

Experience 360™

The Complete Customer Experience Analysis – Maximize Your Experience Design & Delivery

Redesigning the customer experience is your key to growth. The fast track to growing revenue and improving customer loyalty is made possible through consistent employee execution and by exceeding customer expectations. Why are you unable to satisfy your customers? Where should you focus your efforts to improve? Why can't employees exceed customer expectations? It is time to understand the challenges keeping you and your employees from maximizing revenue and customer loyalty.

For years, companies in pursuit of customer relationship excellence relied on customer satisfaction surveys and other customer studies, yet failed to see measurable improvement in customer loyalty. Why?

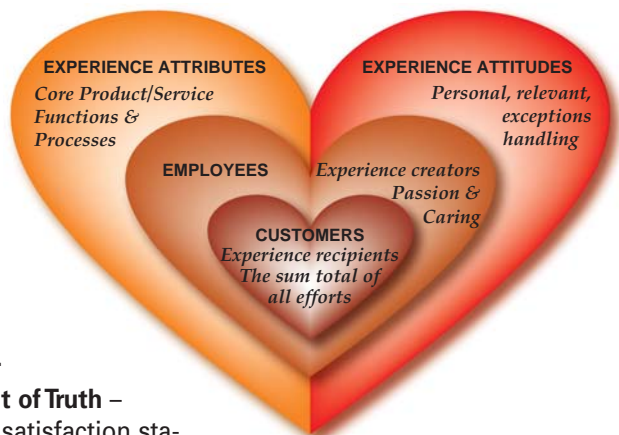
1. Poor Definition of the Customer Experience –

Organizations fail to define the customer experience as a combination of attitudes and attributes. This lack of a holistic view of the customer experience prevents companies from understanding the root causes of customer dissatisfaction and limits their ability to improve behavior, processes, policies and technology.

2. Inability to Recognize the Moment of Truth –

Companies accumulate customer satisfaction statistics on every facet of their organization, yet consistently fail to recognize and understand the critical disappointments of their customers. The failure to capture and understand these critical disappointments inhibits organizations from identifying and prioritizing areas for improvement.

3. Failure to Calibrate Against Employee Behavior – Studies that are not calibrated against employee behavior fail to capture discrepancies between employee and customer perceptions of the customer experience. Employees act according to their own well intentioned but ill conceived notions of what they, and not the customer, think the experience should be. The inability to link employee and customer perceptions of the customer experience prevents companies from creating experiences that customers truly want rather than delivering experiences that their employees believe they want.



Extracting Actionable Knowledge – Drive Results

Experience 360™ is a customer experience attribute and attitude analysis that captures and analyzes the definition and perceptions of the customer experience from both customer and employee perspectives. A proprietary tool designed by Strativity Group, Experience 360™ has been used during large and small consulting engagements and is now available as a comprehensive diagnostic tool to help you get the execution insight you need.

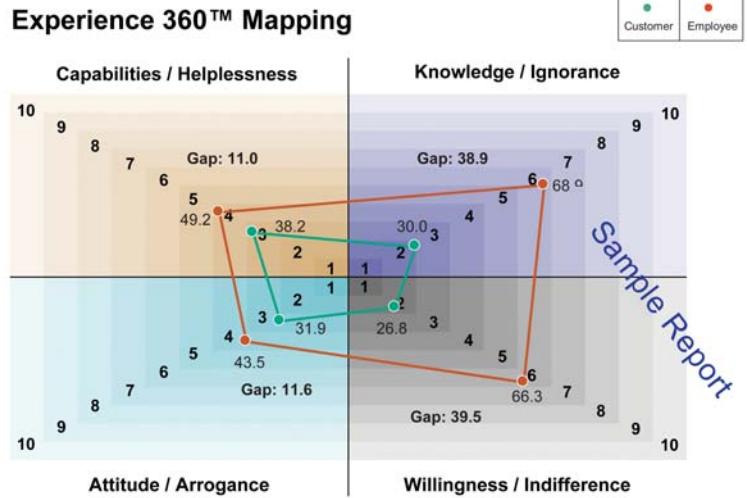




Experience 360™ is designed to calibrate customer and employee responses to attitude and attribute questions to identify different perceptions of performance excellence. It is this gap that prevents you from wowing your customers. The objective is to identify and bridge any gaps in the perception of customer experience excellence between employees and customers so you can deliver amazing customer experiences.

The Whole Truth About Your Moment of Truth

What is and what is not important to your customers? Do your customers really need that discount? Do you truly need to upgrade your website? Are you under investing in employee knowledge and expertise? Recognizing the importance of organizational touch points, business policies and corporate initiatives from customer and employee perspectives is critical to delivering amazing experiences. How do your customers rank your organization's touch points? Which touch points need to deliver superior experiences and which only need to deliver acceptable experiences? Experience 360™ measures the satisfaction and importance of customer experience attributes, identifies the Moment of Truth and prioritizes those areas accordingly. Moments of Truth are defined as critical customer disappointments and require immediate attention. Are you aligning your resources accordingly? Are you prioritizing your organization's action plan properly?



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Key Reports & Results Analysis – Prioritized Actions

Strativity Group will provide an in-depth analysis of the results to pinpoint the areas in your organization which require improvement. The analysis includes prioritized action reports detailing the execution required to bridge the identified gaps. Experience 360™ provides the following comprehensive reports.

1. Touch point analysis
2. Moment of Truth mapping
3. Moment of Truth by customer segment
4. Moment of Truth – prioritized list of actions
5. Experience 360™ mapping
 - a. By customer segmentation
 - b. By employee segmentation, e.g. functional role
 - c. By region / geography
6. Employee vs. customer attribute perception gaps
7. Experience attitude questions – top ranking
8. Experience attribute questions – top ranking
9. Results analysis and recommendations
10. Experience gap benchmarking – optional
11. Attitude / emotion gaps by customer segments – optional
12. Behavioral profiles – optional

Additionally, Strativity Group can work with you to build the plans and deliver the actions that are required to bridge these gaps and power your company down the road of greater revenue and customer loyalty through customer experience excellence.

For more details, contact Strativity Group at 973-796-5310 or Info@StrativityGroup.com

About Strativity Group, Inc.

Strativity Group, Inc. is a global consulting firm advising organizations on creating lasting, profitable relationships with their customers and employees by transforming corporate strategies and execution guidance to revolve around the customer experience. Customer Experience Management (CEM) strategies enable companies to bridge the inherent product focus and create true competitive advantages by focusing on the customer.

Strativity Group, Inc. works with both Global 2000 companies as well as emerging businesses around the world. Our clients include Computer Associates, FedEx Europe, Hewlett Packard, Honeywell, American Management Association, SAP, Siemens, Seagate Technology, CDI Group plc, Orange, Tremco, Toyota, Tata Telecom, Herbalife, IPQC, Dimension Data, Magic Software, Polivec and TMW Systems. Strativity Group brings the experience and knowledge to allow organizations to successfully transform their businesses into a customer-centric operation.

