

# Why and How Customer Experience Needs to Change in the Digital Era

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Shanker Inc.**

LuxeCX: Customer Experience in Luxury

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# 20 Years Accelerating Sales Leading Global Brands

## Our Mission is to...

Close the widening gap  
between customers and sales  
associates by equipping  
retailers with the new skills and  
behaviors to stay relevant in the  
digital era.

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## Clients



# Global Reach

Shanker Inc. brings the highest international standards to sales teams and leadership.



Our capabilities to deliver programs across **30 countries** and in **17 languages** through SyNet

**High Net-  
Worth Clients  
are Radically  
Shifting**

Sales Associates are no longer  
customers #1 Influencer

**NOW #3**

# Why Change?

Technology has shifted the power to buyers

Don't need Sales Associates in the same way

Increasingly informed / confident

Won't engage without rapport

Reject old behaviors / skills

# Gap is Widening Between Customers and SA's



- Following
- Using robotic behavior
- Telling customers what they already know
- Product and story downloads
- Bombarding with questions
- Clichés: Isn't this beautiful?



# What's the Impact on Your Business

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- Customer narrative
- Store presentation
- Digital and Marketing Strategies
- Customer journey
- **Sales team effectiveness to deliver CX that distinguishes**

## 3 Solutions

### 1. Retail LuxeCX requires **Human CX**

How can you make a human connection when customers are increasingly building relationships with computers?



# STOP Pushing Customers Away



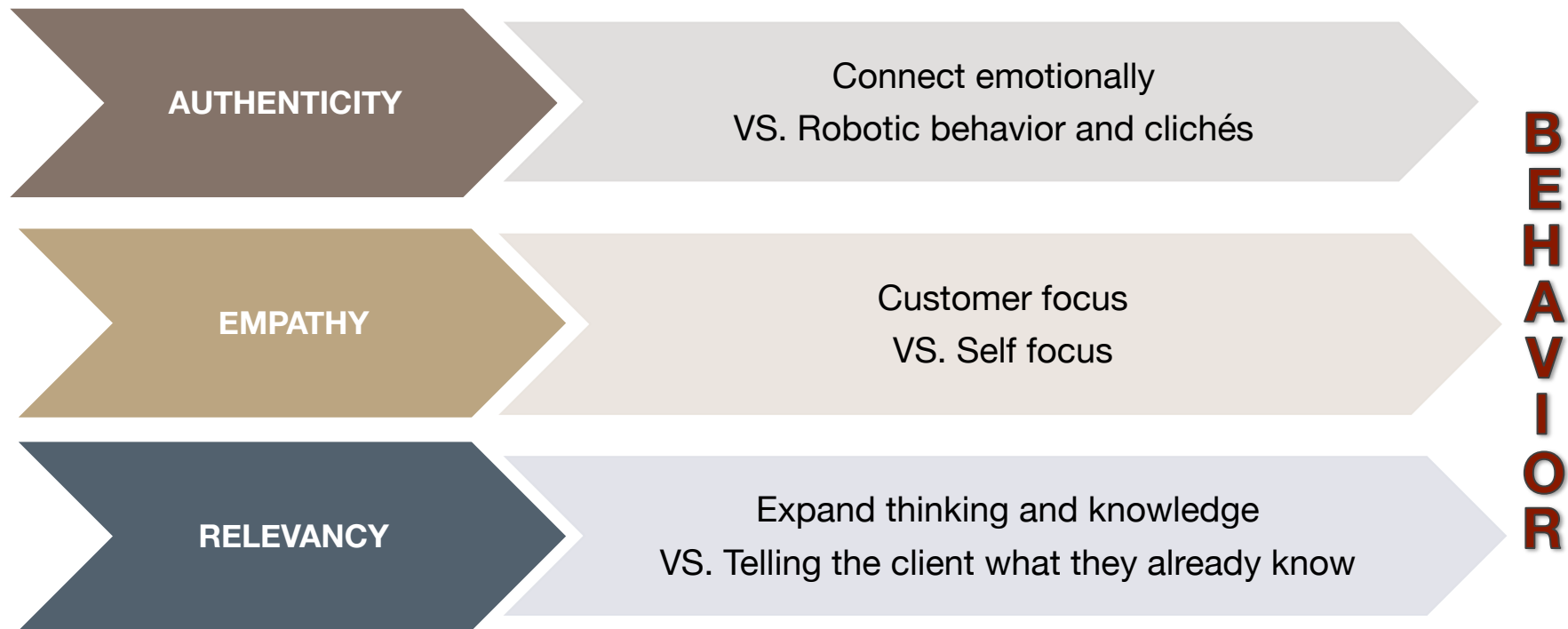
## OLD CURRENCY

- Product
- Information

## NEW CURRENCY

- Relationship
- Human Connection

# Human Connection Requires...



# Connect Emotionally

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## 3 Solutions

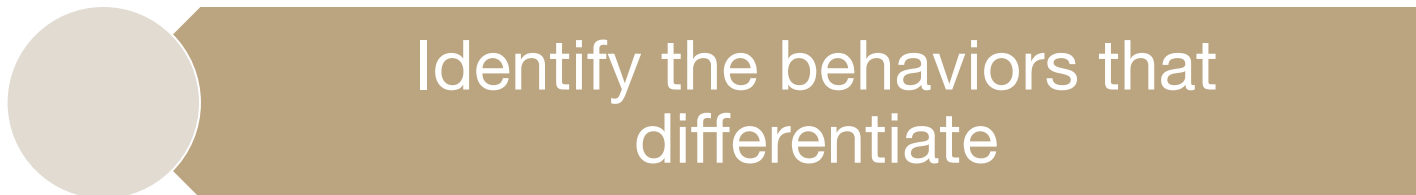
1. Retail LuxeCX requires Human CX

2. Retail LuxeCX requires **ValuesCX**

## 2. Retail LuxeCX requires **ValuesCX**



Values drive world-class CX



Identify the behaviors that differentiate



Values inspire -- not standards

## 3 Solutions

1. Retail LuxeCX requires Human CX
2. Retail LuxeCX requires ValuesCX
3. Retail LuxeCX requires **EmployeeCX**

### 3. Retail LuxeCX requires **EmployeeCX**



# Create a CX Culture

HumanCX

ValuesCX

EmployeeCX

Regardless of your role and responsibilities you can make a CX difference for ...

- Your company
- Your department
- Yourself



# Stay in Touch



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