

# Customer Experience Management

Research & consulting protocols to drive customer acquisition and retention

Successful companies are those where the expectations set by the brand promise are matched by the customers' experience. Successfully delivering the brand promise to mirror customers' expectations requires a carefully crafted customer experience strategy.

## Aligning the Brand Promise with the Customer Experience



Lodestar Advisory Partners employs time-tested research and consulting disciplines to assist its clients in developing and assessing their customer experience strategies and operational performance. Our focus is on providing action-oriented guidance and bottom line impact.

## What We Can Do For You

- ✓ **Customer Experience Strategy Assessment**
  - Create a customer experience strategy
  - Evaluate effectiveness of your current strategy
  - Determine efficacy of your customer listening posts to provide actionable guidance
  - Determine efficacy of your measurement programs
- ✓ **Re-engineer Touch Points**
  - Identify the experiences customers want at each touch point
  - Align human and technical resources against customer expectations
- ✓ **Monitor Touch Point Performance**
  - Assess performance against customer expectations
  - Identify weak areas
  - Guide process improvement
- ✓ **Relationship Assessment**
  - Identify and track customer loyalty
  - Identify experiential drivers of loyalty
  - Guide process improvement
- ✓ **Customer Churn & Win-Back**
  - Identify reasons for churn
  - Identify at-risk customers and causality
  - Guide retention and win-back strategies
- ✓ **Buyer Journey Assessment**
  - Identify touch points in the decision-making processes where you can affect buyer behavior
  - Identify messaging themes and channels through which you can reach buyers to affect their behavior
- ✓ **Customer Journey Assessment**
  - Identify the steps customers take within your organization
  - Identify the degree to which you are meeting their expectations
  - Guide alignment between your customer experience strategy and customer expectations
- ✓ **Employee Engagement**
  - Identify and track employee engagement
  - Identify experiential drivers of engagement
  - Guide process improvement

## For More Information

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