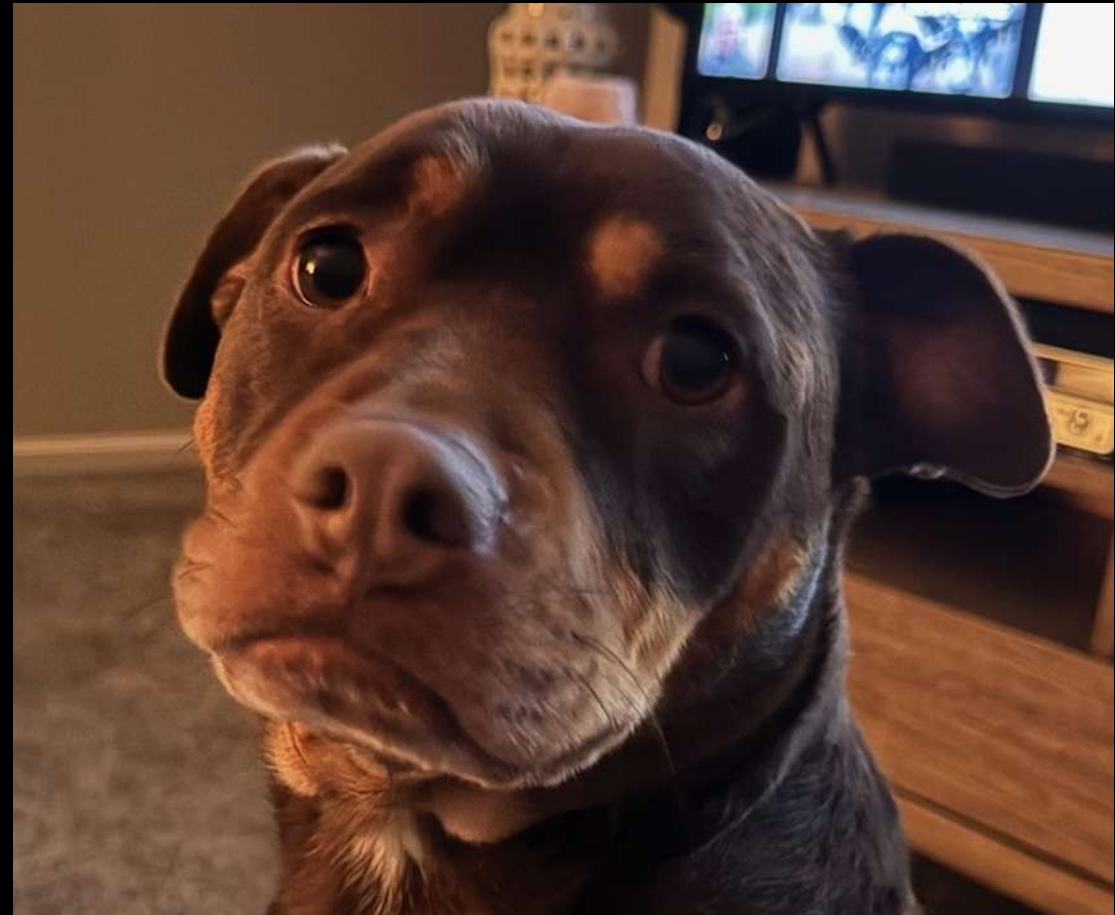# The CX and EX Paradigm

The next leap of faith for a BA

Shane De Silva

Who am I?

I'm a **BA!**
I analyse,
I question!

It's been 4 hours since I wrote my last requirement!

What are we going to cover?

- Start with a **Story**
- Look back into the **Past**
- Where we are **Now**
- Sneak peak into the **Future**
- **5** things to think about

WARNING!!

- This is not a "How to" type of presentation
- There is no flow chart or BA journey to a solution
- It's not correct
- It's just my opinion ☺

WT? are you talking about Shane?

So what is CX and EX?

CX
encapsulates everything a business or an organisation does to put **customers first**, managing their journeys and serving their needs

EX
companies and their people working together to create personalised, **authentic experiences** that ignite passion and tap into purpose to strengthen individual, team, and company performance

McKinsey & Company

WT? are you talking about Shane?

