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Q: What is the number one lesson you have learned during your CX career journey that you use on a regular basis, that you believe all CX professionals should know?

The emotional needs and aspirations of the customer are very different than what companies understand and design for. This gap is the cause for many of the customer experience problems and missed opportunities. Always start with the emotional and human story of the customer.

Q: What is your best piece of advice for CX leaders to be successful?

Link CX to financial performance. Organizations exist in order to deliver financial results. CX is a vehicle to achieve this goal.

Q: What has been your biggest pain point in driving CX at your organization?

Organizations have confused customer experience with customer service. CX is about creating differentiated value and delivering it in the form of a delightful experience. It should be at the heart of the business. Not a department for customers' complaints.

Q: While all customers should be treated well, do you think all customers should be treated exactly the same?

Absolutely not. Differences exist on emotional, usage and financial levels. While the product may be seen as the same, different customers use it differently to achieve different goals. Additionally, the value of the product is different in different situations and therefore requires different delivery and value pricing.

Q: If you could have one CX superpower, what would it be?

Remembering people's names and personal preferences.

Q: What is your most favorite customer experience memory?

I always appreciate when employees acknowledge my loyalty to their brand and thank me for that. It's simple and makes me feel that the relationship is mutual.

Q: What is your least favorite customer experience memory?

I was downgraded by an airline that sold my seat to another customer. I was told "someone else paid more for your seat." It was a seat they already confirmed for me and then dumped me for a higher paying customer.

Q: What is the number one lesson you have learned during your professional career that you use on a regular basis, that you believe all professionals in your industry should know?

Always do the human thing first.

Every business is ultimately in the people's business. And every person is different. Treat people humanely and it will create the most lasting memory. But above all, it will make you feel good about who you are what you stand for.

Q: What is your most favorite professional memory?

A client asked me how much I lost on their consulting project because I delivered value above and beyond their expectations. I was touched.

Q: What is your least favorite professional memory?

A client's executive called me "the worst consultant ever" because he opposed the project's objectives and tried in every way to stop us from making progress. He was eventually fired by the CEO and our project resulted in double digit organic growth for the company.

Q: What are the most overused business words or phrases?

Paradigm shift, transformation, out of the box thinking.

Q: What profession other than your own would you like to attempt?

Possibly journalism or broadcasting.

Q: What profession other than your own would you not like to attempt?

Accounting or anything that requires detail-oriented project management. I am a big view person.

Q: Which talent would you most like to have?

Dancing

Q: Which living person do you most admire?

Richard Branson

Q: What book changed your life?

"To Heal a Fractured World: The Ethics of Responsibility" by Jonathan Sacks

Q: Who are your favorite writers?

Too many to count; I am an obsessive reader. Jonathan Sacks and Adam Grant to start.

Q: What is your motto?

Today's success is the biggest obstacle to tomorrow's success.



Always do the human thing first.

*Lior Arussy,
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