

A woman with curly hair is smiling warmly at another woman with long dark hair. They are in an office or meeting room. The woman with curly hair is wearing a white top with a floral pattern. The woman with long hair is wearing a black top with white polka dots. In the background, there are large windows with blinds and a brick wall. A computer monitor is visible in the foreground.

# CUSTOMER EXPERIENCE ROADMAP

## ONLY CUSTOMER OBSESSED COMPANIES WILL SURVIVE DISRUPTION

We live in the age of the customer. This means that the technological maturity of customers has a much greater effect on organizations than in the past. That is precisely why you need to know what your customers really expect, so that you can give them what they want. You want to know exactly why your customers chose you over your competitors.

This information is essential for the future of your organization, but how do you map out exactly what your customers are experiencing, where you stand today and what the best next steps are for you? Realdolmen, a Gfi Group company will combine its unique technological DNA and practice-oriented business knowledge to draw up a Customer Experience Roadmap with you in 5 days.

*"Although 80% of companies say that they offer a great customer experience, only 8% of customers say they are satisfied with their customer experience. There is a huge discrepancy here."*

**James Allen**

Consumer behavior is changing rapidly in line with technological changes. Your customers know what they want and are not afraid to ask for it. They buy globally and they want the best products and services at the most competitive price. It is becoming ever more difficult to add value that your competitor isn't offering. Customers also expect a personal and efficient approach, when and where it suits them best. When customers look at your product or service, they expect a customer experience that meets and even exceeds their changing needs and desires.

That is exactly what this roadmap is all about: it gives you insight into the impression you leave with your customers, it helps you to understand what customers experience in each stage of their customer journey, and it enables you to use these insights to grow your business and ultimately be a truly reliable partner and trusted advisor for your customers.

## CHALLENGE

We are now living in the age of the customer. This is clearly reflected in the following challenges:

- Your customers' needs are changing constantly and ever more rapidly.
- Customers demand more and more personalized services, products, services and communication.
- Customers expect almost immediate availability.
- Customers provide direct and indirect feedback through distributed communication channels.
- Customers make 60% of all purchasing decisions before any sales staff come into the picture.



## THE KEY QUESTIONS YOU SHOULD ASK YOURSELF:

- How central are your customers to your company's vision, mission and values?
- Is the customer experience discussed at executive committee level?
- Do you really know your customers, and is the customer experience suitably aligned?
- Will your customers today also be your customers tomorrow?
- Are your customers actively involved in the development of new products or channels and in the modification of existing products?



### Design Thinking

Design thinking is perfect for solving complex problems. In a set of workshops, it allows us to efficiently identify the needs of your customers and define creative solutions that can be tested immediately in the field.



### Co-creation

Improving your customer experience is a joint effort. Actively working with all stakeholders, technical specialists, developers, designers, Realdolmen and customers during this process will give you a good understanding of all aspects of your challenge. Pooling the creative energy of all these people will lead to incredibly surprising and innovative solutions and faster growth of your organization.



### Agile approach

We always use an Agile approach for the entire process. We perform iterative evaluations and make continuous adjustments where necessary. You will work with our Agile teams to set a clear objective for each iteration in order to generate value for you and your customers from day one.

# OUR APPROACH

## WHAT REALDOLMEN CAN OFFER YOU

As a single source partner, we identify and acknowledge the complexity of all your challenges. We look at every aspect and come up with an action plan of concrete, innovative solutions. In 5 days, we map out your obstacles and compare possible solutions with different impact/effort levels. And rest assured, we always speak the language of your business.

### Intake

We look at your business context and strategy together. This gives us an insight into the challenges you are facing on a daily basis, and allows us to outline the further course of action.

### Stakeholders Interview

Conversations with the most important stakeholders in your organization give us a clearer picture of the specific needs. We can then sit with you to determine the goals we need to work towards together.

