



THE LINCOLN  
MOTOR COMPANY

CONSUMER EXPERIENCE MOVEMENT

# Welcome & Introductions

**Marty Field**

**Consumer Experience  
Manager - Americas**

# Agenda

---

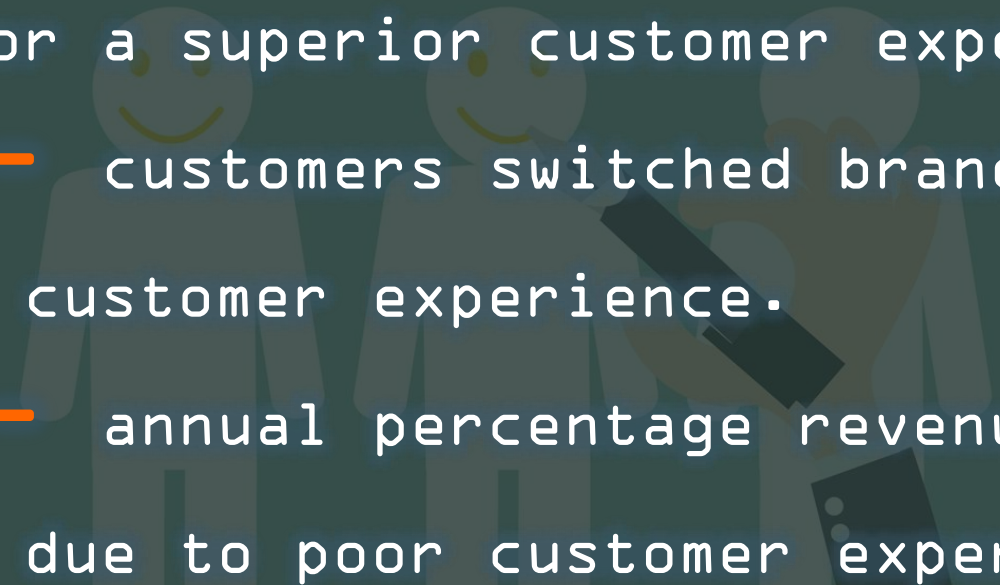
## Section

1. Welcome & Overview
2. Our Fast Changing Marketplace
3. How CEM Works
4. A CEM Experience | Sample Coaching Exercise
5. CEM Is Working | Store Owner Testimonials
6. CEM – Things we've learned

