

EX + CX = The Reality of Your Business



Scott Backer

Customer Experience Manager – Ziegler Companies

WM. H. ZIEGLER CO., INC.



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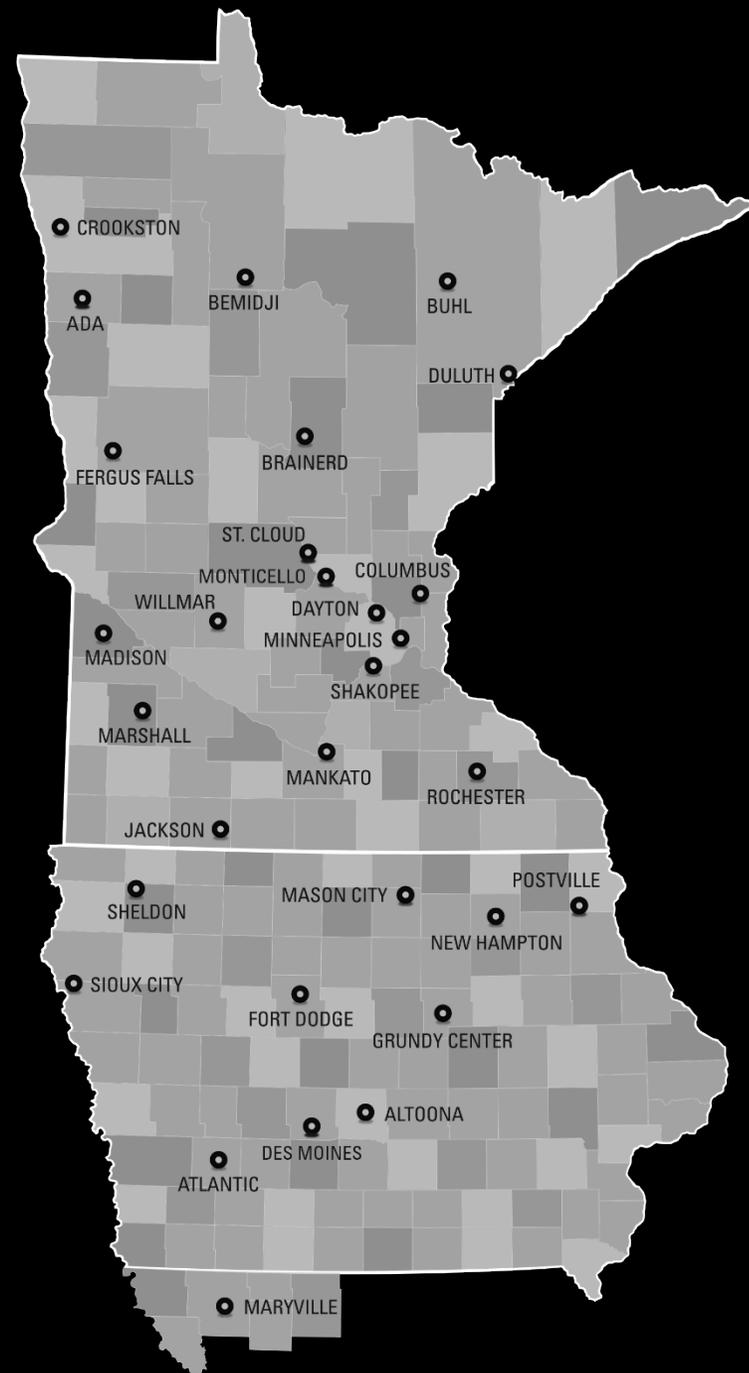
WM. H. ZIEGLER CO. Inc.
CATERPILLAR
TRACTOR SCHOOL 1926

DISTRIBUTORS OF





- **Established in 1914, by William Ziegler, in Minneapolis, MN**
- **Privately-held / 3rd Generation Leadership**
- **2+ States / 6 Divisions / 30 locations**
- **~2400 employees**





“From a customer’s perspective,
there’s one company and one truth
– and that’s their experience.”