### Meet the Personas

Who are your customers really, and how do they experience their dealings with your company? We use the information from the first phases to define your two main customer profiles (personas).

### Customer Journey Mapping

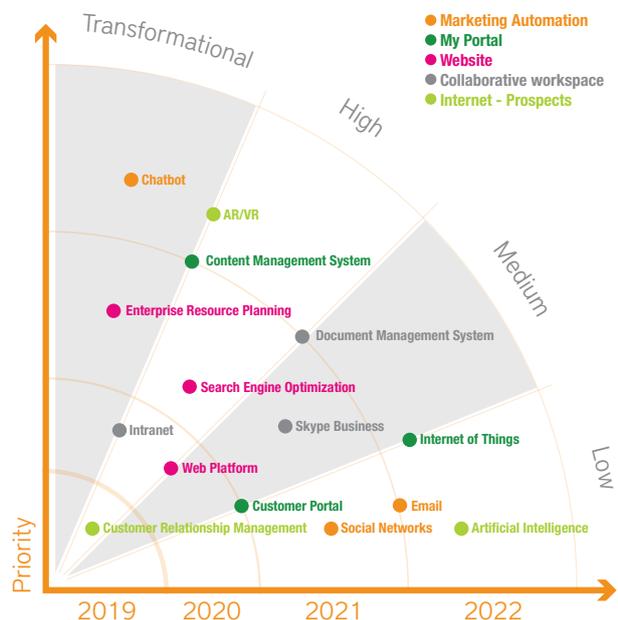
Gain insight into how these personas experience their dealings with your company. How is the customer introduced to your company, how does the customer become interested in your products, why does the customer decide to make a purchase, and what efforts are needed to strengthen your customer relations after a purchase? We work with you to map out the customer journey and gain insight into the positive and less positive experiences.

### Value Proposition Canvas

Besides journey mapping, a more task-oriented approach is also possible. Is the value you deliver to your customers in line with the expectations of your personas? We outline where your products and services need to be adjusted to better respond to your customers' needs. Where do the opportunities lie, and how you can reduce any customer inconvenience? The value proposition canvas teaches you how to do this in a strong, visual way.

## OUTPUT - THE CUSTOMER EXPERIENCE ROADMAP

We define an action plan together, based on the identified needs and priorities. The roadmap indicates the priorities and identifies the quick wins, next steps and long-term course of action at the strategic level. You know which areas to focus on to ensure an optimal customer experience.



# WHAT COMES AFTER THE CUSTOMER EXPERIENCE ROADMAP?

After we have uncovered the exact obstacles, we can dive in deeper. Here are some examples of the tools we can use to build on the five-day roadmap.

## DIGITAL EXPERIENCE WORKSHOP

How strong is your business in this digital world? Is your online presence in line with customer expectations, and are you available when and where your customers expect you to be? Which systems and tools do you use to support your processes, and how are they integrated with each other? Is your information architecture clear and complete? Our experts carefully map this out, and together we work on a digital roadmap that will lead to a seamless digital experience for your customers.

## CRM READINESS PROGRAM

Sales, marketing and customer service processes are crucial for the true customer experience. This analysis fully maps out the processes and projects them to a future-proof situation. We give you advice on your platforms, and we can implement it.

## CUSTOMER COMMUNICATION MANAGEMENT WORKSHOP

An organization typically generates a lot of communication to its customers. Newsletters, delivery confirmations and invoices are all touchpoints that affect the customer experience. How are you managing these communication flows now? We help companies to implement a communication process that they can control end-to-end and multichannel.



### CUSTOMER EXPERIENCE ROADMAP

We are there for you, if you can't see the woods for the trees or if you don't know where to start. That is what this roadmap does: it gives an overview of your specific as-is situation and your possible to-be situation. Using these new insights and ideas, we work together to make significant progress towards a future-proof customer experience.

Please contact us by sending an email to [info@realdolmen.com](mailto:info@realdolmen.com).