

# Customer at the Heart (CATH)



CATH provides a proven and pragmatic framework for 'end to end' customer experience management that puts the 'customer at the heart' of business decision making. Developed over the last seven years with national and international brands, the programme falls into 3 phases:

## Immersion

Understanding your brand and commercial objectives

Starting with a thorough immersion into your business and market we will review your business strategy and brand promise, benchmark you against the competition and look at other organisations that have similar operational challenges.

We will review any existing research you hold and build a picture of your customers and their needs and expectations, redefining your customer segmentation if we think better models fit, and conducting original research if there are holes in your customer understanding.

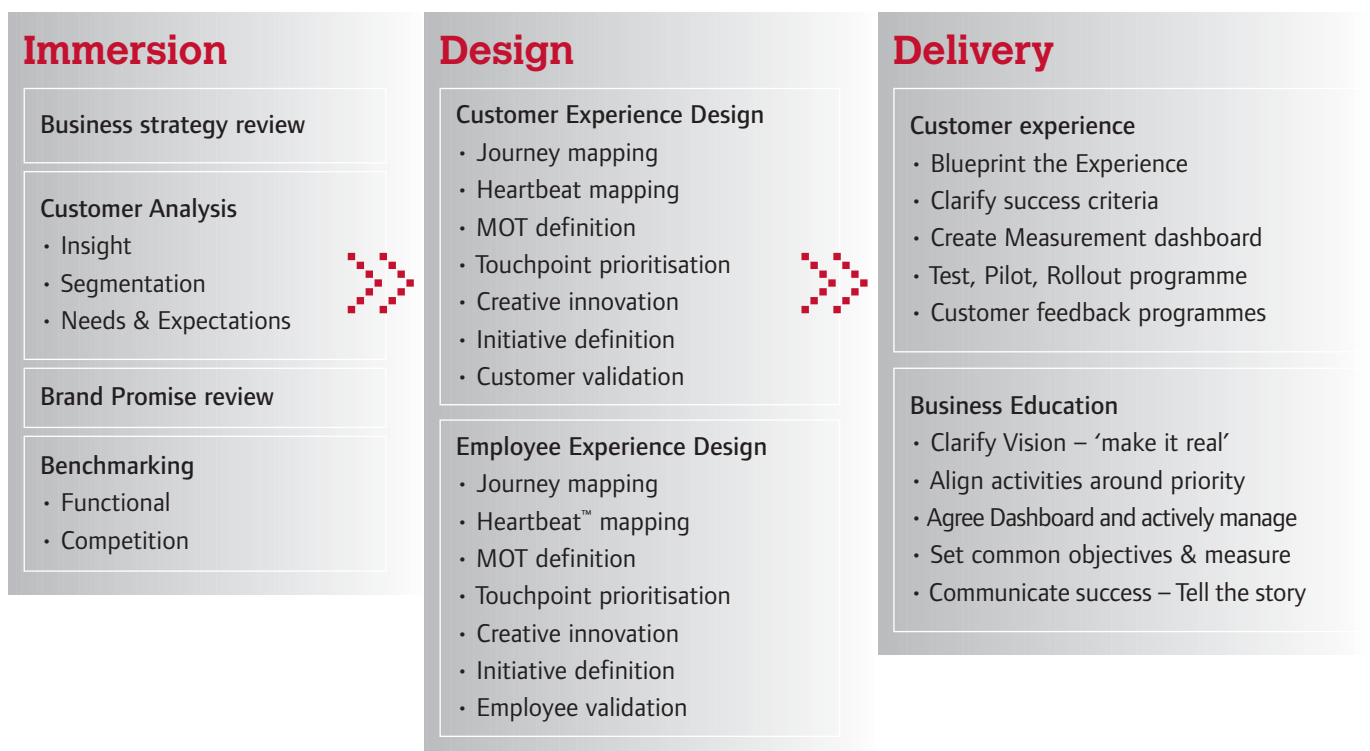
## Design

Designing a compelling brand promise and customer experience that connects to operational KPI's

Armed with this insight of your business and customers we will go on to design customer and employee experience plans that put the customer at the heart of your organisation.

Using our innovative Customer Heartbeat™ technique, we will map out the customer journey, measure the degree of satisfaction that different customer groups have as they travel along their journey with you, identify 'moments of truth' where customer dissatisfaction is turning prospects & customers away and then identify practical, commercially viable, validated initiatives to improve the customer experience and turn prospects into buyers and customers into advocates.

Yet, there is little point crafting an experience for your customers if your employees don't understand or embody the customer centric culture you are seeking to project. Our Heartbeat™ technique can also be used to look at the experience that you give your employees and identify what is getting in the way of their ability to deliver what your customers are looking for. In this way we start to lay the foundations for a connected customer strategy to be turned into a deliverable experience.



# Customer at the Heart (CATH) cont...

## Delivery

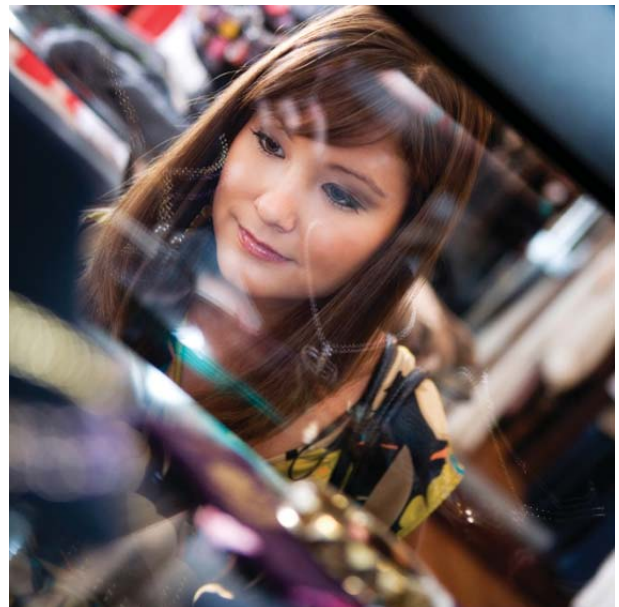
Creating a Roadmap of actions that will deliver a consistent experience

Having defined the ideal customer and employee experience we will create a Blueprint for delivering that experience. This will provide a shared vision for the organisation. We will identify measures for success and help you test, pilot and rollout the plan, learning and adapting as the programme matures.

We will help you clarify your vision within the business, aligning activities around key priorities and providing a dashboard to manage the business around a common set of targets and measures.

Finally, we will help you define key messages that resonate with your customers and position you as an organisation that understands their functional and emotional requirements.

CATH is a robust methodology, proven across industries and customer types, that enables clients to both understand and deliver tangible change to their customer experience.



To find out how CGA could help you put the 'Customer at the Heart' of your business, contact Rick Harris on +44 (0)1483 209 586 or [rick@cgaexperience.com](mailto:rick@cgaexperience.com) today.