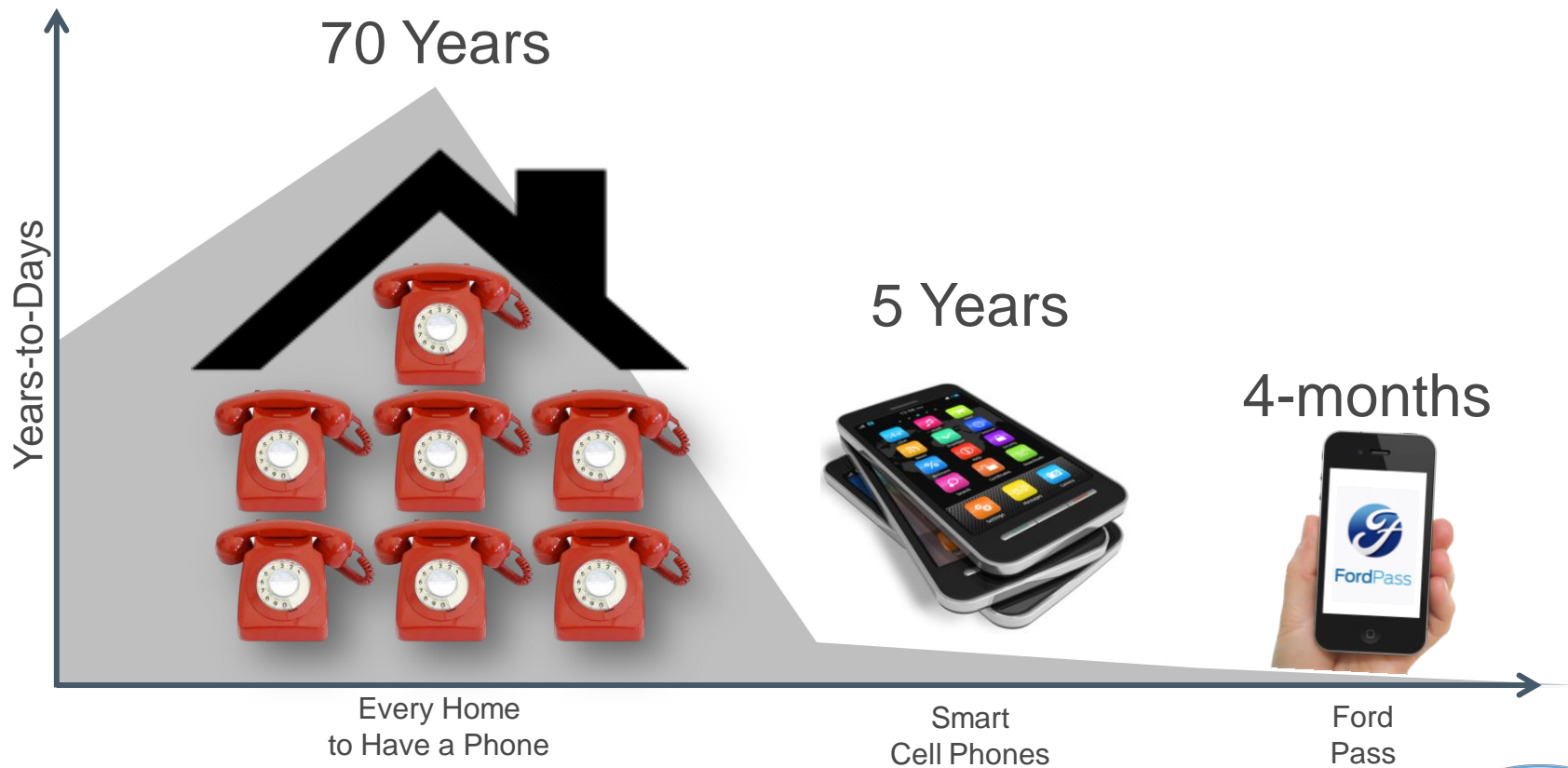
Our Fast-  
Changing  
Marketplace

# Customer Experience is the New Battleground for Enhancing Our Reputation and Winning Customer Loyalty



- 
- **81%** – customers are willing to pay more for a superior customer experience.
  - **89%** – customers switched brands after a poor customer experience.
  - **20%** – annual percentage revenue losses due to poor customer experiences

# Consumption Spreads Faster Today



Welcome to the



NEWRETAIL

Consumer Experience Movement



# How CEM Works

**Sebastian Finocchiaro**  
**Field Mentor – West Market**

Engagement is the new standard  
for driving loyalty & advocacy.

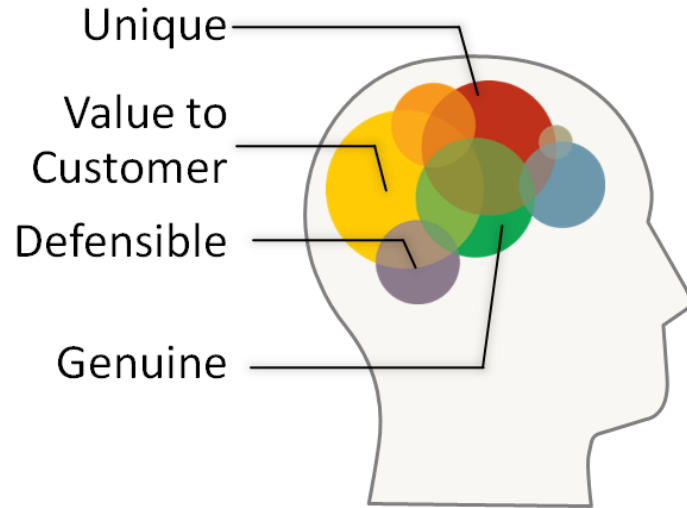


The “Movement” is all about...

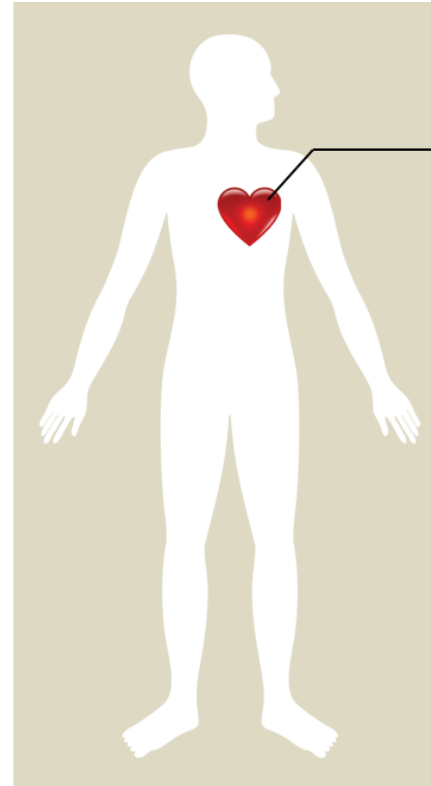
“We go further to create consistent experiences our customers **LOVE**”

