

CUSTOMER EXPERIENCE: SHARPENING OUR FOCUS ON VALUE

Continuous market disruptions require organizations to explore and exploit innovative ways to obtain, service and retain customers in an increasingly dynamic environment. Aligning customer experiences to brand promises, and enabling the organization requires an explicit focus on the highest impact initiatives and strategies to meet and exceed constantly evolving customer expectations.

“Above average CX and EX performers are twice as likely to outperform market peers in growth and profitability.”

Qualtrics XM Institute, May 2020



“The purpose of business is to create and keep a customer.”

Peter Drucker, Australian-American Author

Today's CX Challenges Make the Objective More Difficult

1. Everybody and nobody owns CX in the organization, getting in the way of a unified, cohesive customer experience.
2. Unprecedented amounts of data is available on customers and prospects; the challenge is how you harness it properly.
3. The pace of change continues to accelerate. Yesterday's innovative differentiator is today's table stakes.
4. Omnichannel has become a buzzword and while it is a critical part of a superior experience, its more than just having the channels available.



FOCUS ON GROWTH

Be deliberate about creating experiences that lead to long term relationships



CUSTOMER CENTRICITY

Understand how your strategies and initiatives translate into changes in the value of your customer asset



COST OPTIMIZATION

Address customer pain points and reduce customer effort while also reducing costs



EMPLOYEE ENGAGEMENT

Engaged employees deliver better customer experiences that create loyalty and business value

TURN CX INTO A REAL ENGINE FOR YOUR BUSINESS

While creating a great customer experience by nature has a strong “emotional” component, an analytic, value-based approach will enable you to drive consistent, positive outcomes

Creating alignment is key to CX-driven value creation



AREAS OF FOCUS

Protiviti's six key areas of focus directly affect an organization's customer experience. Organizations should look to review and assess these areas, understanding both direct and indirect correlations of customer experience to the overall business structure.



HOW WE HELP

Customer Experience Measurement and Management

- CX Measurement Design and Metric Alignment
- VOC Program Implementation
- iCX (the Internal Customer Experience)

Customer Journey Mapping and Journey Management

- Journey Mapping and Opportunity Assessment
- Journey Management
- Journey Analytics and Decisioning

Customer Experience Driven Business Transformation

- CX Transformation Strategy and Governance
- CX Driven Cost Optimization
- Building a Future-Ready CX Roadmap

Connecting the Customer Experience with Business Outcomes

- CX Value Audit
- Business Blueprinting and Linkage
- Customer Asset Valuation

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