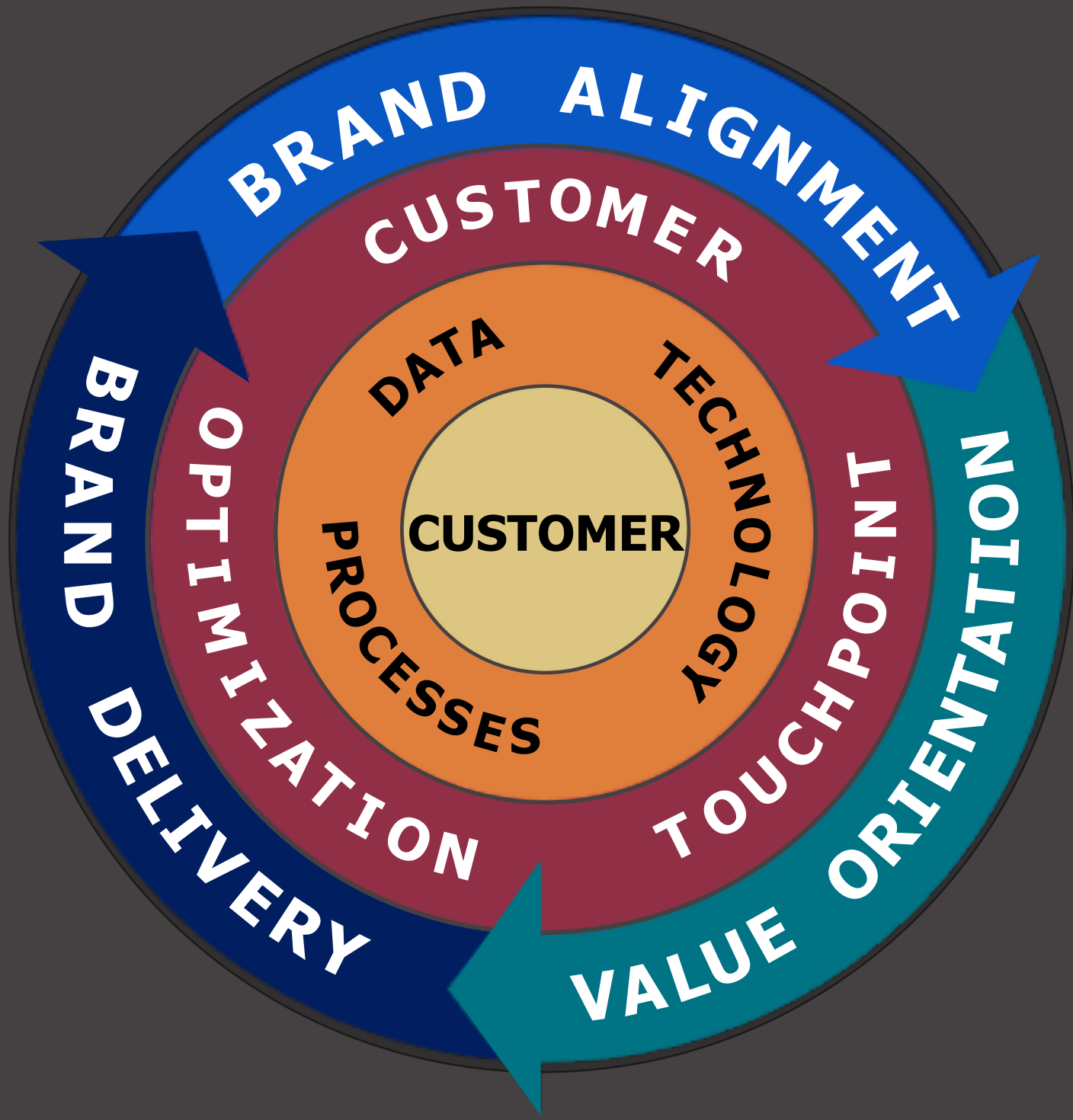


CUSTOMER EXPERIENCE STRATEGY FRAMEWORK



1

BRAND ALIGNMENT

Brand relationships are built on trust that is earned over time as a result of consistently fulfilling your organization's promise to your customers. Brand inconsistency erodes trust and competitive position. Therefore, it is imperative that everything your organization does is 100% consistent with your Brand's standards and principles.

2

VALUE ORIENTATION

Organizations that consistently deliver exceptional Customer Experiences have strong Customer-Centric cultures that have engrained a Continuous Value Creation mindset in everyone's day-to-day activities. This needs to be at the heart of everything you do. Your organization must be obsessed with creating new customer and enterprise value.

3

BRAND DELIVERY

Brand Delivery Alignment is the intentional design of each-and-every customer touchpoint or Brand interaction with the goal of generating the customer experience you intend. This is about how your organization takes your Brand to market and how it responds to inbound and non-direct interactions.

4

CUSTOMER TOUCHPOINT OPTIMIZATION

The "moments of truth" subset of Brand Delivery Alignment. Moments of Truth are any interaction a stakeholder has with your Brand where Brand Perception can be influenced. This is a closed-loop process that involves people and technology.

5

DATA, TECHNOLOGY, & PROCESSES

Data, technology, and processes (e.g., reporting, analytics, etc.) are strategic assets and mechanisms for creating a sustainable competitive advantage. These create organizational effectiveness and efficiency and deliver value directly to customers.

6

CORE CUSTOMER

To ensure your organization's future success, you have to become more relevant and indispensable to your customers. This needs to be your number one priority! And to become more relevant and indispensable to your customers, you must continually create new value for them in meaningful and exceptionally different ways from your competition.