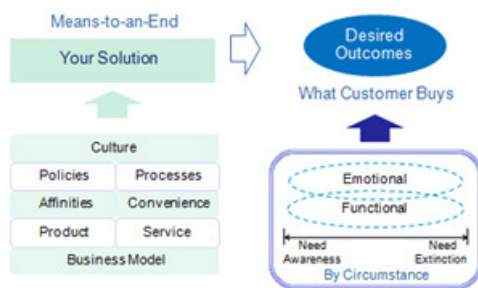




Innovation in Customer Experience Management

Customized consulting services

Customer Experience as High-Profit Differentiator



75% of best-in-class adopters of customer experience management have increased customer loyalty as a result of CEM initiatives, versus 53% of average adopters. Companies that have increased their customer experience investment in the past 3 years are 30% more likely to have 0-5% customer churn/attrition rate, and they report satisfaction scores that are 60% higher.

Customer Experience Measures

- Measure value per customers' inherent measures.
 - Map customers' desired outcomes to internal enablers.
 - Calculate value quotients by solution and trends.
- How: processes, studies, analysis, tools, guidance.*

Customer Experience Identities

- Segment customers by circumstance-based outcomes.
 - Describe the customer experience persona by segment.
 - Prioritize opportunities by customer lifetime value.
 - Use identities company-wide for decision-making.
- How: tools, guidance, analysis, workshops.*

Touchpoint Value Chain

- Draw customer's journey: need awareness to extinction.
 - Create value for under-served journey points.
 - Improve value throughout the chain leading to each point.
- How: workshops, processes, motivation.*

Customer Hassle Prevention

- Embrace constructive feedback company-wide.
 - Respond to customer complaints.
 - Anticipate and prevent customer concerns.
 - Grow process maturity, systems thinking, accountability.
 - Engage all employees in understanding and managing their impact on customer experience.
- How: data streams, processes, assessments, training.*

Customer Experience Creativity

- Inspire innovations in customer experience: product, service, business model, affinity, policy, process, emotional connections and customer's broader context.
 - Maintain core essence and manage assumptions.
 - Expand risk tolerance and capabilities for borrowing.
 - Nurture essential roles for creativity realization.
 - Redefine competition and options per customers' view.
 - Embed creativity tools enterprise-wide.
- How: tools, analysis, guidance, workshops, processes.*

Customer Experience Improvement Momentum

- Vitalize executive sponsorship through vivid stories.
 - Apply systems thinking to customer experience initiatives.
 - Re-charge programs with change management tools.
 - Stimulate organizational learning and calculated risks.
 - Make benchmarking and quality tools usage 2nd nature.
 - Improve customer-centricity and relationship skills.
- How: story database, training, tools, motivation alignment.*

Customer Experience Mentoring

- Increase ROI from surveys and customer programs.
 - Access fast-track primer for executives new to CEM.
 - Navigate political dynamics in program management.
 - Get a non-invasive neutral assessment or sounding board.
- How: 1-on-1 discussion, evaluation, recommendations.*