

Touchpoint Experience Re-Design

A research and consulting protocol to align the customer experience with customer expectations

Problem

More than ever, businesses today need to carefully manage their customer relationships by making absolutely sure that they are delivering experiences at every touchpoint that mirror their customers' needs and expectations. It is at these touchpoints that customer loyalty is most often won or lost. While this is widely understood, what is not recognized is how often companies deliver experiences that are totally out of alignment with what their customers need.



Surprisingly, most companies spend thousands of dollars asking their customers "how well are we doing?" but never stop to first ask their customers "what should we be doing?" As a result, some companies spend considerable resources delivering experiences that are not what the customer wants and/or have little impact on loyalty, retention and incremental revenues and profits. Even worse, they may be under-delivering on experiences needed to maintain healthy customer relationships.

Solution

Lodestar's Touchpoint Experience Re-Design provides a research and consulting protocol to guide you in optimizing the delivery of your customer touchpoint experiences for maximum benefit to your customers and to your bottom line.



Approach

A four-step process consisting of:

1. Blueprinting
 - Review existing performance metrics and standards
 - Review listening posts
 - Gather internal perspective
2. Customer interviews to define desired experiences
3. Internal interviews to identify barriers and opportunities to deliver on customer input
4. Alignment of touchpoint experiences

Benefits

- An understanding of the relative value of each customer touchpoint in strengthening your relationship with customers
- Learn what your customers want at each touchpoint in terms of:
 - The appropriate performance standard
 - The desired medium
 - Their willingness to pay a premium for enhanced experiences
- Alignment of your touchpoint investments with your customers' expectations by eliminating elements that do not add value to the experience
- Allocation of the appropriate resources to each touchpoint
- Balancing of your service costs with expected returns in terms of customer loyalty and financial outcomes

What You Get

- A comprehensive executive-level report, including key findings, conclusions, and recommendations
- Action workshops to drive the knowledge through your organization

For more information

Please contact:

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