

Practical steps to succeed in improving your customer experience and shape your customer journey in line with modern expectations.

The Power of Emotion

If customer satisfaction is key to the success of your business, you will recognize these challenges and subsequent need for best practice in customer engagement:

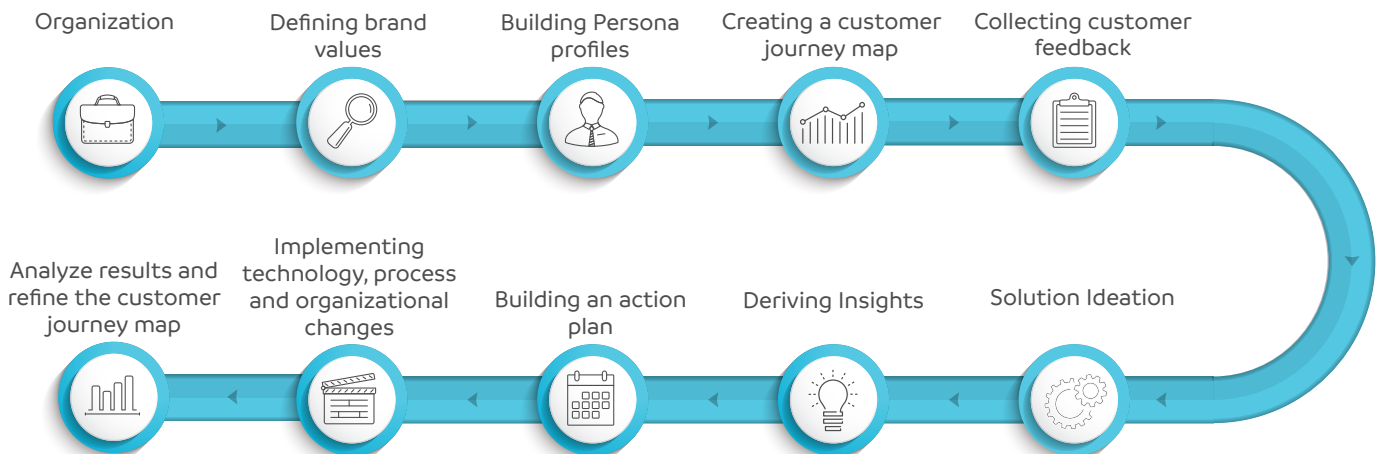
“We have an omni-channel environment with many touchpoints. Our customers need to have a simple, consistent and enjoyable time every time they interact with us.”

“We need to undergo change throughout our organization in order to truly succeed in our customer oriented marketplace. Changing our business processes is not enough; we need to look at our culture, strategy and more.”

“We need to support best practice with innovative and forward thinking technologies that will adapt with customer expectations. We are looking for a toolkit of integrated tech that will improve our processes seamlessly.”

Attraction

What does the Customer Experience program look like?



What's involved in a typical 2-day Customer Experience Workshop?

Overview

The workshop is the first step in understanding your Customer Journey and is a part of a Customer Centric approach.

Deliverables

Documentation of values, persona, customer journey map, insights action summary.

Next step recommendation focusing on people process & technology

Day 1

- *Start!*
- Introduction to Customer Experience approach
- Customer Journey Mapping methodology
- Brand values definition
- Define Do's & Don'ts
- Identifying Personas
- *Done for the day*

Day 2

- *Start!*
- Selecting the right journey map
- Customer Journey Mapping: stages, actions, touchpoints, feelings, insights
- Root cause analysis
- Solution brainstorming
- Action items
- *Done for the day*

Strength

Innovative technologies support Customer Experience best practice.

Multi-channel campaign management, lead nurturing, event management and marketing reporting

Customer journey mapping
Persona profiling

Match POS data and in-store camera visuals to analyze, plan and improve physical customer experiences

Predict your audience's emotional reaction to your offering, brand or ideas

True omni-channel interactions and analysis

Intuitive and modern Chat-Bot-like customer engagement



Speak to Prodware about starting your own customer experience journey, harnessing digital transformation to support your customer-centric strategies.

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