

# Customer Experience Audit



## What does it feel like to be a customer?

CGA's Customer Experience Audit considers what is right and wrong about the experience your customers have with you – not just in rational and functional terms but also in emotional terms. We find out how it feels to be one of your customers?

Our audit falls into two parts:

**Part 1** – what is the Purchase Journey?

**Part 2** – what is it like to Live with the Product?

Through the audit we will show you how strongly your brand comes alive in the customer experience relative to your competitors and enable you to identify the barriers that are getting in the way of dwell times, customer conversion, 'size of basket', repeat purchase and advocacy.

## What We Do

Identify weak points and strengths in your customer journey & experience from beginning to end

Recognise how your current experience matches up vs. your competitors combining a 'customer's eye' with a professional framework and unlimited insight recording

Test drive the steps of your customer journey by relevant variable e.g. customer segments, times of day / week, locations

Evidence your on-going experience vs. competitors as 'real' customers living and breathing the product

## What You Get

A portfolio of target areas for improvement

Relative and tangible information about competitor customer experience vs. your own: how they connect with customers; clear distinctive clues e.g. ideas, images, phrases, and physical actions – things that could stick in a customer's mind as differential recollections of the experience

A current customer experience baseline to build upon

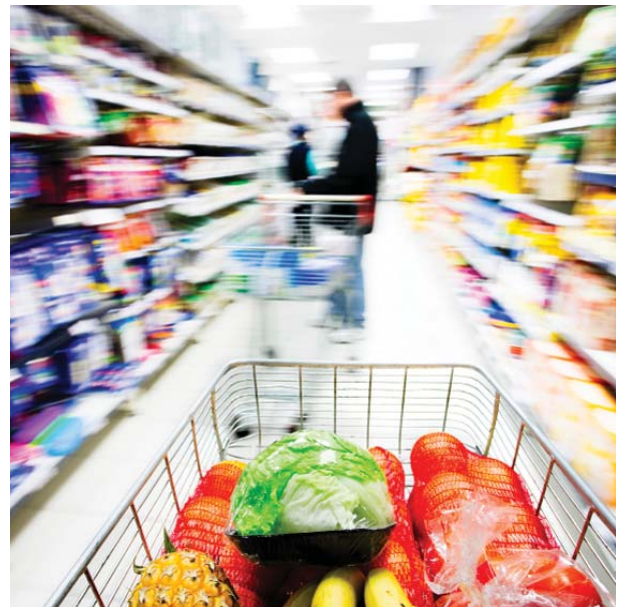
A log of experience issues/improvements for the customer's post-purchase experience

## Timescales

**Part 1** – two to three weeks (per wave) from start to finish.

This has even greater value if done on a continuous/ tracking basis.

**Part 2** depends on the type of product and will be tailored to each case.



To find out how CGA's Customer Experience Audit could help you understand what it feels like to be a customer, contact Rick Harris on +44 (0)1483 209 586 or [rick@cgaexperience.com](mailto:rick@cgaexperience.com) today.