

Thou shalt not let customers down:

The 10 commandments of exceptional CX



At Ubiquity, we don't merely follow best practices. We refine them every day, guided by our "commandments." If we had to distill everything we know onto two stone tablets, this is what we'd say:

1

Anticipate customer needs and challenges.

Great customer experience (CX) starts with expertise and foresight.

2

Purpose-build new processes when needed.

Don't retrofit old methodologies.

3

Never let complexity obscure the need for authenticity and genuine concern.

Empathy lies in simplicity.

4

Get your people and tech in lockstep.

Understand employee needs before deploying new tools and train agents to use them to their fullest potential.

5

Don't just log feedback.

Use those data sets as constant catalysts for improvement.

6

Hire people who "get" your customers.

Mine your target demographic for ideal recruits.

7

Immerse agents in your world.

Give them a deep understanding of your products, services, and common customer pitfalls.

8

Don't over-rely on scripts.

Provide agents with the knowledge, tools, and power to solve problems on their own.

9

Give employees a reason to do their best work.

Foster a sense of ownership and pride in delivering great service.

10

Celebrate the wins, both big and small.

Let employees and customers know they are valued.



For real-life "parables" that illustrate how challenger brands turned customer experience problems into brand growth, consult our "Bible."

[Read the CX Bible](#)