# An Emotional Connection is Our Most Powerful Tool for Engagement

## Characteristics of a Brand



+



Emotional  
Connection

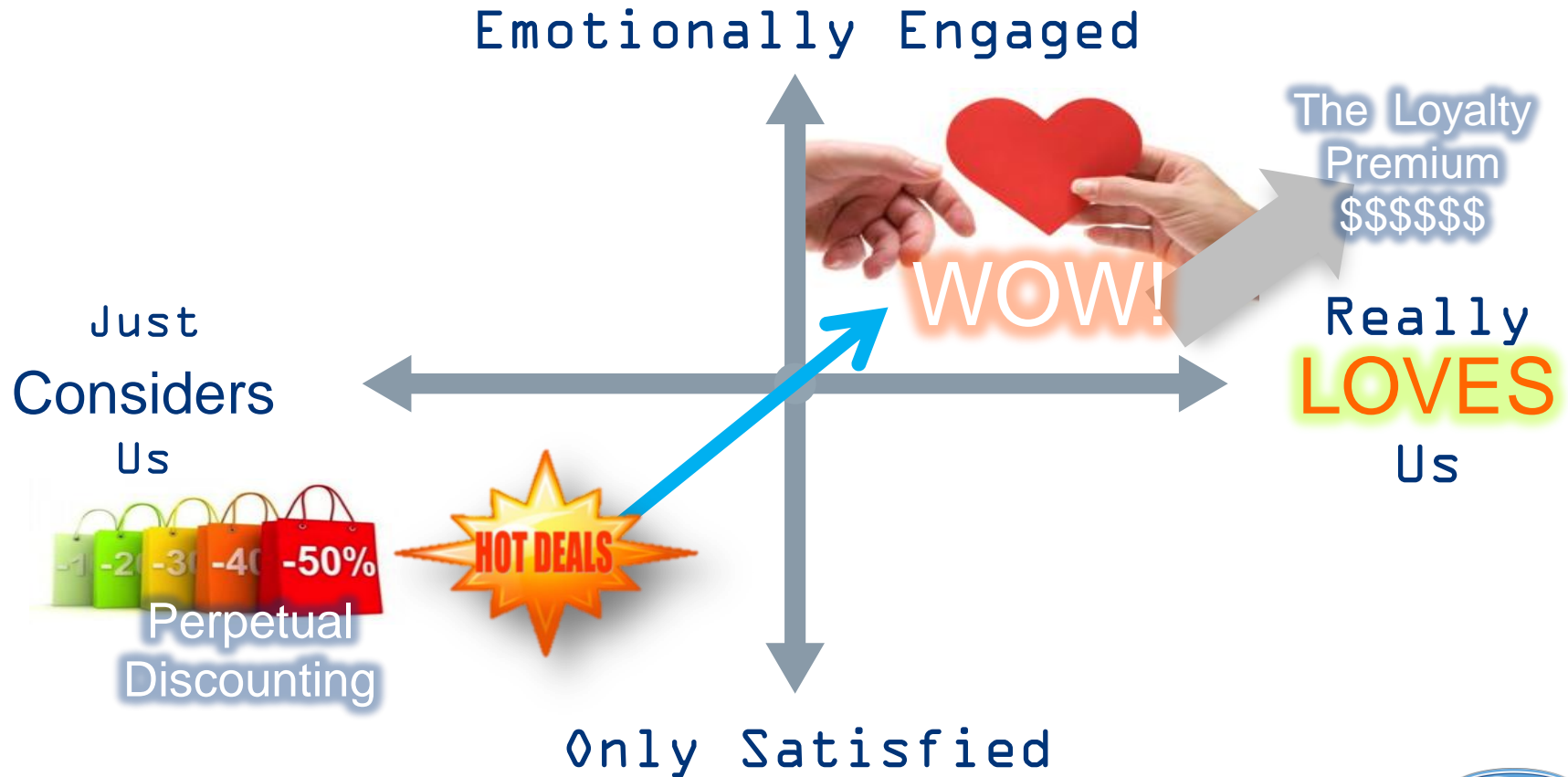
# Some of the Best Companies Support This Thinking



NORDSTROM



These Companies Have One Thing in Common ...  
They Focus on Their People to Deliver A Great Experience