BAs need to take this leap

| System | CX | → | CX & EX | System? |
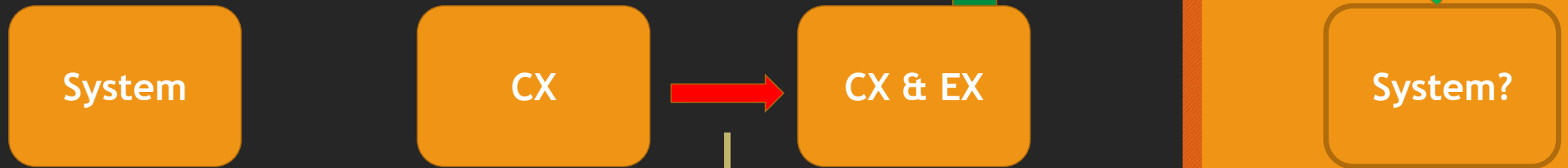
We are here
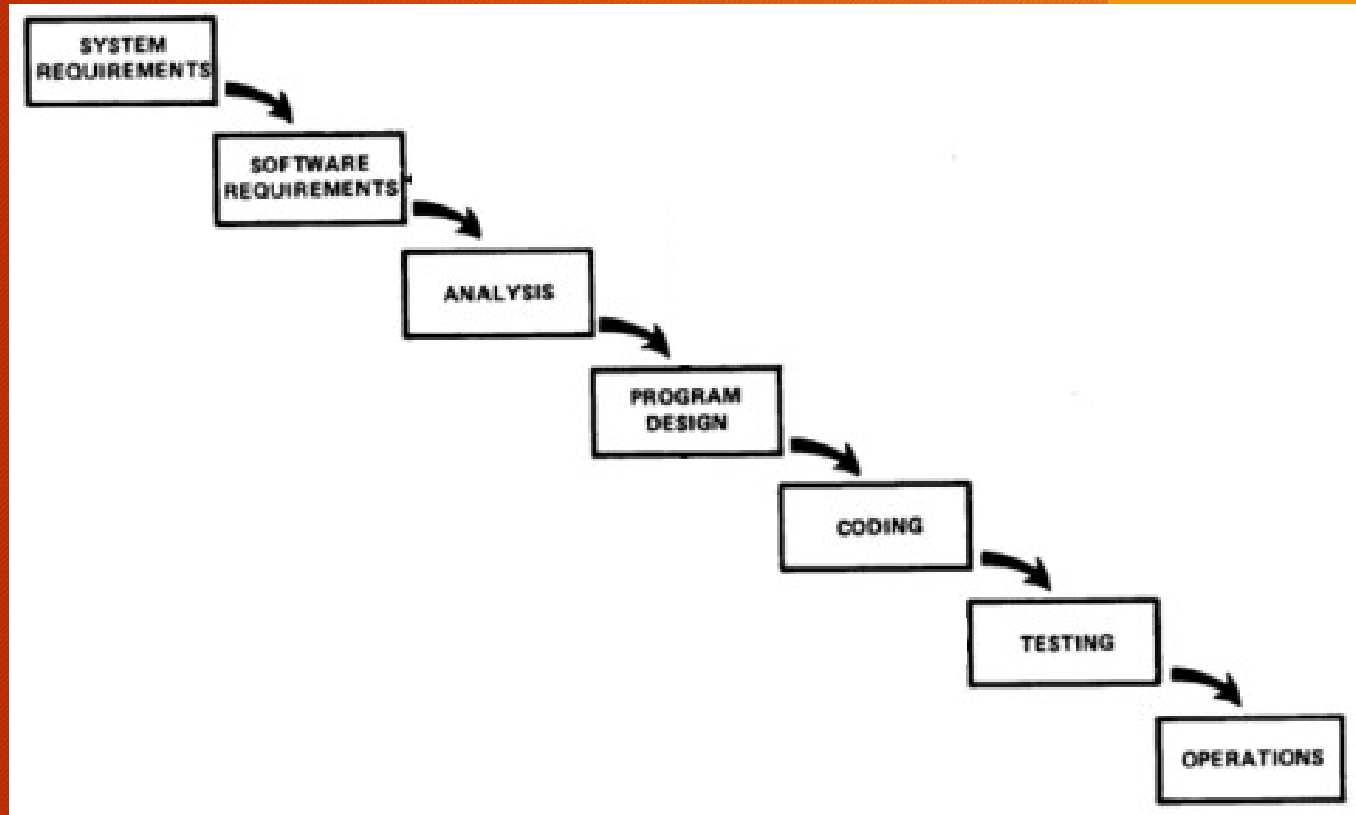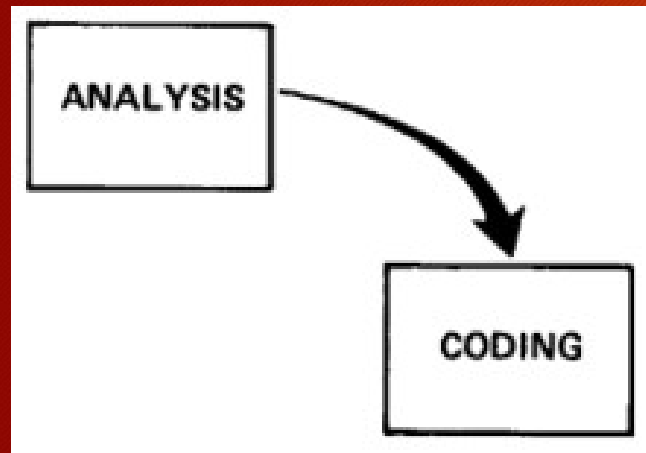
Ages ago   Today   Down the track

