



ClearAction mentors managers for sustainable customer profitability.

www.clearaction.biz
1.877.CEM-ROI-4 toll-free
1.408.687.9700 direct

ClearAction means unique vision and rapid results.

You've invested in marketing campaigns that make promises to customers. For maximum ROI your customers' experiences must match or exceed your promises. Take your customer profitability to the next level through customer data ROI, preventing customer hassles, and engaging employees and customers.

ClearAction Offers You ...

- Executive mentoring in holistic CEM
- Assessments in employee engagement, customer perspectives, innovation enablers
- Customer relationship workshops & podcasts
- Recognition self-reporting interface, process
- Leading indicator metrics dashboards
- Stakeholder management tools
- Marketing operations techniques
- Methods for company-wide involvement in living the brand promise



Carefully orchestrating substance and sizzle is the recipe for optimizing customer experience.

Internal organizations must know their impact on the customer's world, and provide operational integrity that consistently makes brand promises come true.



Advantages of ClearAction Mentoring

- Fresh ideas to spur momentum in your customer programs
- Fast-track primer on customer experience management
- Re-assess your strategies and options to leverage existing programs
- Seamlessly augment existing suppliers' deliverables
- Navigate political dynamics in your customer programs
- Sounding board or non-invasive neutral assessment
- Redefine and nurture customer-centricity

ClearAction Enablers for Customer Experience Optimization

Engagement Motivator Discovery

- Reveal intrinsic motivators of employee engagement.
- 10-minute assessment, 24 dimensions, individuals/consolidated.

Individual Perception Discovery

- Get an accurate perspective of the way you come across.
- 30-minute assessment, 26 dimensions, development guidance.

Self-Reporting Team Recognition

- Motivate significant achievements and cultural changes.
- Proven processes and relational database web interface.

Customer-Focus Incentives

- Design bonuses that deliver intended outcomes.
- Prevent mis-use, distrust, mis-management of metrics .

Change Management

- Manage readiness, resistance and organizational dynamics.
- Develop what-if scenarios, buy-in roadmap, stakeholder tools.

Customer Relationship Skills

- Build customer advocacy skills as a brand differentiator.
- 5-minute podcasts, 3-hour workshops, self-reinforcement.

ClearAction Handbooks



Innovating Superior Customer Experience

- Explore customer's circumstance-based outcomes and personas.
- Involve everyone in innovating processes, policies, services.



Metrics You Can Manage For Success

- How to focus on what matters most.
- Manage dashboard levers and motivate improvements.



Customer Experience Improvement Momentum

- Gain cooperation across the organization and channels.
- Build a customer-centric culture.