---

Please Pay Close Attention to the Following Slide



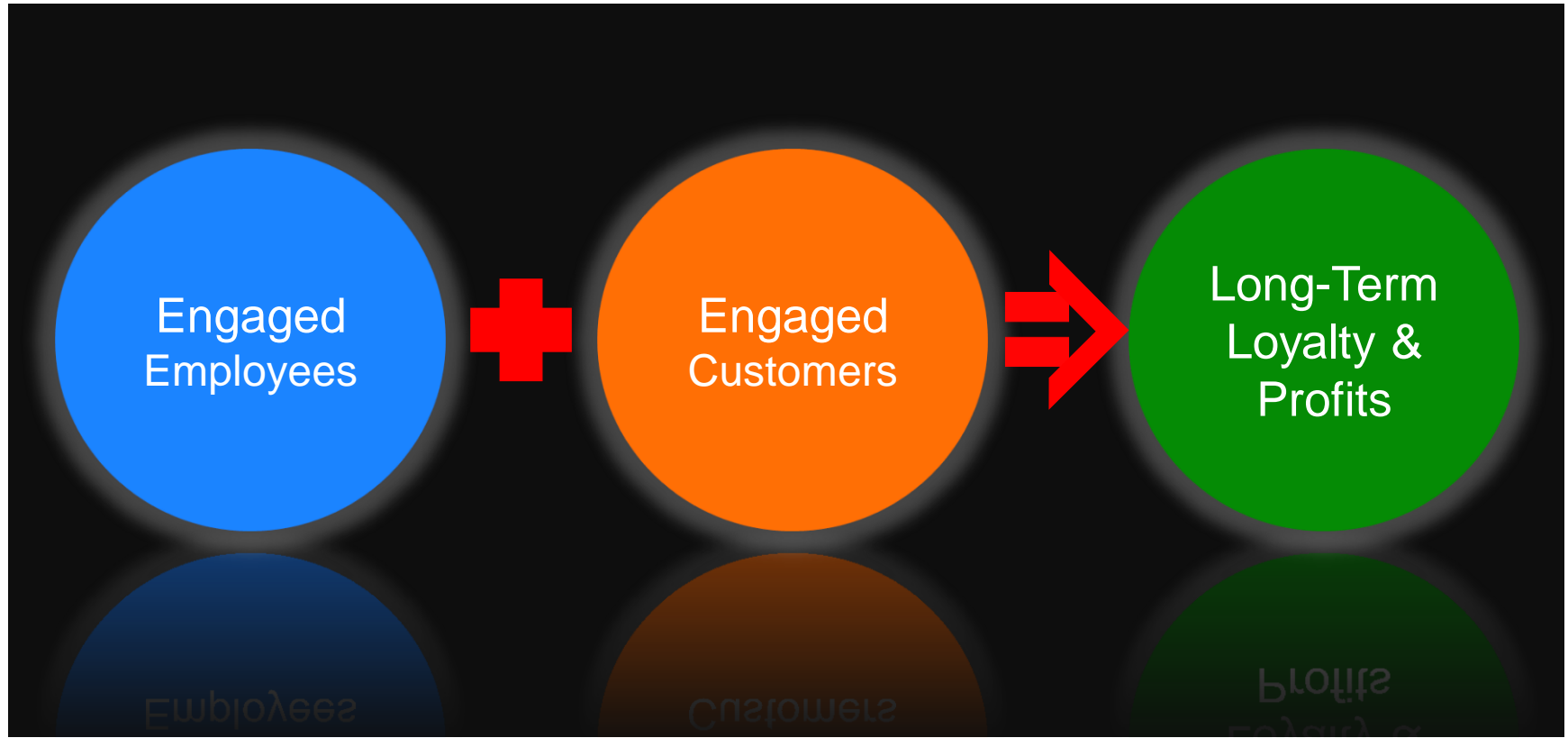


---

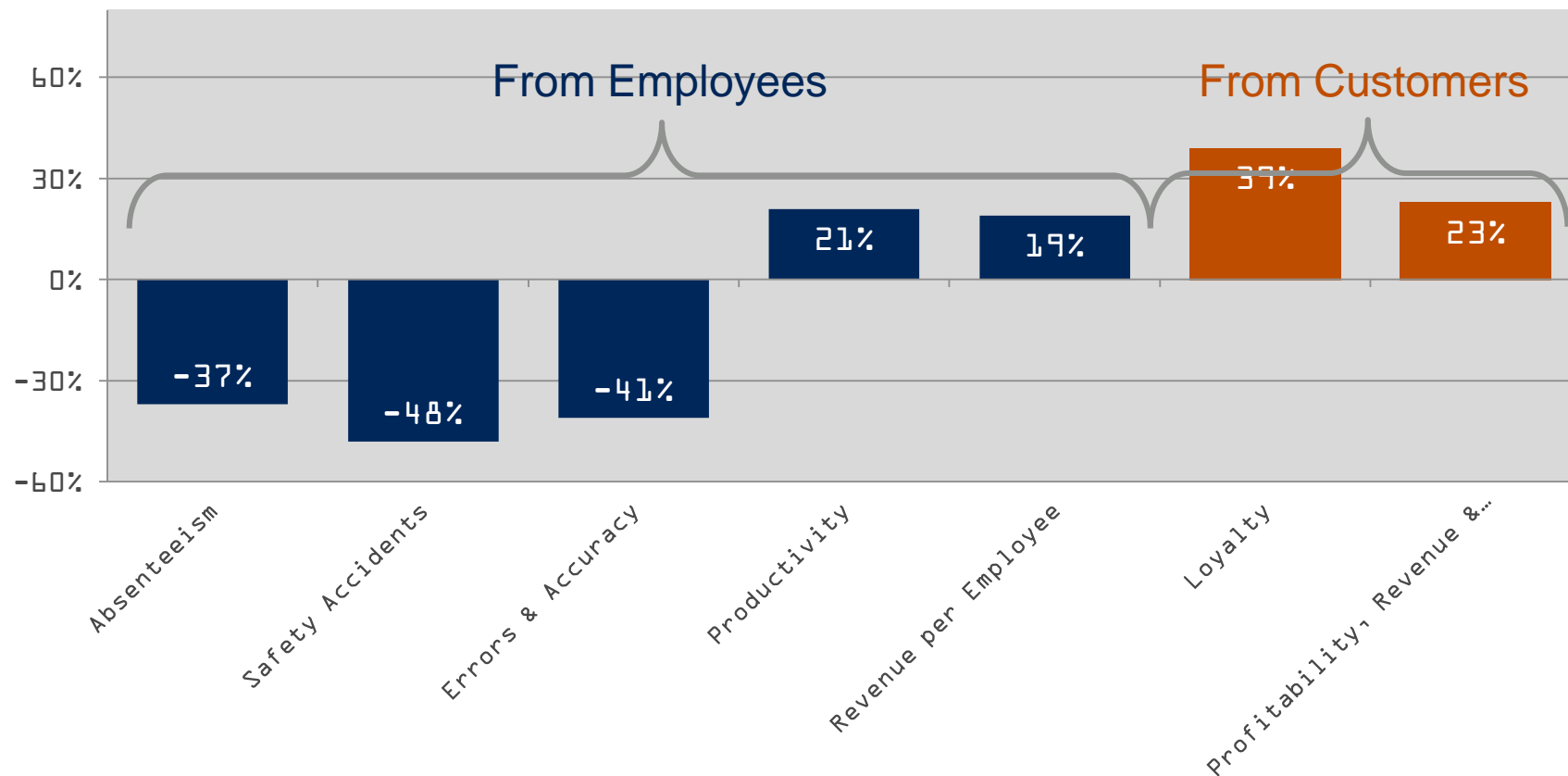
Too Quick? Let's Try Again!