A Story

Winston W. Royce
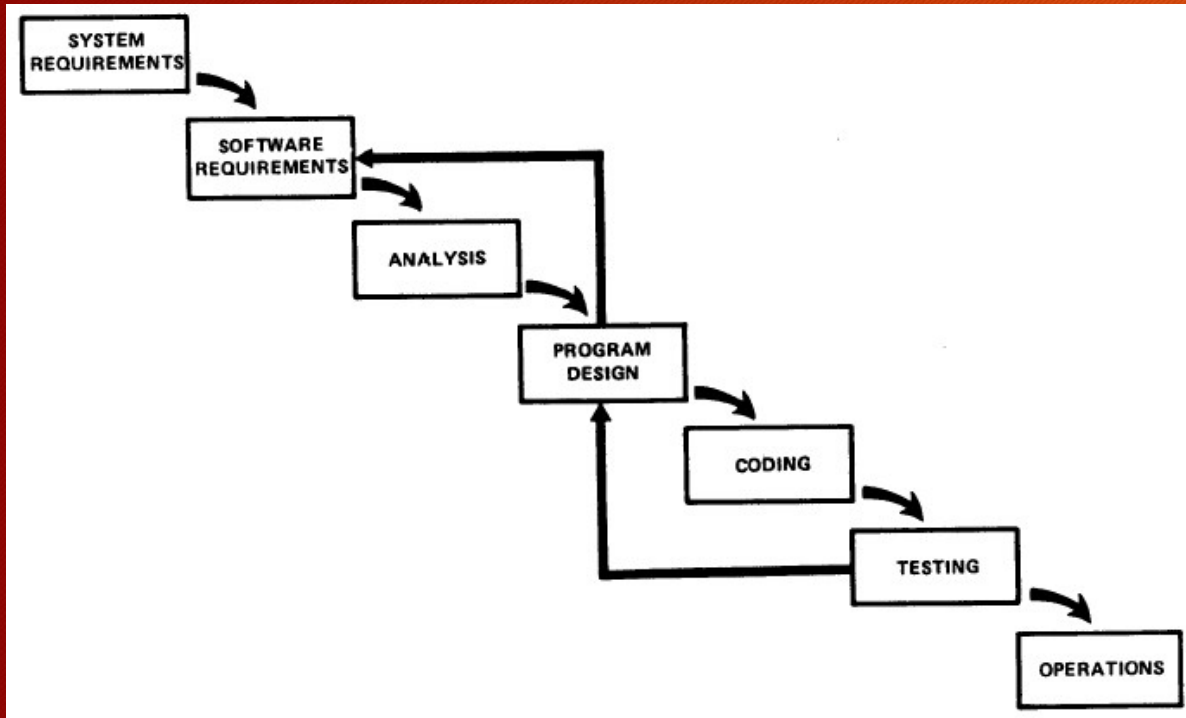Software Engineering
Manager

Claim to fame:
Develop software to keep a
spacecraft in Orbit

A "Waterfall" Story

An "agile" Story

This is not new!

Everything evolves!!

