

## How will an improved customer experience help my business succeed?

Experience Roadmapping™ is CGA's fast-track process that allows companies to identify exactly what value customer experience could add to their business.

These days customer experience has become a buzzword – a fashionable way for businesses to demonstrate how in touch they are with their customers. But in truth, to genuinely manage how others experience your business impacts every area of your company. It's a commitment no organisation should make until it's clear how customer experience fits with the overall strategic direction of the company, and supports the business model in driving sustainable growth.

CGA's Experience Roadmapping™ provides just that clarity.

CGA begins by taking a hard look at current customer value to the business, alongside any competitors that might better serve them, both now and in the future. We also look at company mission, customer insight, your brand, culture and competencies. Only once this starting point is firmly anchored does the process move forward to look at potential scenarios for business growth.

**“It really provided clarity about where we saw the company in the future – they were able to pull together our issues to give a realistic and strategic view of our business – great learning. CGA were excellent.”**

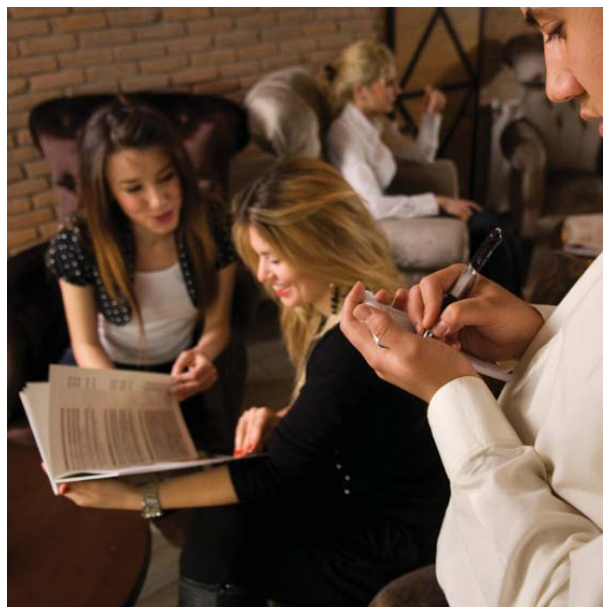
Brian Farrelly, Director of Broadcasting – QVC

These scenarios are built around the CGA Lens – a technique for gaining fresh insights and perspective on where the business could position itself in the market for optimum success.

Within each scenario, the value of a customer experience will be assessed until the 'arrival point' is agreed upon. This arrival point describes the goals within a given time frame and serves both to align the board and senior management, and lock in how customer experience is supporting key financials, brand strength and competitive positioning.

The final deliverable is an Experience Roadmap™ including key milestones, work streams, owners and KPIs, all within a single, 'plan-on-a-page' view.

This visual and compelling roadmap provides clear and consistent communication to internal and external stakeholders alike.



## The road to measurable ROI



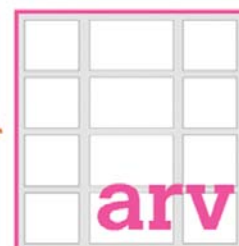
| DEPARTURE POINT



| LENS OF INSIGHT AND DIRECTION



| BUSINESS ROADMAPMING



| ARRIVAL POINT

To find out how CGA's Experience Roadmapping™ technique could revolutionise your customer journey, contact Rick Harris on +44 (0)1483 209 586 or [rick@cgaexperience.com](mailto:rick@cgaexperience.com) today.