

About LRA Worldwide, Inc.

LRA is a leading consulting, organizational development, and research firm that specializes in Customer Experience Management (CEM). LRA helps companies design, implement and sustain the optimal customer experience across all experiential touch points, quickly moving customers from “satisfied” to “loyal” to “advocate.” We help align client organizations, from the executive suite to the street, around a shared vision and delivery of that optimal customer experience.

LRA’s CEM message resonates in any industry where “customer experience” can differentiate one company from the next more effectively than price, easily duplicated products, physical appearance, or marketing campaigns. Our proven Customer Experience Management methodology dramatically improves service quality, employee performance, customer satisfaction, retention and profitability, and generates a compelling return on investment. For more information, please visit www.LRAworldwide.com.

What is Customer Experience Management?

Customer Experience Management (CEM) is a relatively new acronym with a number of different interpretations in the marketplace. LRA’s view of CEM, however, is quite simple. Every time a company and a customer interact, the customer learns something about the company that will either strengthen or weaken their future relationship and that customer’s desire to return, spend more and recommend. CEM is about identifying each of these moments of truth and ensuring that the company and its people, products, processes and culture are aligned both strategically and tactically across all touch points to best serve the customer—based on what is most important to that customer.

“Operationalize” the Brand

Most companies spend the bulk of their brand-building dollars advertising their brand promise to prospects prior to purchase. Fewer companies put the time, thought or resources in place to ensure that brand promise is adopted by the workforce and effectively delivered across all the touch points where the company interacts with that customer. At LRA, we help “operationalize” the brand, turning brand promise into operational reality. And we help “internalize” the brand, by inspiring employees to believe in and live the brand and the company they represent.

LRA’s CEM Methodology

LRA’s CEM methodology consists of a proven series of steps and related activities that help companies assess, design, implement and sustain the optimal customer experience. The result—an entire organization aligned around a clearly-articulated, shared vision of the optimal customer experience, where “random” experiences give way to deliberately planned, repeatable experiences.

Experience Assessment

Assess the current customer experience

Experience Design

Design and document the optimal customer experience

Experience Implementation

Develop and apply tools/activities to effect organizational change

Experience Measurement

Rigorously measure performance and link to rewards and recognition

LRA's CEM Practice Areas

Each activity within LRA's CEM Methodology is guided by expert consultants in LRA's primary practice areas.

Organizational Development and Training

LRA helps clients to implement the desired customer experience, strengthen the internal brand, and effect true organizational change across a large number of employees, touch points, channels and geographies. Depending on the client and the situation, we offer customized training programs that focus on everything from leadership development to coaching to job skill enhancement.

Customer and Employee Research

LRA's robust research capability combines superior analytics with real-time tactical feedback to offer powerful operational and strategic insight to clients. We provide a deep understanding of the quality of the actual customer and employee experience, as well as identify the experiential elements that have the greatest impact on satisfaction, loyalty, advocacy and revenue growth.

Quality Assurance and Mystery Shopping

LRA provides innovative quality assurance, mystery shopping, brand compliance, inspection and audit programs that serve to measure the customer experience first hand. For each client project, our experienced consultants assess the experiences your customers really have at the point of interaction, providing the diagnostics and action plan for reducing and eliminating any operational deficiencies and gaps.

CEM Strategy Consulting

LRA helps organizations develop and implement the strategy that positions the customer at the center of every key business decision. By working to align departmental silos - marketing, finance, operations, human resources, training, communications and more — around the customer experience, LRA helps organizations become truly "customer-centric." And to ensure these efforts result in a meaningful business impact, we help create a systematic approach for monitoring, measuring and managing customer experience initiatives over time.

Standards Development and Content Management

LRA consultants combine content management expertise, technical and creative writing ability, and information architecture skills to align, document, communicate and integrate critical company business content and industry best practices so that everyone in the organization is speaking in "one voice" to better serve the customer. The result — a cohesive "playbook" and internal brand that forms the foundation for all customer experience interactions and internal business processes moving forward.

Representative Client List

Albertsons, Inc.	Indianapolis Motor Speedway	Quest Diagnostics Incorporated
ARAMARK Healthcare	Intercontinental Hotels Group (IHG)	Ritz-Carlton Club
Choice Hotels International	International Speedway Corporation	Shell Vacations Club
Churchill Downs Incorporated	Live Nation	Starwood Hotels & Resorts Worldwide
Destination Hotels & Resorts	Meliá Hotels International	Stowe Mountain Resort
Hard Rock	National Basketball Association	VIA Rail Canada
Hyatt Hotels Corporation	The PGA TOUR	Wyndham Worldwide

Leadership

Rob Rush	President & CEO	Zach Conen	Senior Vice President of Sales and Marketing
Stan Lashner	Chief Operating Officer	John Roberto	Senior Vice President & Managing Director, Quality Assurance
Mike Phillips	Senior Vice President, Research		



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