- Charlie Godfrey / Genesys

EX is what a person **thinks** about the company, and how they **feel** about the work.

CX is what a person **thinks** about your company, and how they **feel** having done business with you.

-Shep Hyken





Customer

Field Service
Supervisor

Parts
Counter

Shuttle
Driver

Warehouse
Professional

Service
Advisor

Field Service
Technician

Customer

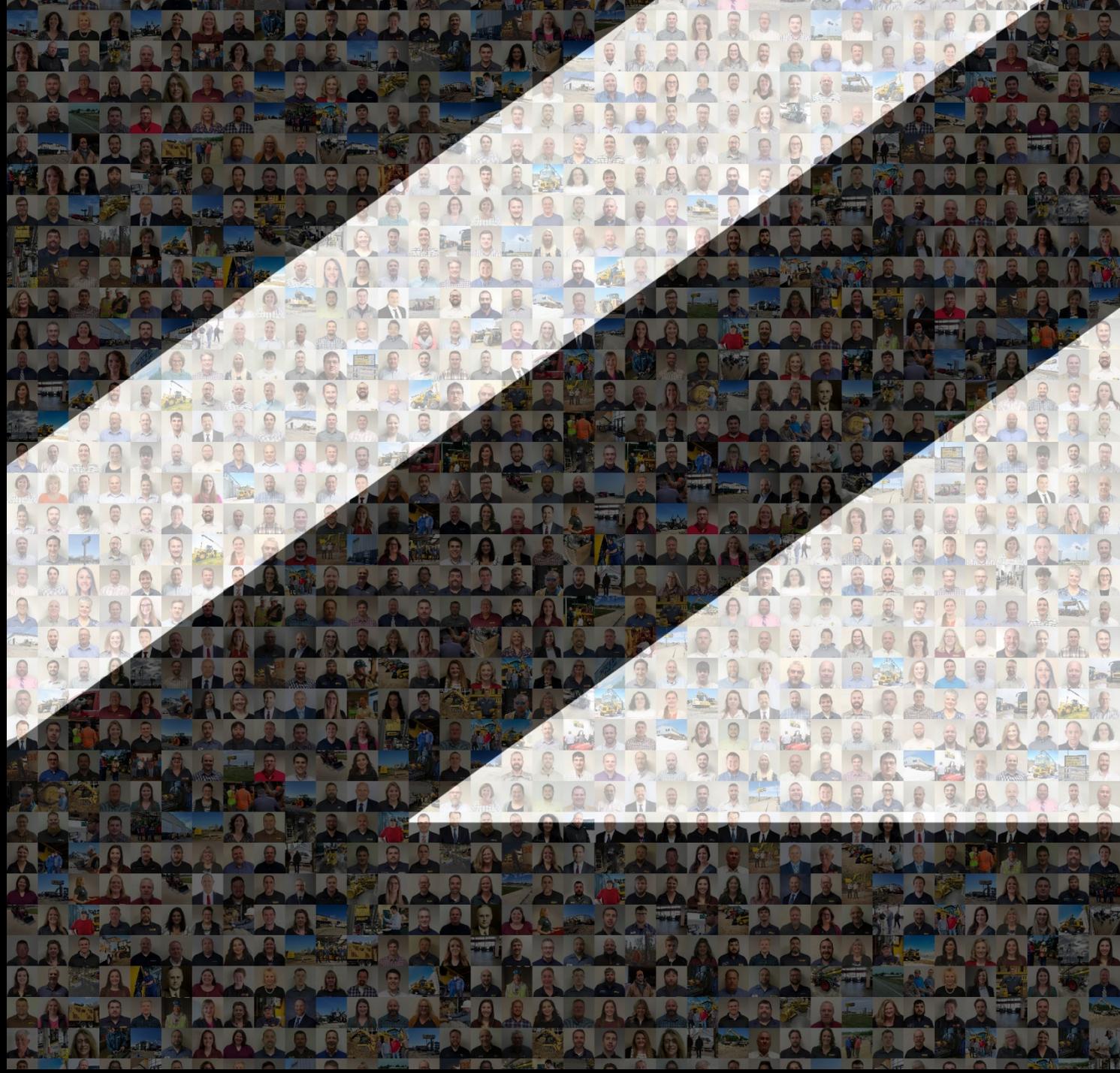
ZIEGLER

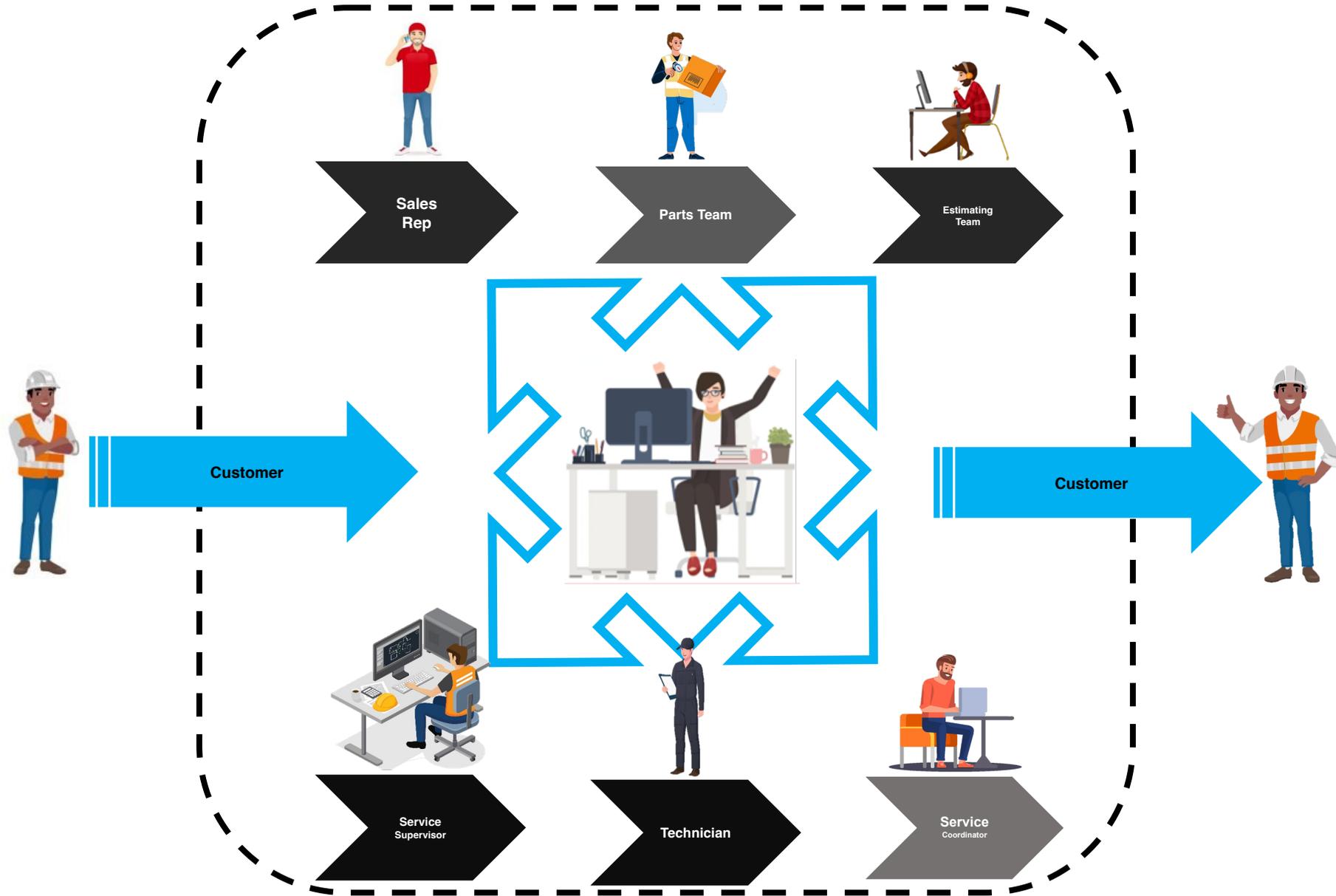


“Start where you are.
Use what you have.
Do what you can.”

