



Experience Assessment

Assess the current customer experience

Conduct...

- Baseline Customer Experience Research
- Baseline Employee Engagement Research
- Key Driver and Gap Analysis
- Internal and External Marketing and Branding Review
- Experience Immersion
- Site Visits
- Standards Compilation and Review
- Training Compilation and Review
- Touch Point Identification and Mapping
- Qualitative Customer Research: Focus Groups, Interviews, Ethnography

Experience Design

Design and document the optimal customer experience

Create...

- Enterprise-wide Customer Experience Task Force
- Facilitated Task Force Meetings
- Universal Standards, including Mission, Vision and Values
- Tactical/Functional Standards
- Best Practices Documentation
- Touch Point “Experience” Redesign
- Innovation Workshops

Experience Implementation

Develop and apply tools & activities to effect organizational change

Develop...

- The “CEM” Business Case
- Internal Communication Plans
- Integration Plan with External Communications/Marketing
- Instructional Design Framework
- Training, Learning and Teaching Content
- Leadership Development Training
- “Enculturation” Activities
- Skill Development Tools
- Employee Orientation Programs
- Recruiting and Hiring Profiles

Experience Measurement

Rigorously measure performance and link to rewards and recognition

Design & Implement...

- Customer Experience Tracking Research
- Ongoing Employee Engagement Research
- Quality Assurance Auditing
- Mystery Shopping Programs
- Training Reinforcement Tools and Modules
- Ongoing Customer Experience Coaching
- Reward and Recognition Programs
- Compensation Scorecards Linked to CEM Metrics
- Standards Review and Modification