## When You Break It Down... The Formula is Simple



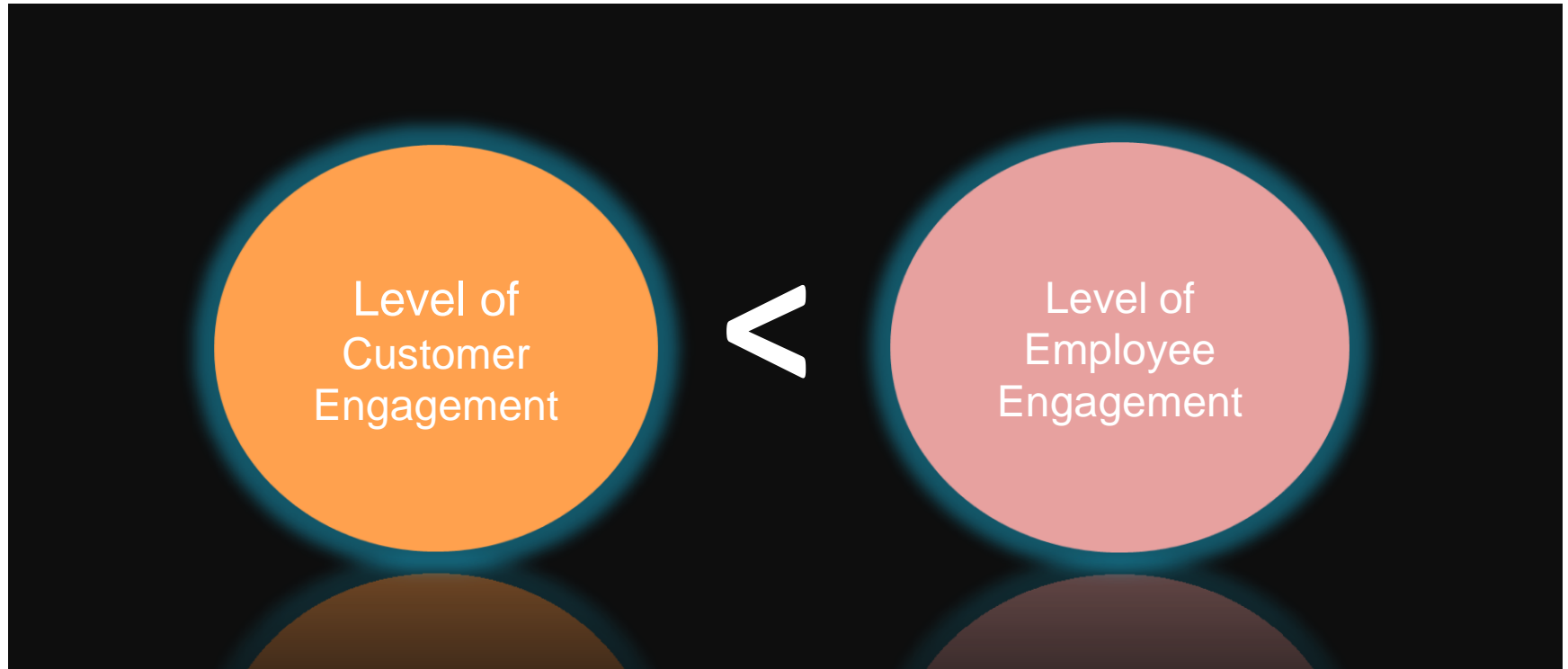
# Benefits of Engaging, Meaningful Connections



Source: State of the American Workplace – Gallup, Inc.