Even CX & EX ☺

A look back into the past

System

Remember when requirements were written as

"The System shall …"

Accessibility

FOCUS

Ironically it was describing how the user engaged with the system but from the **technology** perspective
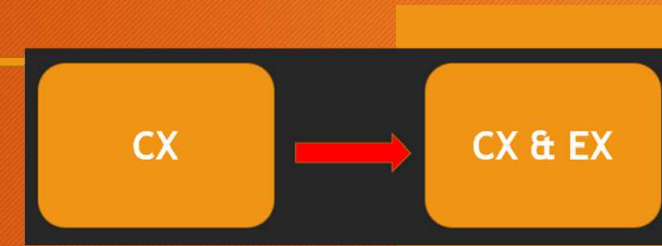
Where are we now

CX → CX & EX

Here comes the "Customer" and the User Story was born

KYC – AI, Customers, Employees, Suppliers

Does a happy customer mean a happy employee?

FOCUS

Moved to **WHAT** the customer wanted and **WHY**

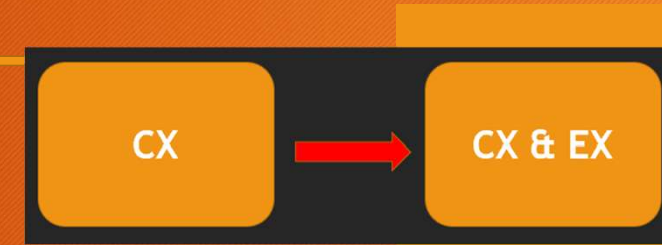## ...kinda!!

Where are we now

CX → CX & EX

Here comes the "Employee"!

What about the great resignation?

Does a happy employee mean a happy customer?

...kinda!!

FOCUS

Moved to **WHAT** the employee wants and **WHY** and **HOW** it affects the customer

Sneak peak into the Future

- CX and EX – Ying and the Yang

- Technology using Technology

- Complicated vs Complex

- Modern Operating Model
  Cost to Serve

Sneak peak into the Future

Moving from People using Technology to
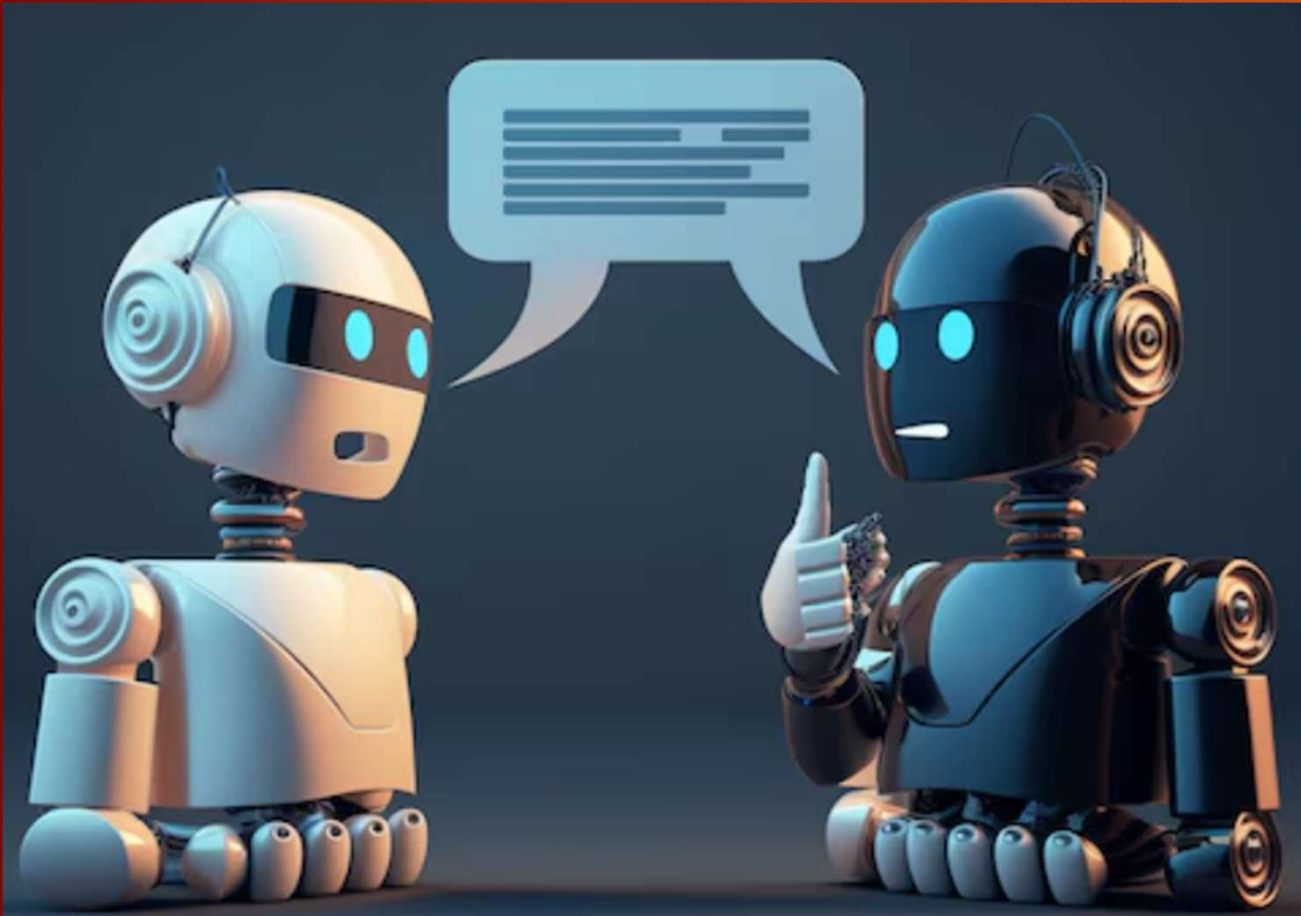## **Technology using Technology**

