

Enabling Customer Experience for a mid-size organization

Client Objective

The client was looking at providing a superior and consistent experience of its services across its multiple stakeholders including a new customer segment of B2B. To achieve that they wanted to set up a cross functional customer experience team which will be able to take the organization to the next level in terms of being a customer centric organization.

Our Engagement

To understand the customer pain points and need gaps across the customer touchpoints, we conducted in-depth customer interviews across the various stakeholders who are involved in the customer journey. We built end to end customer journey for not only the current target segment but also the future B2B segment. For the future segment, we did SME interviews to understand the journey and how the context of experience will change for B2B.

We build a repository of gaps and pain points for the customer which they could use to identify projects to work on.

In parallel we also helped the client to understand the concept of customer experience and conducted almost 20 hrs of training on the various concepts of customer experience. As part of the sessions we also provided team with inputs on the customer experience team structure, approach that the customer experience team will have to take to identify, design and deliver customer experience projects.

We also gave a walkthrough of various tools that the team will need to use as part of their journey like – Net Promoter Score, Business case template, Identifying solution across various fulcrums, 5 why analysis etc.

The next steps of the engagement include: Identify pain points that they should work on, design projects along with proper project plans and build a customer experience roadmap which will guide the delivery of the projects.