

league`

Customer Experience
Brochure



Introduction

Customer experience means that every customer interaction is an opportunity to amplify value and create brand die-hards.

As a customer experience strategy starts delivering on the business's core objectives, customer experience (CX) practitioners face many obstacles to achieve them. Disparate customer data, layered visibility around the customer, legacy systems and processes or a lack of budget to drive the technology or processes, are all hurdles standing in their way.

Formalising a CX strategy, goals, implementation plan and choosing the supporting technology are the most important functions the Head of CX can drive forward to successfully align with the business.

02 / Our CX solution

The customer experience is a sum of all touchpoints between the brand and the client in the customer life cycle including sales, onboarding, support and the renewal of a product or service.

In an omnichannel world, customer journey management is a unifying strategy from a client's perspective that's aimed at sharpening CX for those who have several points of engagement with a business. It's a subset of Customer Experience Management (CEM), which is the practice of building brand intimacy and increasing customer satisfaction by anticipating their needs and exceeding their expectations with each interaction.

Practically, customer experience management involves breaking down traditional systems, departments and channel silos to unify and automate the customer engagement process. Cross-channel customer context is collected and analysed to inform self-service and assisted-service next-best actions in real time. This data is then used to support the continuous optimisation of the customer experience over time.

Our CX strategy aims to deliver clarity, help you define clear goals that support the overall business objectives, define the technology and help to implement, drive and report on the CX programme in your business

03 / Benefits

Measurable, long-term impact

Build a cutting-edge CX strategy that delivers year-on-year growth and ROI for the business while supporting marketing and sales.

Invaluable insights through reporting

Map out a client experience that will produce the insights you need to evaluate your product life cycle and your clients' overall experience with that product.

Meaningful customer experience

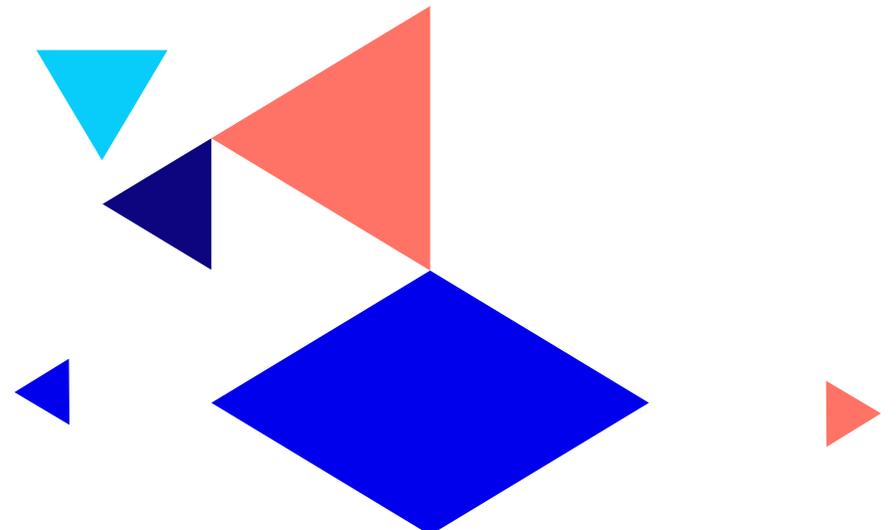
As you open up the silos of customer experience in your business, CX will improve customer engagements and your CSI and NPS scores.

Sustainable business transformation

A holistic digital programme improves the long-term impact of your transformation strategy by delivering a digital experience for staff and clients, ROI and potential cost savings for your brand.

Systems harmony

Ensure digital systems and adoption work within your technology roadmap while supporting the essential tasks your staff have to perform and add value to external clients.



01

Benchmark your CX.

We conduct thorough research and assess your current CX to gain an insight of which approach will have the maximum impact on your customer experience.

02

Create a CX roadmap.

We build an insight-led roadmap for success in your digital CX that can be transferred to your overall digital marketing strategy.

03

CX strategy and plan.

Based on data-driven insights and the business's needs, we plan and design a CX strategy that takes your brand's needs into account to build fulfilling customer experiences.

04

Customise and implement.

We determine and implement the digital tools and software you require to deliver your CX strategy and customise them to support the elements of your customer experience.

05

Implement, analyse and optimise.

