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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?

Remember that the strategies and programs we develop are for humans, real people with real issues and genuine emotions.

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

Unhappy employees lead to unhappy customers. Employees must feel respected, valued, and empowered to deliver exceptional customer experiences.

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

“Doing CX” is not just sending out an NPS survey at the end of a transaction, especially if you’re not providing the customer the ability to provide you with an explanation for their score.

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

At a minimum, there should be a baseline for delivering exceptional customer experience to all customers. But not all customers are created equally, and not just because some spend more than others. For example, if you’re a medical provider, a chronically ill patient will probably require more time, attention and patience than a healthy patient just coming in for a routine visit.

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

Remembering people’s names.

Q: What is your most favorite customer experience memory?

Getting a follow-up phone call and signed get-well card from the nursing staff after an outpatient surgical procedure, I felt like they really cared how I was feeling physically and emotionally.

Q: What is your least favorite customer experience memory?

Getting yelled at by a customer - over the course of 3 phone calls - who was unhappy about her to-go order. First, we no longer offered an item on the menu that was shown as a featured photo on the restaurant’s website. Then, because one of the items she ordered was prepared incorrectly. Finally, she demand a full refund because “her whole night was ruined.”

Q: What is your most favorite professional memory?

I was selected to go to Paris for a year-end quarterly meeting, which was typically only for senior management. I was just a research manager and had only been with the company for six months.

Q: What is your least favorite professional memory?

At that same year-end quarterly meeting, I was told by one of the VPs that I was not presentable enough to meet the president of the company and to go to the bathroom to fix my makeup. My boss just stood there and said nothing.

Q: What is the best job you've ever had?

Throughout 2021, I made donuts for a local cafe. The owners gave me carte blanche to do whatever flavors I wanted, and I gained a little following of loyal customers. I got to live my dream of being a professional baker but without the financial stress of it being my own business.

Q: What is the worst job you ever had?

As a teenager, I had to wake up every Saturday and Sunday at 6am to work with my father at his flea market stall.

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

Put a pin in it, circle back, the new normal.

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

Elementary school librarian. I have always loved reading, and spending afternoons at the local library is one of my favorite childhood memories.

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

Herpetologist, precisely one who studies ophiology.

Q: What do you consider your greatest achievement?

Raising my son and my three step-children, who have grown up to be hilarious, caring, respectful, all-around good human beings.

Q: Which talent would you most like to have?

To sing on key.

Q: What book changed your life?

"Siddhartha" by Hermann Hesse.

Q: Who are your favorite writers?

Alison Weir, Philippa Gregory, Antonia Fraser, Ruth Reichl

Q: What is your motto?

You knew what you had to do - Mary Oliver, "The Journey"



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