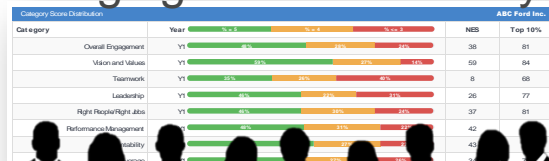


Customer Engagement is usually **less than** Employee Engagement

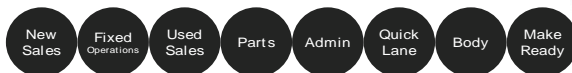


# CEM Coaching Discovers Connections

## Team Member Engagement Survey



## Department-by-Department

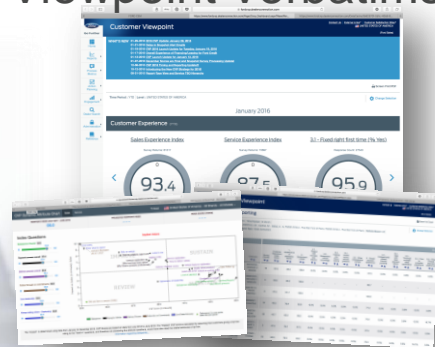


How We Feel

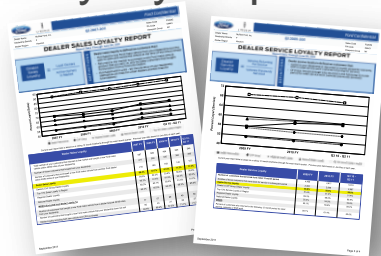
Bright Spots

Blind Spots

## Customer Viewpoint Verbatims

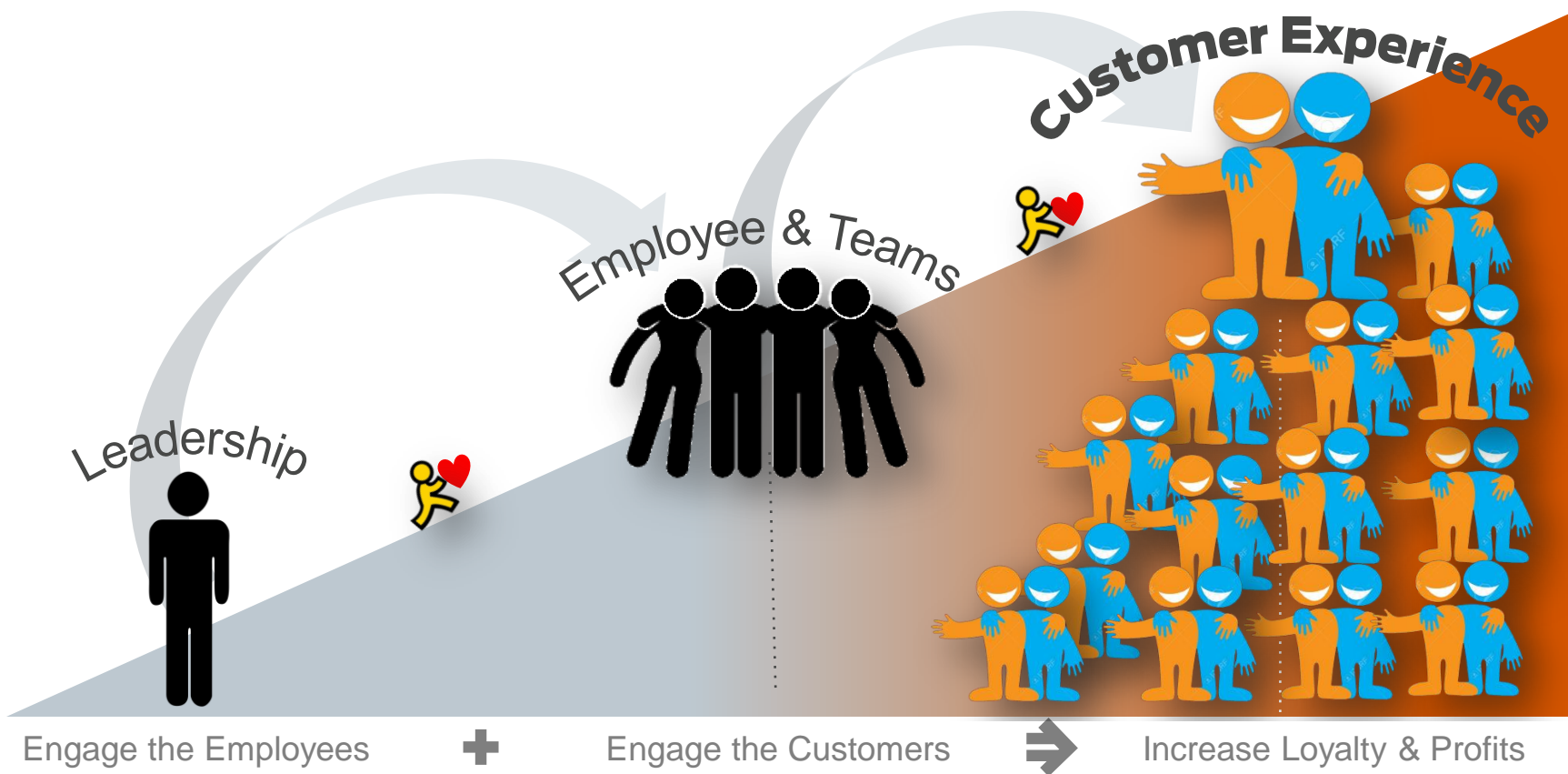


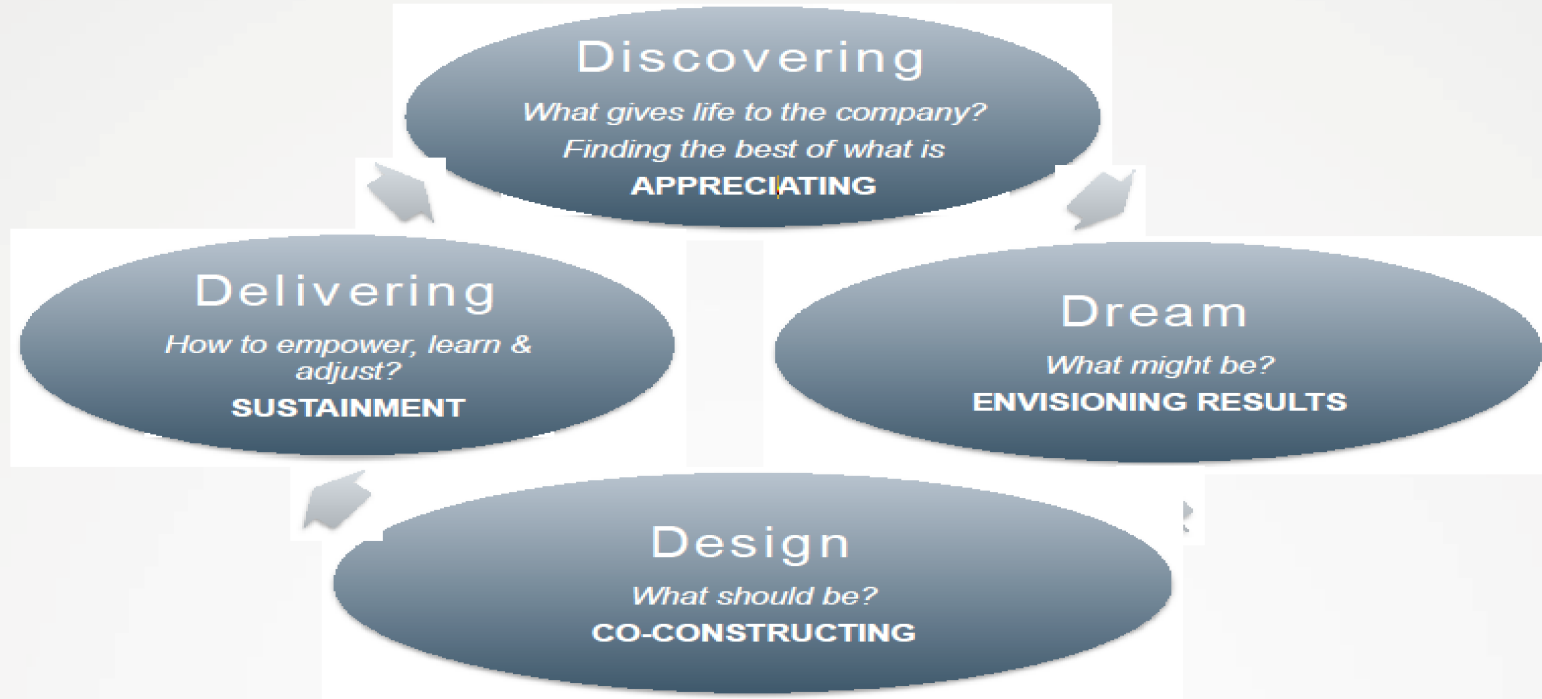
## Loyalty Reports



How We Act

# CEM Coaching Focus









“We focus on what’s working”

