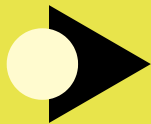


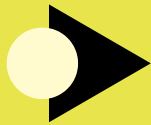
CUSTOMER EXPERIENCE DIAGNOSTIC

Expected Outcomes

IMPROVE CUSTOMER EXPERIENCE

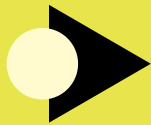


RETAIN CUSTOMERS

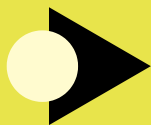


IMPROVE NPS/CSAT & CUSTOMER REVIEWS

STRENGTHEN POSITION IN THE MARKET



GAIN MARKET SHARE



COMMAND PREMIUM PRICES

IMPROVE BRAND AND CULTURE



INCREASE EMPLOYEE RETENTION



SCALE CUSTOMER-CENTRIC EXPERIENCES

CX DIAGNOSTIC PROCESS

Expected Deliverables

PHYSICAL

DIGITAL

CULTURE

Analyze Existing Internal & External Feedback

Evaluate Physical Experience
(Secret Shopper)

Conduct Site Walk-Through

Evaluate Digital Experience across Channels

Act as a Digital Secret Shopper

Review Internal Communications Assets

Review Internal Processes

Conduct Site Visit

Provide Internal & External Feedback

Provide Access to Physical Space(s)

Provide Customer Level Access to website, app, chatbot, etc.

Provide Internal Communications Assets & Schedules

Provide Processes & Procedures

Provide Access to Employees (incl. New Hires)

OUR VALUE ADD

YOUR INPUT

 **DELIVERABLE: CX & CULTURE ASSESSMENTS & RECOMMENDATIONS**

CX DIAGNOSTIC JOURNEYS

Ways to Get Started

QUICK START



Outside expert assessment on culture, digital or physical experience.

IMPACT



Omnichannel customer experience program roadmap.
Operationalize our culture.

END TO END JOURNEY



Infuse customer-centricity in the organizational culture and product delivery.

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