



# 3 Things You Need to Craft a Compelling CX Story

As a CX professional, you want your business to create memorable customer experiences. Whether you're presenting to your executive team, inspiring your front line, or broadcasting your favorite customer success story, you want your audience to remember you. For that, you need to be a pro CX storyteller.

Why? Stories make information more memorable. They capture the imagination to drive change in a way that bulleted lists and slides simply can't. Additionally, narratives help motivate people into action, and are adaptable to both your own perspective and the needs of the audience.

It's for this reason that storytelling has become increasingly important in CX—especially when it comes to translating data into action. When you craft a story around your data, you are priming your initiatives for success. However, this is easier said than done if you're new to the art—and science—of CX storytelling.

**Here are the three major things you need to craft an effective CX story:**



## A CLEAR UNDERSTANDING

- **Identify who your audience is, and what is important to them.** For example, if you're looking for executive buyin, it will be important to weave proof of value into your story.
- **Know how you want the audience to feel.** If you're presenting to your frontline employees, you'll want to include language and anecdotes that motivate them.
- **Visualize what you want to happen next.** Do you want to increase budget? Increase OSAT in certain locations? Visualize your ideal outcome.



## A CENTRAL QUESTION

- **Specific and important to the decision-makers.** All stories have a central question, but you have to make sure yours is focused on what directly affects stakeholders.
- **Meaningful in content, actionable/purposeful.** When defining the central question, ask why your audience should care and if they can do anything about it. This will prevent your goals from falling flat.
- **Appreciate the type of story you are telling.** All stories follow a specific format of exposition, rising action, climax and falling action. Sticking to this promotes confidence for the audience and captures their imagination.



## A PRESENTATION CHECKLIST

- **Pacing and logic of the session.** Don't spend too long on a single point. Map out your story and give yourself a timeline with specific transition points so you stay on track.
- **Evidence provided to back up conclusion.** It's important to have evidence and facts that back up your point. They prove why your audience should believe your story and agree with your points.
- **Have the stories at hand.** Anecdotes are just as powerful as facts. They provide a level of empathy that lets your audience connect on a human level to the point you are trying to make.

If you think of each of these elements before crafting your story, you're well on your way to a slam-dunk presentation and to being a master of CX storytelling!

To learn more about how to craft an impactful CX narrative, read the article: [How Good Storytelling Inspires Executive Buy-In](#)

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