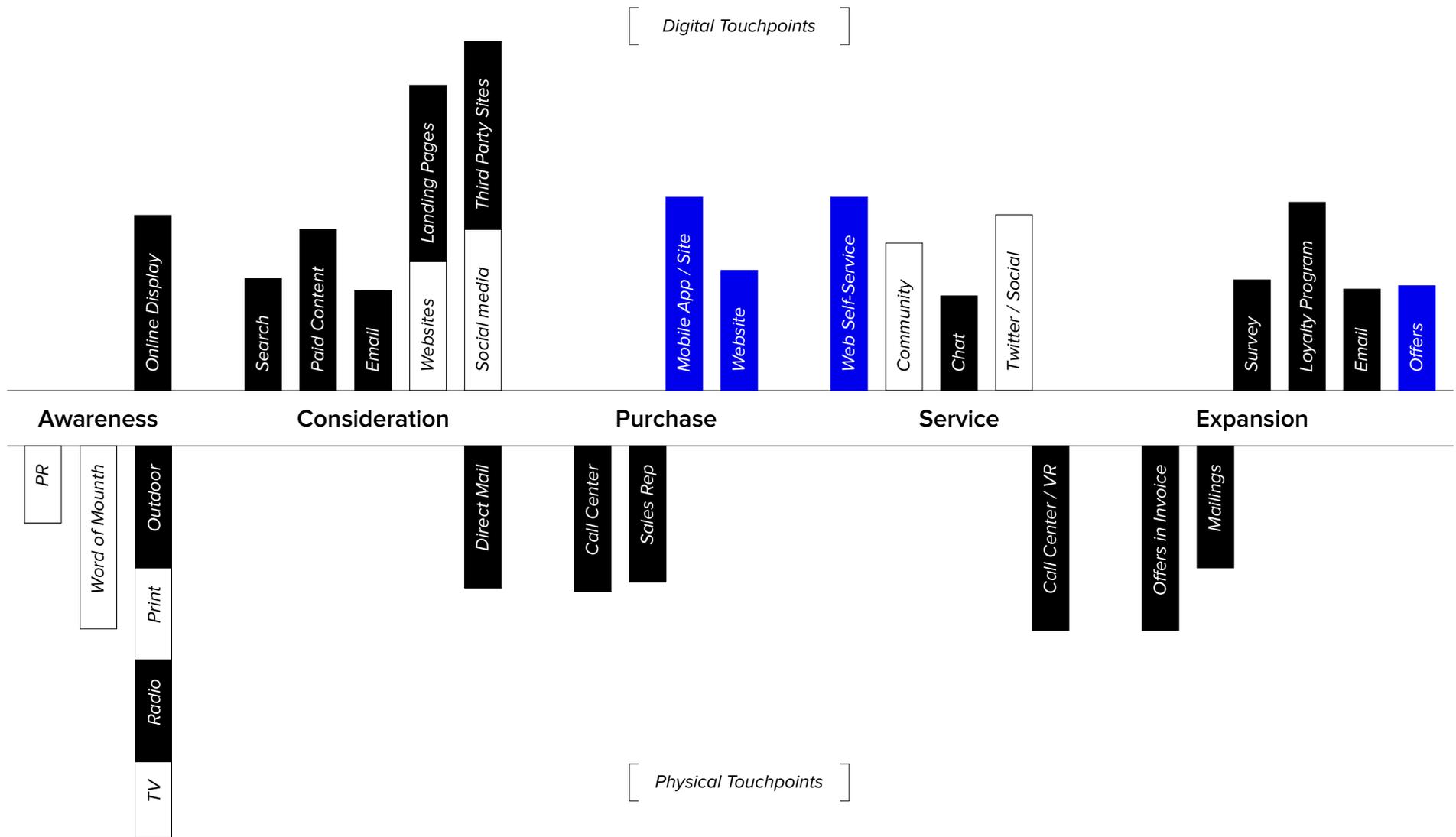
Our team implements and drives the CX journey with you ensuring that customer experience touchpoints are tested regularly and analysed for continuous improvement.

06

Visibility through reporting.

Through our intuitive reporting and dashboards, our team delivers visibility of your CX programme and its progress towards your overall CX strategy goals.

05 / Customer touchpoints



Our team will implement and drive the process with you, ensuring that customer experience touchpoints are tested regularly and analysed for continuous improvement.
Let's chat.

