

Customer Experience Planning

A research protocol to drive customer acquisition and retention

The Opportunity

Acquiring and keeping customers has never been harder than it is today. On top of intense competition from your competitors, today's consumers and businesses are extremely empowered via desktop and mobile information searches and social media. It is not enough to just measure how well your brand proposition is resonating with the marketplace or how high your customer satisfaction scores are. They provide no more than a 25,000 ft. view of your prospects and customers. Today marketers have a dynamic weapon to view and understand these constituencies at ground level.

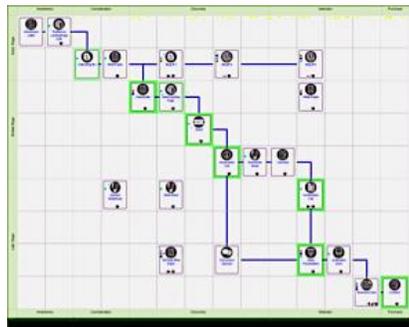
Solution

Lodestar and The East Bay Group have partnered to bring to the market a state-of-the-art experience mapping solution empowered by the suitecx® portfolio of software mapping tools.

Focusing on the *Buyer Journey*, our solution identifies and visualizes all of the external touch points that a buyer makes and their concomitant thought processes and emotions early on in their decision-making processes. This enables you to affect the buyer decisions by knowing the optimal channels to reach specific types of buyers as well as what messages and marketing tactics will most resonate with them. Likewise we capture in *Customer Journey* mapping the same information from your customers as they experience each of your touch points, enabling you to optimally and profitably align your customer experience strategy against customer needs and expectations.

Description

The experience/journey mapping protocol involves the use of both qualitative and quantitative research targeting your prospects, customers, employees, and internal stakeholders. The results of this research are pulled into a comparative diagnostic and benchmarked by industry or competitor. It consolidates inside out and outside in findings and initiative recommendations, which are then, prioritized resulting in a strategic roadmap resulting in improvements in experience, which drive improved ROI.



Mapping provides a detailed visualization of a buyer's/customer's need state, attitudes, emotions, and behaviors as he or she seeks to fulfill a need, be it personal or for one's business. In so doing, the mapping process reveals the dynamics of all of the forces in play (e.g., how different interactions impact the individual's mindset).

Beyond providing the dynamics of the buyer/customer experience, mapping provides compelling visuals that enhance the dissemination and integration of the derived knowledge across your business enterprise. As such, internal stakeholders

can readily identify and act on opportunities to acquire new customers or to keep and grow existing customers by removing critical internal pain points affecting the customer experience within your organization.

Benefits of Experience Planning

- Sharpens your customer acquisition strategies
- Helps your entire enterprise focus on the customer experience
- Identifies where you are over- or under-delivering customer experiences
- Creates a powerful training tool for customer-facing staff
- Develops a 360° customer view (rational and emotional) to generate actionable insights and tactics for competitive advantage
- Aggregates, organizes and drives action on customer, employee and institutional 'Voices' to enhance revenue, reduce churn and deepen customer loyalty and repeat purchase
- Drive sustainable strategic customer advantage to enhance profitability and optimize ROI
- Evolve and deepen the art and science of the customer experience through observation and analytics based methods.

For more information

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suitecx is a professional grade software suite that visualizes customer, employee and system voices to determine impact, cost and ROI.



Survey driven methodology to evaluate a company's marketing effectiveness – inside out and outside in with resulting roadmap



Mapping canvas with ability to visualize emotional and rational stories and touch inventory



Campaign visualization and stories to support marketing automation strategy, tactics, artifacts, and results



(Coming Soon) Campaign engine level detail to support marketing automation, CRM, database marketing, and demand generation

About Lodestar

Lodestar is an advisory services firm that helps clients create, manage, and utilize information and intelligence of all kinds to solve complex business problems. **Our work has two goals: improve business performance and drive growth.**

We offer our clients interdisciplinary, integrated, and end-to-end solutions. Our six practice areas (Customer Experience Management, Information Management, Innovation, Marketing Performance, Marketing Science and Strategy Acceleration) are augmented by a variety of other specialized firm capabilities.

About East Bay Group

East Bay Group is where psychology meets methodology and technology. We help your business grow by taking your Customer Insight and applying it to your unique experience.

We at The East Bay Group have an aversion to forcing you into “cookie-cutter” solutions proposed by most consultancies just because it's more efficient. Our work focuses on understanding your customers — statistically, behaviorally and emotionally — and helping you leverage that knowledge.

By taking a customer-eye view of your company, we identify the gaps within your organization, processes, information and technology. Then we look across your customer's journey to identify what works and what doesn't. Inside out and outside in, we identify and prioritize your opportunities, gap fillers and innovative ideas to create a path to success.