

“The **brand** promises... the **experience** delivers”

At Insight Customer Solutions our passion is working with our Clients to craft, deliver and sustain distinctive, memorable and compelling Customer experiences!

Our Customer Experience (CX) Strategy Cycle describes each of the action steps that are mission critical to designing, blueprinting and consistently delivering Customer experiences that resonate with your brand promise. It also describes our holistic approach and the overall solution we deliver to clients.



It is the value that a Customer perceives in the delivery of a great experience that builds long-term loyalty and ensures that a business remains relevant in today's hyper-competitive marketplace. Loyal Customers purchase repeatedly across time, geography, products and channels to deliver the profitable repeat purchases that are the 'holy grail' of any business strategy.

Research clearly indicates that Customer satisfaction, at a point in time, is not a great predictor of loyalty. Only total satisfaction, delivered consistently, is a predictor of loyalty.

At Insight, we work with our Clients to create clear alignment between their business strategy, brand promises and positioning and the experiences delivered to Customers. Every Client is at a different stage of maturity in terms of competitive differentiation, brand loyalty, Customer experience utility and consistency.

We use a range of engaging tools, processes and methodologies to assist our Clients to craft their Customer experiences, to create standards that underpin their experience and to deliver them effectively and consistently over time.



REAL TIME RESEARCH
MYSTERY
CUSTOMER
PROGRAMMES
NET PROMOTER SCORES
SATISFACTION SURVEYS
FOCUS GROUPS

“The purpose of a business is to create and keep a Customer”

Peter Drucker

We develop comprehensive Customer Experience Blueprints that inform the overall experience delivery process and ensure that employees have clarity in what to do at each 'Moment of Truth' and 'Touchpoint' in the overall experience.

Crafting experiences is not enough to ensure success. Our access to a large community of real life 'Mystery Customers' enables us to 'hotwire' the Voice of the Customer into an organisation through the development and implementation of the appropriate Customer Listening Systems.

Our “Voice of the Customer” Listening Systems enable Clients to:

- ✓ identify operational issues that lead to inconsistent or poor Customer experiences
- ✓ identify areas of Customer satisfaction and dissatisfaction with different elements of the overall Customer experience
- ✓ develop metrics that ensure clear accountability for consistent Customer experience delivery
- ✓ identify those employees who deliver great experiences and those who fall short
- ✓ benchmark the nature of their own Customer experience against competitive offerings
- ✓ benchmark and evaluate delivery of Customer experiences across different regions, branches or operational units
- ✓ track the delivery of experiences over time and location - to pick up the warning signals that their experience is no longer relevant or is in need of innovation

We offer the following products & services:

Business Model / Customer Experience (CX) Strategy Workshops



We design customised, facilitated workshops to enable leaders to grapple with key elements of the value they deliver to Customers. In our workshops, leaders engage in robust, focused conversation over the evolving nature of their business models, their Customer segmentation, value propositions, channels to market and activities and resources required to deliver value.

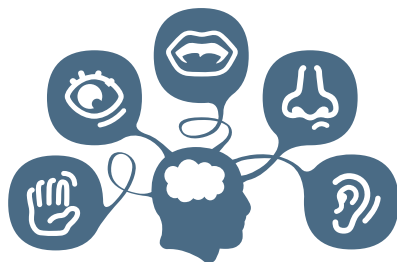
Our workshops include the best elements of Blue Ocean strategy and Pigneur and Osterwalder's Business Model Canvas to ensure innovative thinking and impactful results.

Real Time Research



We conduct customised research to understand Customer perceptions of current market positioning, brands and / or the 'reality' of Customer experience delivery. This research incorporates structured interviews and focus groups with Customers and front-line employees to best understand the current dynamics impacting perceptions of Customer value.

Customer Experience (CX) Crafting Workshops



We develop, facilitate and document customised workshops that enable Clients to define the nature of their Customer experience. This includes a 'Blueprint' of what will be required to ensure consistent delivery and effective implementation within their operations.

Customer Experience (CX) Training



We develop customised workshops and training programmes to enable managers and employees to better understand the nature of Customer experiences. Our high engagement process develops alignment and commitment to the activities and resources required to ensure that the crafted Customer experience is successfully delivered.

Our focus is to develop the knowledge, skills and attitudinal change required to ensure that the necessary support and competence for sustained implementation exists in the organisation. Our customised training programmes are, by their very nature, great experiences! They are packaged to meet participant needs through a variety of delivery options. They may be:

- ✓ facilitated by specialist Insight consultants in-house
- ✓ delivered internally through a structured 'train-the-trainer' process
- ✓ delivered through an e-learning system

Customer Experience Evaluation and Measurement

BE OUR ^{mystery} GUEST...



|MANAGEMENT DASHBOARD|
CX-PRISM
Customer Experience Measurement

We offer differentiated products to both the Business to Customer and Business to Business market segments. For the Business to Customer segment, we have one of the largest communities of 'Mystery Customers' in Southern Africa who assess and evaluate Customer experiences against pre-determined experiential standards. Assessment tools are developed in a participative way with managers and front-line employees to ensure both accuracy and relevance of standards.

Our CX Prism© on-line evaluation, measurement and dashboard system enables rapid reporting / turnaround times, multi-dimensional standard evaluation (per department, key business drivers, behaviours, values or any other important criteria), in depth analysis and trend identification. Report data is both quantitative and qualitative, enabling the generation of performance metrics as well as effective communication / feedback to employees. This underpins CX Prism©'s value as an important coaching tool, focusing on both shortcomings and achievements in experience delivery.

“ Customer experiences should be distinctive, memorable and compelling ”

Pine and Gilmore

Our team of experienced data analysts quality control every report to ensure accuracy of information. A query process provides an assurance of information integrity. All reports are remotely available and may be viewed and downloaded according to pre-assigned rights.

Our Business to Business measurement and evaluation tool is based on a regular sampling of actual Customers and a telephonic / on-line follow up evaluation. All assessments incorporate a pre-defined set of standards that underpin the experience as well as Customer satisfaction and loyalty (Net Promoter Score) ratings.

We also conduct competitive experience assessments, in accordance with a strict code of ethics, in order to benchmark offerings and to derive key learnings.

Customised Communication



We develop engaging newsletters and briefing tools to ensure that the 'Voice of the Customer' is hardwired and brought to life in our Client organisations. This enhances learning and motivation, focuses messaging and contributes to building a Customer-centric culture.

Capacity Building Workshops



We custom design and facilitate workshops to engage with leaders and employees around important Customer concepts and ideas. These may include 'town hall' type feedback workshops, 'workout' process improvement workshops, motivational or developmental workshops on Customer service and service recovery, teamwork and / or experience innovation.

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