FOCUS

AI

Are we going back to "The System shall..."? ;)
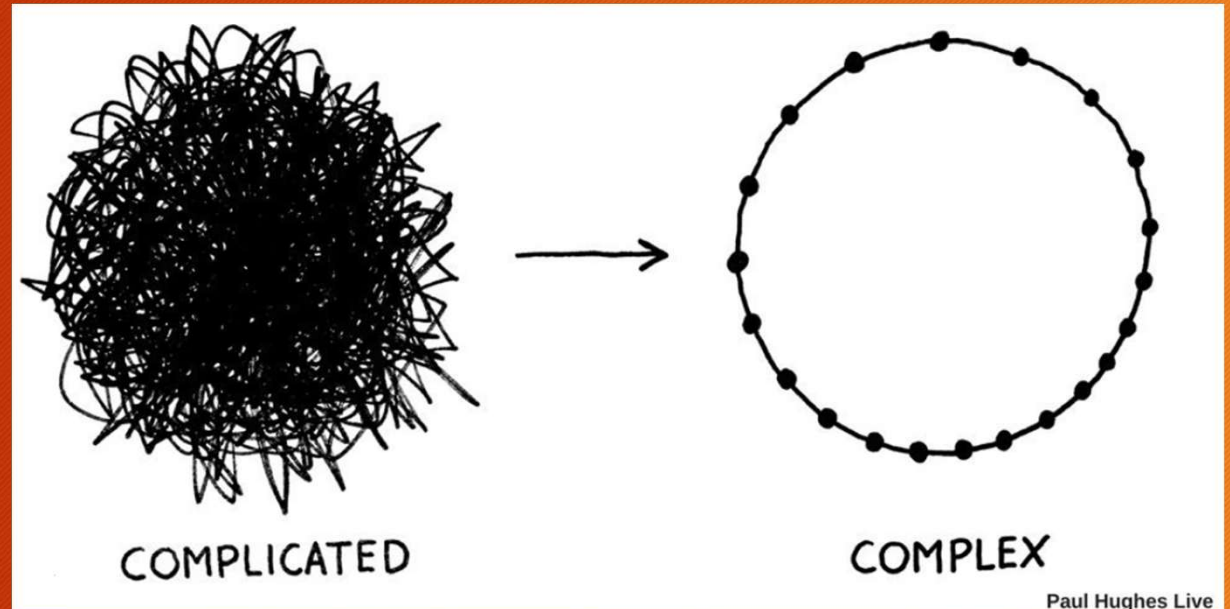
....kinda!!

Sneak peak into the Future

Requirements across
- Presentation
- Data
- Integration
- Security
- Platforms

The art of understanding Complicated vs Complex

COMPLICATED

COMPLEX

Paul Hughes Live

MOM – Cost to Serve

- **Cost to Serve Journey**

- **What is it?**

- **Why is it important?**

- **Considerations for calculating it**

Cost to Serve Journey

Acquire customers at any cost

Acquire customers at a known cost

Acquire customers at a reducing cost

Cost to Serve – What is it?

The total cost involved in providing a service
- **People**
- **Process**
- **Technology**

Cost to Serve – Why is it important?

