

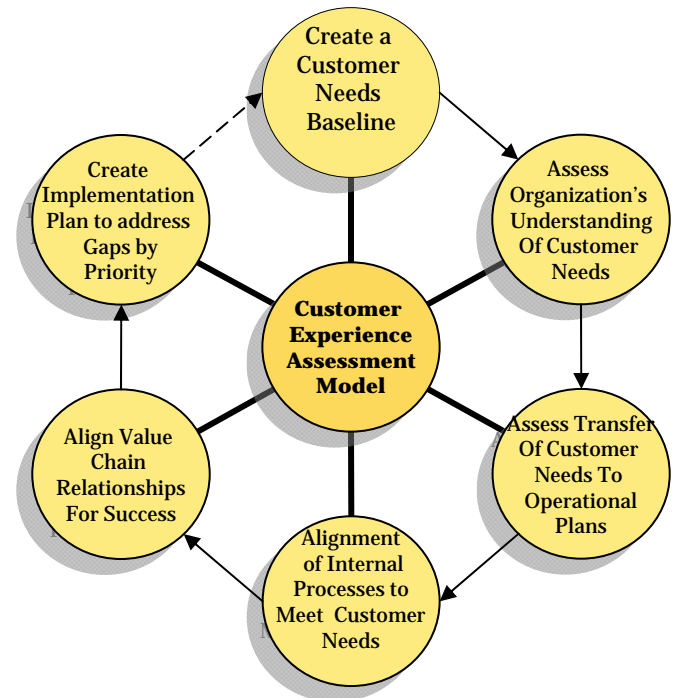
# Customer Experience Consulting Services

*Satisfying customers is dependent upon clearly understanding your customers' needs and expectations and then unifying your value chain partners and processes to be able to successfully deliver.*

The most important stakeholders in your company are your employees and your customers. Without happy, passionate employees, you cannot consistently satisfy your customers. Without satisfied, loyal customers, you have no business. And achieving market leadership requires rapid product and service lifecycle changes, flexible and customized solutions, and new customer focused innovations. Without building strong relationships with your value chain partners, rapid product and service lifecycle changes is impossible. There must be win-win solutions for all partners in order to achieve lasting customer satisfaction.

Strategic Crossroads has an integral *Customer Experience Assessment Model* that clearly outlines the gaps in your organization's ability to satisfy customers. We have extensive experience to map your customer needs and the knowledge to analyze your value chain, your systems/processes, and your culture and to provide you with a systematic plan to close your customer satisfaction gaps.

Following is an outline of our Customer Experience Assessment model and the process we use in helping you align your value chain and improve your customer satisfaction:



## Customer Experience Consulting

### Services:

- Customer experience design
- Strategic Gap Analysis to determine your organizations ability to satisfy customers
- Customer innovation workshops with value chain partners to create compelling new products/services and winning solutions for all partners
- Re-engineering your processes and value chain processes to deliver exceptional customer experience

### What are the Benefits to You – Your Organization?

- Understand your customers' 'total experience' needs
- Improve your market share
- Increase customer satisfaction and loyalty
- Create a passion for customers in your organization
- Build relationships, value, and alignment for customer satisfaction with all value chain partners
- Map processes linked to customer experience and improve them to meet your customers' expectations.

*"We achieved a pivotal success with this customer experience approach, and now have a comprehensive understanding of our customers' business needs. Our senior management were so impressed that they extended the work to build a 3-year strategic customer architectural roadmap." Fortune 500 Company EVP Marketing*



### Strategic Crossroads

Lynda Davis is a Founder of Strategic Crossroads, LLC; a conscious business consulting company with 30 years of experience in helping companies and individuals achieve personal and organizational excellence.

For a free introductory 30 minute coaching session, contact Lynda at : [lynda@strategiccrossroads.com](mailto:lynda@strategiccrossroads.com) 208.384-8573  
[www.strategiccrossroads.com](http://www.strategiccrossroads.com)