# PARTS REQUEST

Date/Time: 05/16/16/10:22:04  
 Technician: 2385 MENDOZA, ALBARO  
 Service Advisor: 6375 EBRAHIM, FAHMI  
 Repair Order: 461441 Tag: T2474

Page 1 of 1  
 Promise date: 05/18/16  
 Promise time: 07:12

Customer Number: 5077  
 Customer Name: ANDY GUMP INC  
 Customer Address: 26954 RUETHER AVE  
 City, ST, ZIP: CANYON COUNTRY, CA 91351  
 Phone: H:(661) 977-3851 B:(818) 362-5996

VIN: 1FDUF5GTXCCEB19142 Year: 12 Make: FORD Model: F550  
 Mileage: 66432  
 Engine: 6.7\_Liter  
 Transmission: Production Date:  
 Axle: Delivery Date: 04/14/15  
 Options: In-Service Date: 04/14/15

## Additional Info:

[ ] Warranty Parts Returned [ ] Core Return

\_\_\_\_\_  
 Technician's Signature

Line LbrTyp QTY Part Description

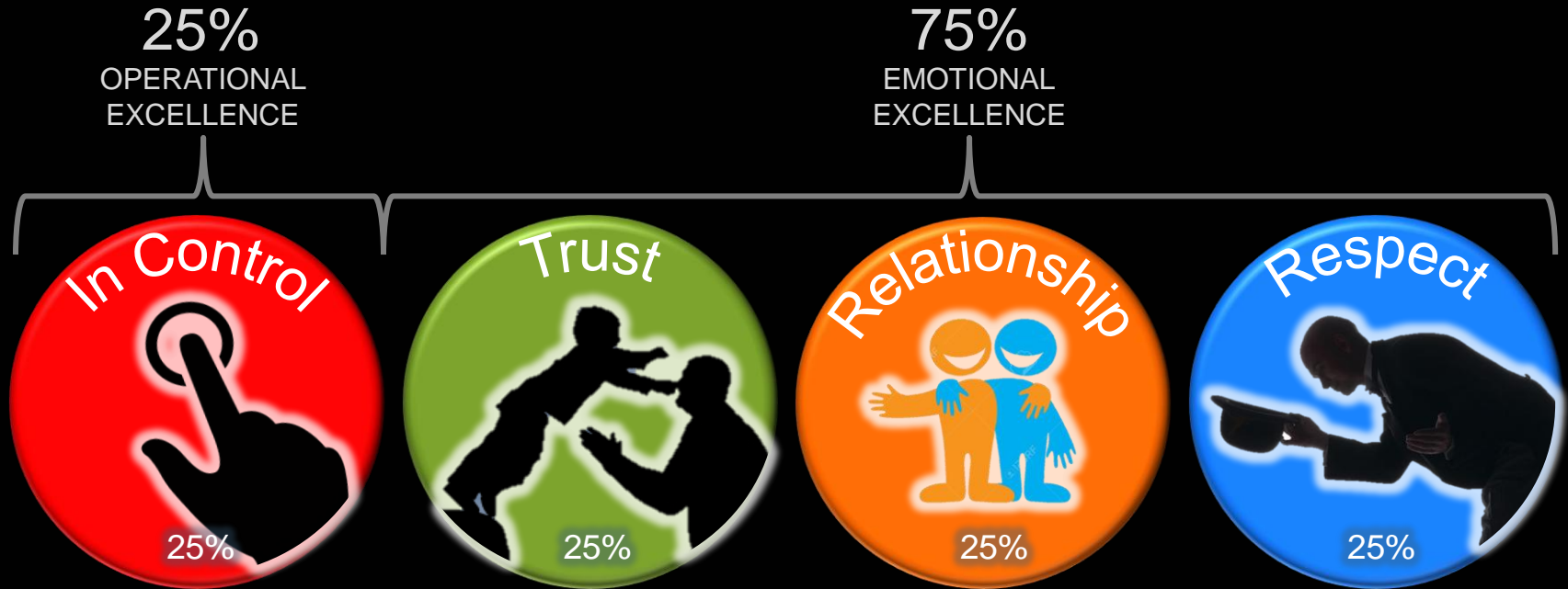
B	CTR	1	TURBO
B	CTR	1	TURBO GASKET KIT
B	CTR	4	ORANGE COOLANTS 50/50
B	CTR	1	VC12



( PLEASE ORDER OR SEND IF WE HAVE IT )