- Add another dimension to your requirements (process mapping on steroids)

- Helps with customer segmentation based on profitability

- Balance cost and service levels to enhance customer satisfaction without overspending

How to calculate the types of Costs
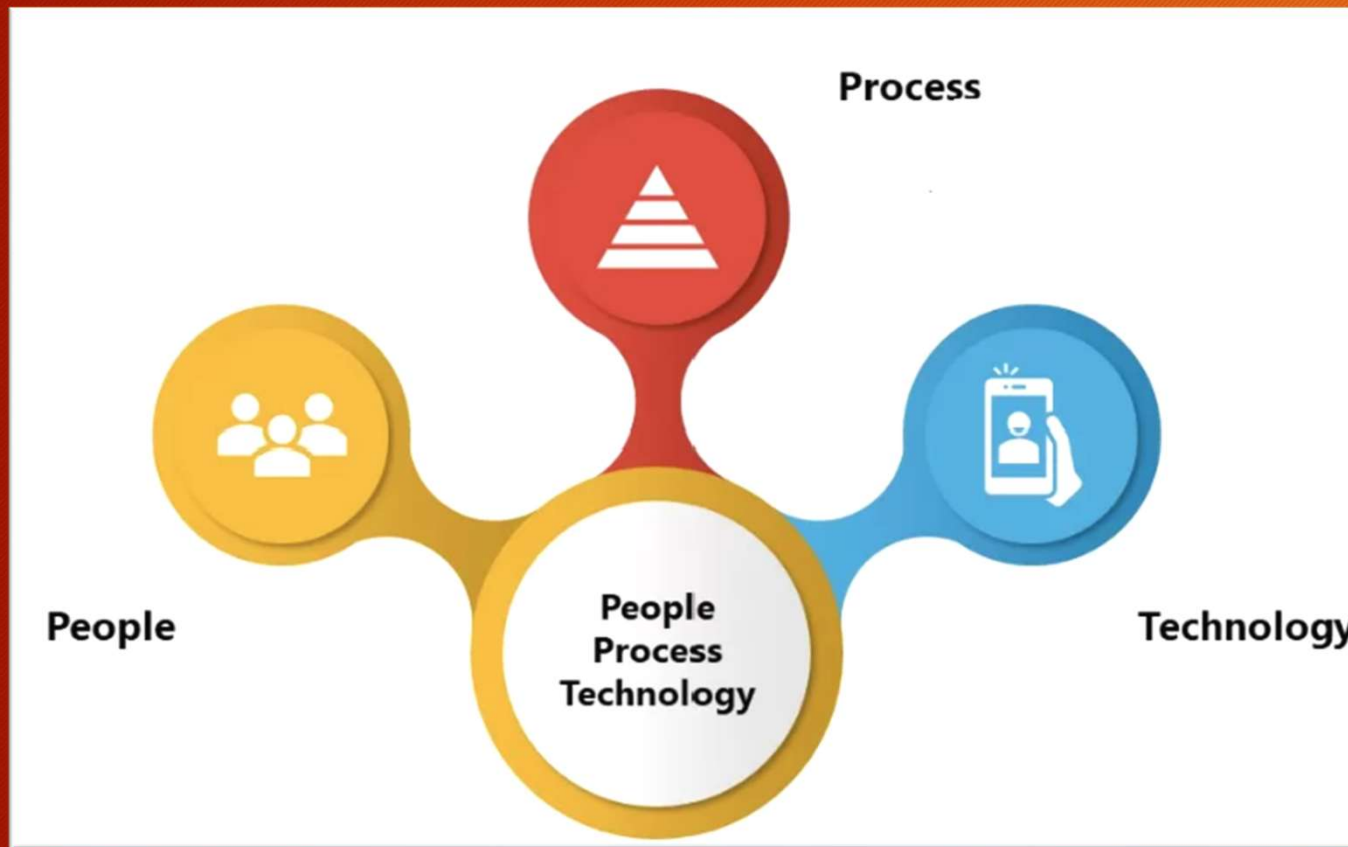
5 things to think about

1. There is a lot to learn from the Past (technology systems)

2. Look at the CX and EX journeys in unison

3. Don't lose sight of the cost of doing something

4. Simplify before transforming

5. Why, What, Who, When and How/Huh?

EMBRACE THE AMBIGUITY

Analyse and Question!

So, any questions…?