



PROACTIVE Customer Experience Program

Want to drive customer centricity across your organization? In a way that goes beyond just reactive support? With a structured approach to managing every experience that your customers have?

What can we do?

Our Insight Experts add a wealth of experience to designing the right Experience Management program suited for your organization.

What is the methodology?

Designing a Customer Experience Management program is more than gathering feedback. A well-rounded program systematically identifies key touchpoints. This enables the brand to listen to the customer, isolate the most effective methods of setting up a listening post as a touchpoint, ensure democratized views of the customer voice in the organization, and finally set up governance and loop closure systems to ensure the organization takes effective action based on consumer insight.

What does the output contain?

A Customer Experience Management program does not contain a single output. The output is composed of several key elements forming a journey map.

This leads to listening posts and questionnaires, selection of the right software to manage customer experience based on the business

context, training of organizational stakeholders to actively listen to the customer feedback, designing feedback loops and program governance processes and MOST importantly, defining the key outcomes to ensure ROI.

Beyond this initial design and implementation, the CX consultant may also run periodic assessments of the program and key insights to drive strategic organizational changes besides evolving the program design to keep it current and relevant.

How can you use the output?

A robust Customer Experience Management program can act as a constant pulse for the organization and help all decision makers make data driven decisions which keep the customer at the centre. Specifically, a CX Management program provides a singular view of all customer metrics, proactively addresses customer concerns, identifies the root causes of different experiences, tracks metric improvement against goals, and integrates operational metrics with customer metrics.

For more details and a time and cost estimate, get a free no-obligation 30-minute consultation with InsightGig! [Click here](#) to get started, or send an email to contact@insightgig.com.

“Success is the sum of small efforts repeated day in and day out.”

Robert Collier, Author