-Arthur Ashe

**Be
intentional...**





Be
creative...

**IT STARTS
WITH
YOU**

The logo is a circular emblem with a white background and a black border. The outer ring contains the text "CUSTOMER EXPERIENCE" at the top and "IT STARTS WITH YOU" at the bottom. The center of the logo is divided into four quadrants: top-left is black, top-right is orange, bottom-left is red, and bottom-right is green. Below the quadrants, the word "ZIEGLER" is written in a bold, black, sans-serif font, with "COMPANIES" in a smaller font directly underneath.



Ziegler CX Ambassadors

Home

- CX Ambassador Program
- Monthly Check in Meets...
- Resource Files
- CX Sticker Request Form
- Recycle bin
- Edit

CUSTOMER EXPERIENCE ZIEGLER COMPANIES WITH YOU

IT STARTS WITH YOU

It starts with you.
Welcome! We are so happy you are here.

Consider the support and resources you need to be

News & announcements

Food for Thought (FFT)
I've been reading a lot lately...
Scott C. Backer December 20, 2023

Congratulations to our newest CX Ambassadors!
Please congratulate the following...
Scott C. Backer December 16, 2023

Upcoming events

JAN 5	ZCX Ambassador Monthly Check-in	Fri, Jan 5, 10:00 AM
FEB 2	ZCX Ambassador Monthly Check-in	Fri, Feb 2, 10:00 AM
MAR 1	ZCX Ambassador Monthly Check-in	Fri, Mar 1, 10:00 AM

Meet the CX Council

- William M. Hoelt, President
- Gary Trettel, Chief Financial Officer
- Ann LaPorta, Vice President of Human Resources

Meaningful value at each "moment" to our customers.

To provide sustainable direction, coaching, and support for the continuous evolution of customer focused outcomes.

- + Customer Focus
- + Employee Engagement
- + "Voice of Customer"
- + Customer Focus
- + Integrity
- + Professionalism

CX Ambassador Cohort #2 - Altoona/DMI/Ft. Dodge

- Abby Ansley, Administrative Assistant, Branch Operations
- Alex J. Brown, Employee Development Specialist
- Austin J. Barth, Inside Sales Representative

CX Corner

Congratulations to the CX Fall Class of 2023

Sebastian Lindgren · 2nd
Democratizing CX & helping companies tu...
1d · [+ Follow](#)

A few words on Customer Experience.

Stop saying "That's not my job" when it comes to CX.

- Every email shapes perception
- Every decision impacts experience
- Every process affects loyalty

Your role might not be customer-facing, but your impact is customer-reaching.

October 3 was global CX Day, and the timing was perfect as Ziegler jumped into the next phase of our CX evolution – developing our first cohort of Ziegler CX Ambassadors. These employees have been trained to focus more directly on customers in their daily roles. They have also been trained on many current CX projects, programs, and initiatives. This is the first of many cohorts to come. Our goal is to have 100 more Ambassadors by the end of 2024. Please reach out to Scott Backer for

