

Customer Experience Strategy Assessment

A consulting protocol to assess the effectiveness of your customer experience activities

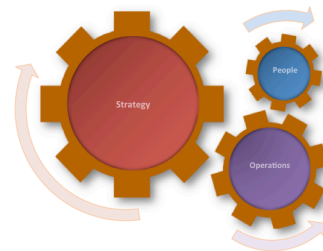
Problem

The alignment of what experiences organizations deliver to their customers and the latter's needs and expectations have never been more important in today's highly competitive marketplaces. Despite annually spending thousands, if not millions, of dollars obtaining customer feedback, most organizations 1) find themselves tracking confusing metrics, 2) gaining non-actionable insight, 3) find themselves questioning the ROI on these measurement activities, and most critically, 4) ending up under- or over-delivering experiences vis-à-vis their customers' needs and expectations.

The question for many enterprise executive leaders is how well have they aligned their customer experience strategy, if they even have one, against what their customers expect and their brand strategy. In the absence of knowing, it is likely that they are inefficiently allocating human and technical resources, as well as failing to walk their own talk.

Solution

Lodestar's Customer Experience Strategy Assessment provides a comprehensive review and analysis of your current customer experience strategy and voice-of-the-customer listening posts and reporting.



Synchronizing strategy, people, and operations

Approach

Identification of all customer touch points and performance standards. Interviews with key internal stakeholders to define required touch point-related customer feedback, degree to which current VOC listening posts, metrics, analyses, and reporting is providing that. Interviews with customers to identify performance expectations. Review of all existing survey instruments, analyses, and reporting.

Benefits

- Fast
- Spotlights key problem areas
- Provides actionable direction for warranted improvements

What You Get

- A comprehensive executive-level report, including key findings, conclusions, and recommendations
- An in-person debriefing with a senior consultant who will review findings and assist you in translating them into actions

For more information

Please contact:

Jim Heisler, Ph.D.
609-203-0167
Jim.Heisler@LodestarAP.com