

***Give a man a fish, feed him for a day. Teach a man to fish, feed him for a lifetime.***

**We will teach you to fish, and fast** While you will experience the typical process steps of Assess, Plan, Operationalize and Measure, it is how we go about these steps that provide your organization with the greatest value. You will experience meeting your needs:

**1. Your need for speed.** This is a results-now world. One of the outputs of our three-day Customer-Centricity Audit is touchpoint opportunities to prioritize and immediately address. We actually recommend immediately addressing some of these touchpoint opportunities during the Plan stage – why wait? Since we typically don't have an Experience Strategy or Plan in place, these early improvements may not be perfect, but they will certainly enhance customer experiences and results. We can go back later and recalibrate these early changes if needed.

*You will experience immediate benefits that improve results and the business case for customer-centricity.*



*Why Wait? There is a Need for Speed*

**2. Your need for strategy.** Our process for developing a compelling Experience Strategy answers four critical questions while engaging the organization top to bottom.

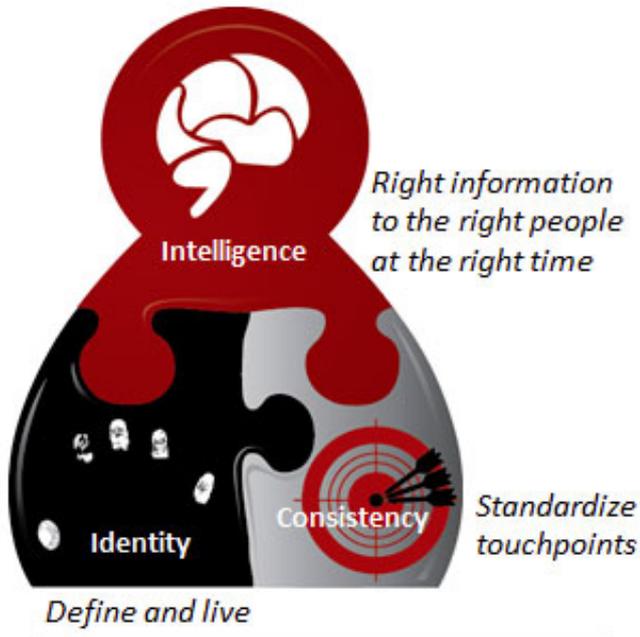
Why undertake Customer Experience Management (purpose)? What are the desired results (objectives)? Where to position service policies and touchpoint execution against competitors (position)? How to live our Experience Strategy and Identity across each touchpoint (live)?

*You will experience developing an Experience Strategy that engages and empowers your entire organization and that serves as the needed foundation to guide and coordinate efforts.*

**3. Your need for financial correlation and success.** Your Customer Experience Management (CEM) efforts need to translate into the language of business – financial. We help you correlate CEM to key financial metrics including the application of our original formula for correlating “likelihood to recommend” to top line revenue. Success typically includes both improved revenue and efficiencies.

*You will experience an understanding of the financial benefits of your CEM efforts.*

**4. Your need for lasting benefit.** We will help you establish the foundations and structures to build each of the Three Customer-Centricity Competencies™ - Identity, Intelligence and Consistency – including the missing Touchpoint Structure for identifying, designing, developing, delivering and measuring touchpoints. We then move on as you move forward independently. You have the foundations, structure, tools and knowledge to achieve and continuously improve your new competencies.



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**Building Competencies  
for Lasting Benefit**

How can we build on our existing capabilities to create the benefits of digital transformation? [Digital Competency](#)