ZCX IT STARTS WITH YOU

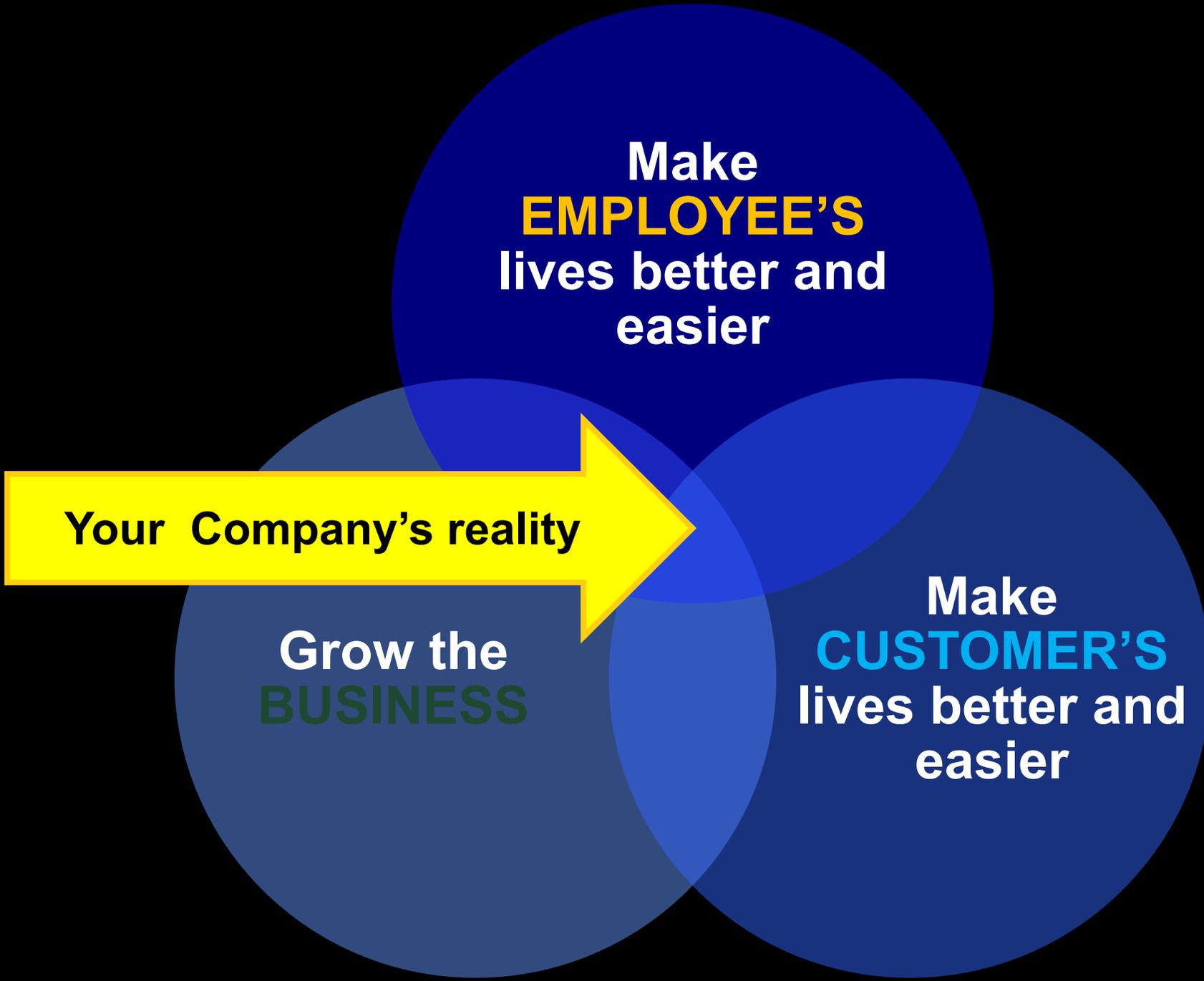
CUSTOMER EXPERIENCE ZIEGLER COMPANIES WITH YOU

CUSTOMER EXPERIENCE ZIEGLER COMPANIES AMBASSADOR

ZIEGLER

Be real...

Your Company's reality



**Make
EMPLOYEE'S
lives better and
easier**

**Grow the
BUSINESS**

**Make
CUSTOMER'S
lives better and
easier**



“A brand is defined by the customer’s experience.
The experience is delivered by the employees.”

-Shep Hyken