

Advisory

DATASHEET

A successful CX strategy is holistic, aligns with the corporate strategy & **starts with the customer's most critical touch points** with your organization.

IMPLEMENTATION

CX Strategy, Roadmap, Initiatives, Governance, Program / Project Management

INNOVATION & DESIGN

Intelligent Automation, Experience eDesign & Implementation, Signature Experiences

BUSINESS CASE / ROI

Financial, Business & Customer Benefit Identification & Realization, Initiative Prioritization

ALIGNMENT

CX Vision (North Star), Brand Promise, Corporate Strategy, Governance, Culture, Employee Engagement, Executive Support

CUSTOMER CENTRICITY

Emotional Engagement, Experience Research, Customer Feedback, Personas, Customer & Employee Journey Maps, Closed Loop

METRICS & MEASUREMENT

VoC Strategy, Operational Metrics, Analytics Across Customer Journeys, Channels & Segments



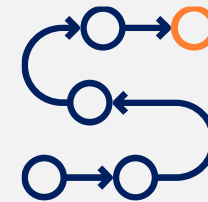
Customer Needs & Wants

- SIMPLE
- MEMORABLE
- PERSONAL

Expectations

Customer Actions

- ATTITUDES
- BEHAVIORS
- EMOTIONS



Touchpoints

Company Capabilities

- PEOPLE
- PROCESS
- TECHNOLOGY

Strategy

Brand Promise, Vision & Mission

- INNOVATION
- SERVICE
- VALUE