliver a stand-out experience in today's ultra-competitive world. He delivers tailored workshops and seminars designed to enhance strategy, marketing, customer experience and customer service skills, and he helps established, open-minded, ambitious, service and growth-focused firms grow their businesses.

# About SugarCRM

Sugar Serve provides a rich, branded service experience for your customers and a powerful, easy-to-use, and intuitive console for your service agents. Providing all the information you need to resolve your customers' issues from a single screen, Serve eliminates blind spots and enables your support professionals to focus on creating customers for life. Speak with a representative today to learn more!

[REQUEST DEMO](#)

## Sugar Serve helps customer-oriented teams improve their support efforts by:

- Gaining a deeper understanding of current and future customer needs through AI, data, and analytics
- Housing all communication channels in one single platform to create a frictionless experience
- Leaning on AI-powered features to automate and support traditionally manual support tasks
- Quickly identifying problems before they become full-blown issues with powerful case tracking and dashboards