

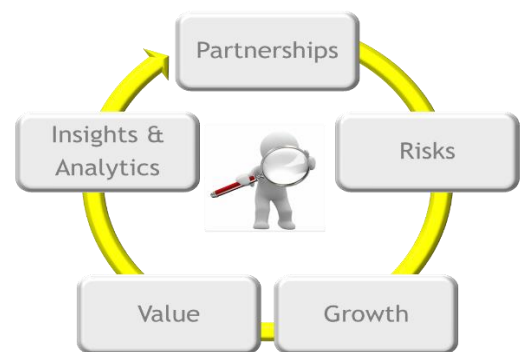
Customer Experience Optimization (360 Degree View of CX)

Focus: Customer Service, Customer Support and Customer Experience

Industry: All

Any CX model must strive to improve the way you interact with your customers. Providing unbeatable service is a process that spans the lifetime of your relationship with customers. You must treat your customers better than your competitors by focusing on the most important factors in maintaining a long-standing and profitable relationship.

- CX Strategy Pillars and Model Optimization
 - CX foundation – Building Blocks
 - Moments-of-Truth
 - Customer Lifecycle



Design and Implement Voice of The Customer (VoC) Program

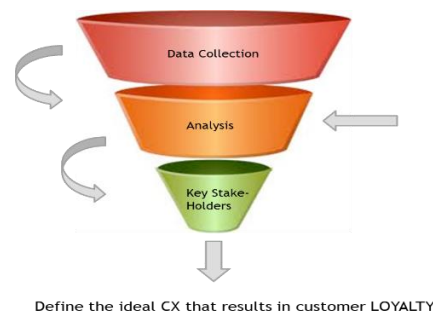
Focus: Customer Experience/Services Organization

Industry: All

Incorporate customer voice into process improvements and strategic decisions by creating the infrastructure necessary to manage the customer experience from a cross touchpoint perspective.

AS-IS:

- Inability to collect valuable customer feedback
- No customer voice in improvement initiatives



TO-BE:

- Methodical approach in collecting customer feedback
- Provide in-depth insight to customers wants and needs
- Treat the Voice of The Customer just like any other business initiative