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**
- Evaluate Physical Experience (Secret Shopper)
- Conduct Site Walk-Through

**Digital**
- Evaluate Digital Experience across Channels
- Act as a Digital Secret Shopper

**Culture**
- Review Internal Communications Assets
- Review Internal Processes
- Conduct Site Visit

**Our Value Add**
- Analyze Existing Internal & External Feedback

**Provide Internal & External Feedback**
- Provide Access to Physical Space(s)
- Provide Customer Level Access to website, app, chatbot, etc.

**Your Input**
- Provide Internal Communications Assets & Schedules
- Provide Processes & Procedures
- Provide Access to Employees (incl. New Hires)

**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.
LILIANA PETROVA
Liliana@ThePetrovaExperience.com
+1.347.913.6655