

What do your customers really want?

CGA's innovative Customer Heartbeat™ technique was developed to answer exactly this question.

The process starts by defining each of the steps that a customer takes when dealing with your business – not just “what happens when” but how this interaction leaves them feeling – really happy, satisfied, frustrated etc.

From this, we seek to shorten or remove those steps that customers don't value, and improve the ones that add to their experience. We'll also develop new experiences that can bring your brand and company mission to life for the customer, helping to differentiate you from your competitors and change customer satisfaction to customer delight.

Finally, we'll guide you through the process of communicating, implementing and measuring these new or improved experiences to ensure that your customers are consistently and reliably impressed at every point.

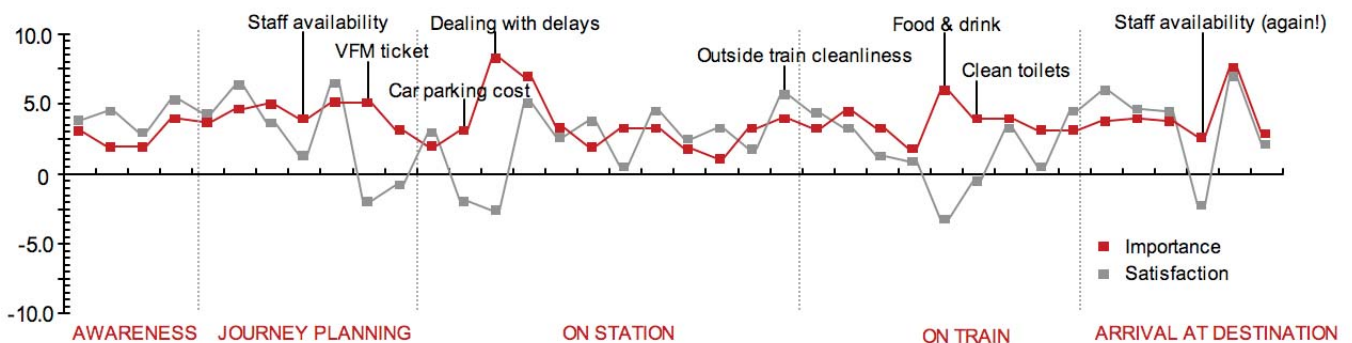
Importantly, throughout the process we'll map the commercial impact of each improvement, so that you can link each element within the customer journey to a projected financial return.

“When they (CGA) showed me the Heartbeat model, it immediately struck home and I could see that it would be insightful, applicable and would engage the business in grappling with a difficult issue – and I've been delighted with the results”

Ken Lee, Group Marketing Director – Inchcape

Getting to the heart of your customer journey

Example: Train Journey Heartbeat



To find out how CGA's Customer Heartbeat™ could revolutionise your customer journey, contact Rick Harris on +44 (0)1483 209 586 or rick@cgaexperience.com today.

The Customer Heartbeat™ will clearly show you where the key high and low points exist within your shopper or visitor experience, and plots the overall quality of that experience across different segments of customers. Where possible, CGA blends both quantitative data (such as mystery shopper scores, questionnaires and surveys) with qualitative insight (experienced observers recording customers' reactions).

The unique benefit of the Customer Heartbeat™ design is in predicting where future interventions can offer the greatest value – increased revenue, higher profits and better relationships.

The final deliverable provides a visual 'heartbeat trace' for each customer segment, showing the 'moments of truth' in the customer journey – those points where efforts to influence customer recruitment, acquisition and retention should be focused. It also details specific initiatives, which will impact customer attitude and behaviour.

Measurable success

Over the years, the initiatives resulting from our Customer Heartbeat™ have consistently delivered double-digit growth for our clients, across a range of industry sectors.