## 4 Principles of Human Connection



CEM is the Differentiator for Ford and Your Stores

# CEM Coaching...

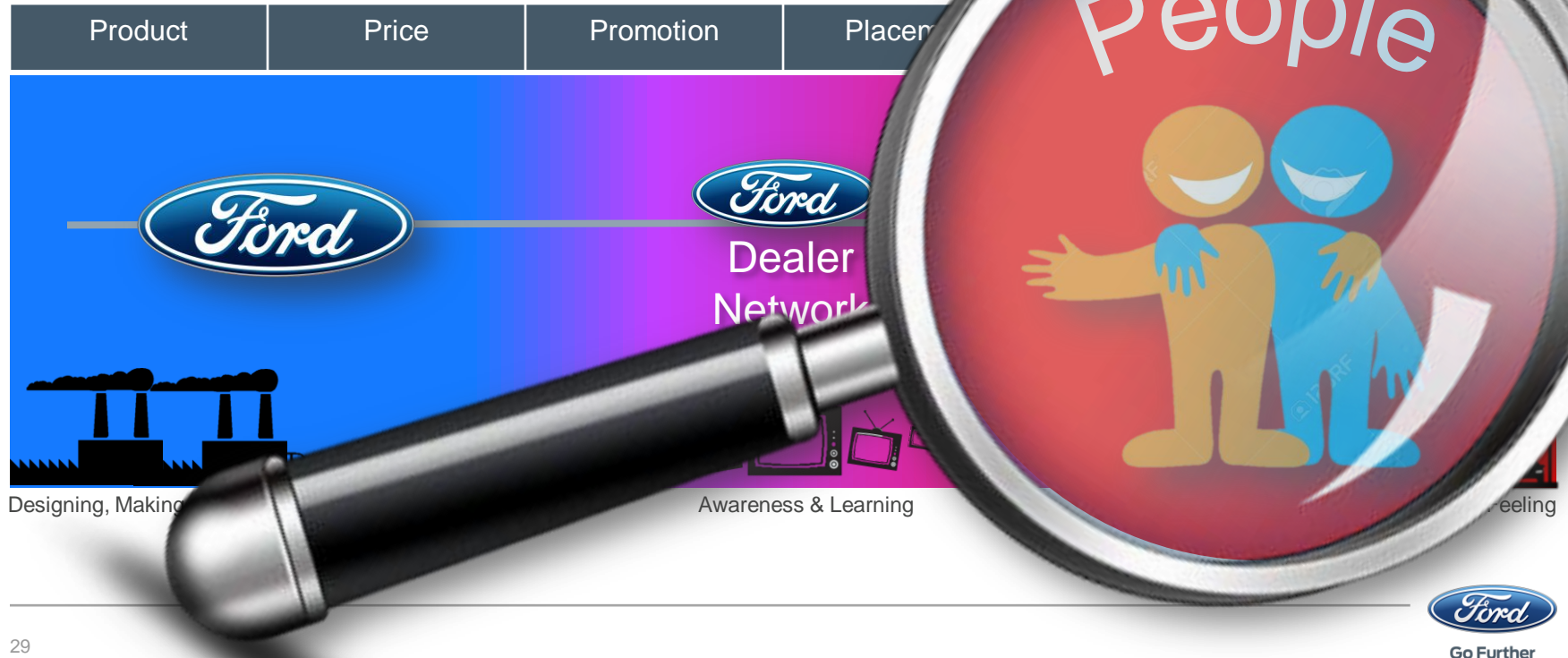
---

## New Space for New Conversation

- Today's Hybryd Coach
- Building Connections
- Identify Bright Spots  $\Rightarrow$  Signature Moments
- Uncovering Blindspots
- Collaborative Co-Creating
- Accountability for Meaningful Goals

# The CEM Focus is Clear

Where does the Consumer Experience Map





## And When The Experience Is Right, It Looks Like This...

Customer  
Feedback from  
Long Island, NY

DO I LOVE FORD?  
COMING HERE FOR MY FIRST  
SERVICE I WOULD HAVE SAID, LOVE  
IS FOR FAMILY, BUT IN ALL  
HONESTY THATS HOW I WAS  
TREATED. JUST LIKE FAMILY.  
I WAS IN AND OUT QUICK, they  
DIDNT TRY to "UPSELL" ANY  
BULL. They even told me that  
I DIDNT need something the car  
station said I did. Yes, I LOVE Ford

# A CEM EXPERIENCE

**Dwain Kester**  
**Ford CEM Coach**

**FAST FRIENDS**



# Round One

1. Before making a phone call,  
do you ever rehearse what  
you are going to say?
2. When did you last sing to  
yourself or someone else?



# Debrief

1. Any thoughts?

2. What did you notice?

3. Did you learn much about one  
another?

# Round Two

1. What is your most enjoyable memory?
2. Is there something you've dreamed of doing for a long time?
3. Why haven't you done it?



# Debrief

1. Any thoughts?

2. What did you notice?

3. Did you learn much about one  
another?

# Round Three

1. Tell us about by yourself?
2. So... What is **YOUR**  
deeper story?



# Debrief

1. Any thoughts?

2. What did you notice?

3. How do you *feel* about one another

now?

# The Point?



## Lead to Emotional Connections

CEM IS WORKING





How does your story  
create experiences  
customers **LOVE**?



Ford of Montebello testimonial.MOV



Friendly Ford Testimonial.wpl



### Ford Consumer Experience Movement



Things We Have  
Learned

## What We Have Learned

---

- **“Completely Satisfied” is no longer enough.**
- **Loyal customers have an attachment beyond reason ... because they are emotionally engaged**
- **We will not have engaged customers unless we have engaged employees.**
- **Customer Engagement is a good business proposition.**



Go Further

**Thank You!**

**Contact Information:**

**Marty Field / [mfield1@ford.com](mailto:mfield1@ford.com) / 313.248.1669**