

# THE PETROVA EXPERIENCE

*In Pursuit of Customer Happiness*

## Capability Statement

The Petrova Experience is a customer experience company that specializes in enhancing the customer experience utilizing human-centered design of the physical space and technology to enhance the digital.

We help your agency by evaluating processes and procedures and creating streamlined, responsive customer experiences. We train employees to develop a proactive human-centered mentality that improves service delivery.

We track progress, collect customer feedback, and act on insights to increase the effectiveness of your programs over time.

## Core Competencies

### ◆ Customer Experience Consulting

- Organization & Culture
- CX Technology, AI & Biometrics

### ◆ User Experience Design

### ◆ Strategy

- Strategic Planning
- Customer Experience Strategy

### ◆ Training Design & Delivery

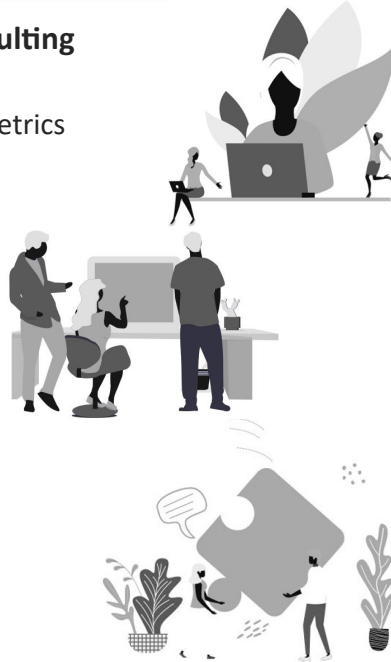
### ◆ Process Efficiency

### ◆ Journey Mapping

### ◆ Gap Analysis

### ◆ Service Design

### ◆ Customer Research



## Differentiators

- ◆ **Empowerment** – We are on-site and will directly interact with the experts working on your project and empower them to execute sustainable programs.
- ◆ **Impact** – We ensure viability of Implementation and follow through to assure there is an impact in your agency.
- ◆ **Expertise** – We have the expertise and knowledge from our many years of practical experience building exceptional customer experiences.
- ◆ **Sustainability** - We create new ways of conducting business that are sustainable and scalable.

[www.thepetrovaexperience.com](http://www.thepetrovaexperience.com)

THE  
PETROVA  
EXPERIENCE

*In Pursuit of Customer Happiness*

CAGE: 8FH13 | DUNS: 117254358 | Phone: (646) 515-9220

## Company Snapshot

**Gov. Business POC:** Liliana Petrova

**Phone:** (646) 515-9220

**E-Mail:** [liliana@thepetrovaexperience.com](mailto:liliana@thepetrovaexperience.com)

**Address:** 41 Willow St Apt 2, Brooklyn, NY 11201

**Work Area:** Nationwide

**Socio-Economic:**

- ◆ Woman Owned Business
- ◆ Woman Owned Small Business
- ◆ Self-Certified Small Disadvantaged Business
- ◆ Economically Disadvantaged Women Owned Business

## Past Performance



### Customs and Border Protection

**Location:** NYC & Boston, MA | **Dates:** 2017 - 2018

**Job Detail:** Designed Integrated Physical & Digital Experience



### The Port Authority

**Location:** NYC | **Date:** 2016

**Job Detail:** Terminal 5 Lobby Redesign at JFK Airport



### Specialty Food Association

**Location:** NYC | **Date:** 2019

**Job Detail:** Strategic Planning & Member Experience  
Digital Design & Implementation

## NAICS & PSC Codes

- 541613 - Marketing Consulting Services
- 541612 - Human Resources Consulting Services
- 541512 - Computer Systems Design Services
- 541611 - Admin. Mgmt & General Mgmt Consulting Services
- 541618 - Other Management Consulting Services
- 611430 - Professional and Management Development Training
- 541720 - Research and Development
- U099 - Education/Training - Other
- R799 - Support - Management: Other
- R408 - Support - Professional: Program Management/Support

Liliana Petrova

Gov Business POC



(646) 515-9220



[liliana@thepetrovaexperience.com](mailto:liliana@thepetrovaexperience.com)

41 Willow St Apt 2, Brooklyn, NY 11201