Date: Monday 24th July, at 5pm
Participant: Tom from Stellar Elements (CX agency partner)

1.

Q: What's your role at Stellar?
A: VP of Service Strategy

2.

Q: What are your responsibilities in terms of CX? e.g., journey mapping, data analysis, journey visualisation, creating personalised experiences,
A: Strategy, design and research, software

3.

Q: What tooling do you use? Generally, and also specific to help with CX tasks.
A: PowerPoint, Miro, Jira, Dovetail.com for qual user research, Gartner, Forrester,

4.

Q: Your Goals: What are you trying to achieve in terms of CX? What are your goals?
A: 'Find and fix', find journeys with issues and prioritise them.

5.

Q: What problems are you trying to solve? What challenges do you face in trying to solve those problems? e.g., finding journeys, creating segments, multiple sources of data,
A: Customers say, 'We're getting lots of calls around a particular problem'. They want us to figure out how to fix, using qual and quant data. And identify all other journeys that have issues; prioritise and fix.

6.

Q: What CX tasks do you perform?
A: Talk to customers about friction (qual)

7.

Q: What are your CX KPIs and metrics?
A: CSAT, NPS, Revenue & growth, customer/user task speed and customer/user task ease at granular level

8.

Q: Do you use our product?
A: Not yet

9.

Q: What do you want to get out of using our platform?
A: Business and channel level analytics 'Join the dots' to find problems e.g., Connect Sankey (quant) with qual data, e.g., with links to research, on nodes, from Dovetail.com Feature candidate: a browser extention that allows them to add insights to a journey location, like jira's prod discovery extension.

10.

Additional notes:
Automate (or make easier) the process of connecting the quant data with the qual data. Qual data coming from dovetail.com. Adobe DXP integration – automate assigning cxid reference

How were you doing it before?
What challenges did you face?
How can we help?