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Leading Stellar CX

**Empowering
employees to
deliver
outstanding CX**



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Empowering employees to deliver outstanding CX

There is overwhelming evidence to suggest that empowered and motivated employees deliver better CX.

In fact, Genesys's State of customer experience report published back in 2025, used insights from over 5000 consumers and 700 CX leaders, and found that companies that prioritise employee enablement and empathy are 3.5 times more likely to achieve superior customer outcomes.

For anyone leading customer facing teams, particularly in larger organisations, offering a high degree of flexibility around customer fixes and interactions can lead to inconsistency, added cost, and in extreme cases, claims against the company.

The exact opposite of what good CX should deliver!

So how can team leaders introduce greater employee empowerment, with lower risk?

1. Clear Vision

Having a clear customer vision is essential. If you can't clearly articulate to your employees what exactly they are trying to deliver to the customer, then they will inevitably fill in the gaps themselves.

You must understand the end to end customer journey for your key target customer and create a promise that delivers best to their needs and wants.



Creating a clear vision

A clear customer promise, whilst being a simple statement in itself, will be supported by a number of principles, backed by sound processes, that can be followed by employees and measured. The vision is your translation to employees about how you will deliver that promise.

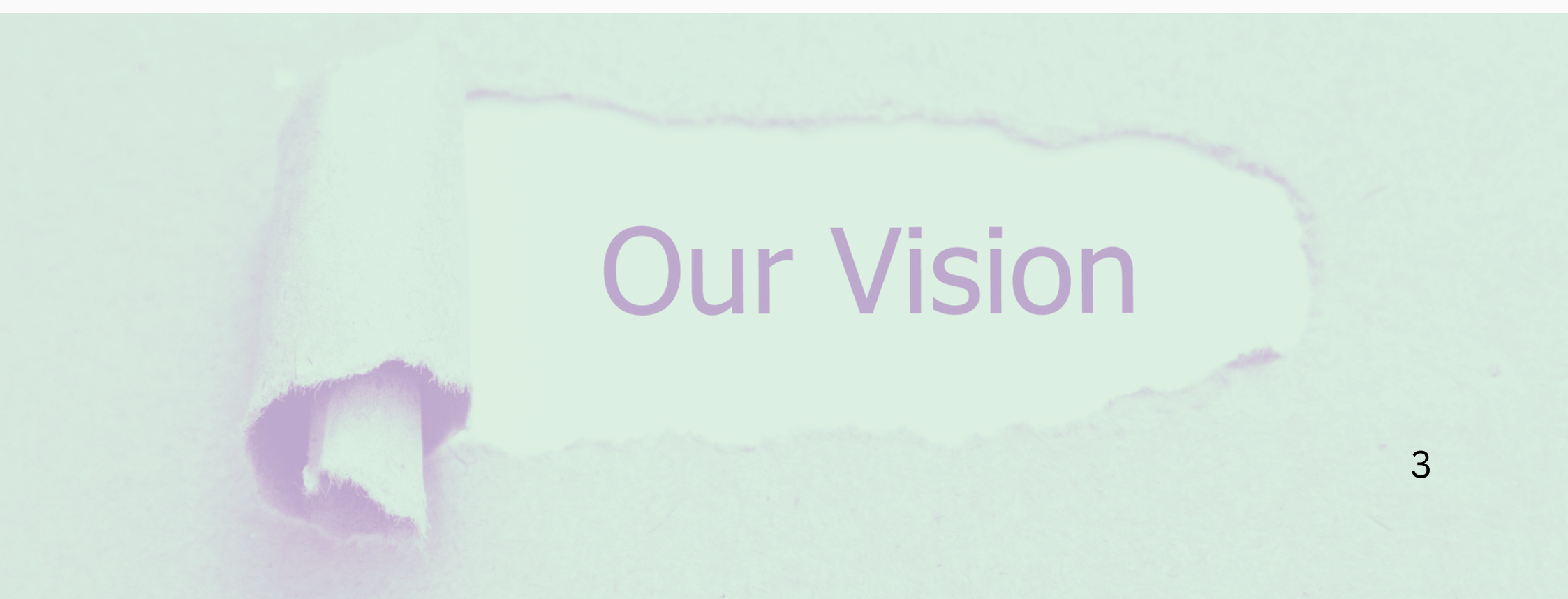
For example; if your promise to the customer is to be "The supplier with the largest range of products available within 2 days, with industry leading customer responsiveness."

You would design your internal processes to develop the optimum range of most required products for your specific sector, ensure sufficient stock-holding and logistical capability to deliver within the the window, and install an effective CRM system to ensure customer contact is dealt with quickly and efficiently, regardless of what point in the journey they require support or communication.

You would select a reliable metric for each sub-category of the promise, then share, review and act upon those metrics as a whole business.

This vision doesn't change when you empower employees.

What flexes is the employee's ability to deliver these promises.

A background image showing a hand holding a torn piece of paper with the text "Our Vision" written on it.

Our Vision

2. Clear boundaries

The important factor here is to have clear boundaries of which elements of the journey can be flexed to personalise the response to the customer needs at the time.

Work with your team to define what these boundaries are. Do they need a budget for problem fixes or a menu of thank you or apology gifts they can send out?

Can they expedite delivery or responses to customers to alleviate an issue, providing it meets certain parameters?

No one expects unlimited permissions to do as they please for customers.

However, they do want the space to be in control of a quick fix for the customer, or a relationship builder at the right time.



3. Remove unnecessary approval levels

Wherever possible, remove layers of hierarchy and approvals and allow the decisions to be taken immediately, within the set boundaries, at the front-line level.

Really strong customer relationships are built on authentic and mutually respectful interactions, and therefore scripting teams on responses will never work. Our customers spot this a mile off.

4. Train employees regularly

Train employees around the clear values and tone of voice that you wish to set for the brand and allow them to adapt the exact delivery to their own authentic voice. It's important to say here that recruiting the right individuals in the first place, with the right customer centric focus and commitment to excellence is vital of course!

5. Communicate continually

As always, communication is important for success. Employees must be able to feedback on progress, blockers and concerns without fear. Purposely create open and easy feedback loops and engage employees in finding resolutions to any highlighted issues.

6. Reward

Rewarding the right behaviours and performance is the best way to role model the values and culture that you wish to embed, so don't forget to celebrate success loudly!



About Stellar CX:



Gem Jones BA (Hons) CXAD (Dip) Stellar CX

Combining over two decades of business expertise and experience within large manufacturing organisations with formal CX learning, Stellar CX founder Gem Jones developed the Stellar CX Framework and Senior Leadership Programme to help businesses de-code CX and overcome the challenge of developing a CX strategy that is highly relevant, achievable and cost effective. We work with all kinds of businesses and sectors, as a trusted partner to help them maximise opportunities to grow customer loyalty, acquisition and lifetime value; driving long-term profitability.

Get in touch: Info@stellarcx.co.uk or select a call to suit your diary at: www.stellarcx.co.uk