

Touchpoint Reengineering



Experience Keyhole Surgery™

CGA's 'Experience Keyhole Surgery™' (EKS) identifies and fixes problems at a specific customer experience point. It is designed to provide a fast-track response to urgent issues, using real-time customer feedback. We have termed it 'Keyhole Surgery' as the solutions we recommend are designed to minimise training requirements and disruption to normal operations.

Using CGA Heartbeat™ methodology, we focus on a single customer touchpoint (rather than the multiple touchpoints considered in the main Heartbeat™ programme) EKS is appropriate for those companies that have identified a customer behaviour issue (complaints, lost sales, store environment bottlenecks, queues etc.) and need help in creating fast, practical and cost-effective solutions

What We Do

CGA experience experts review known problem data and test-drive the problem point for first-hand insight

Observe / listen and interview customers (including Web feedback) to build holistic diagnosis of problem

Pinpoint the gaps between what customers expect and what they experience

Explore other instances in the customer's world where the problem is fixed (benchmarking)

Develop key-hole solutions based upon above insight

Provide metrics to measure ROI

What You Get

CGA Audit report – first-hand findings, customer observation clues

Heartbeat™ trace, detailing how much improvement is really needed / expected by customers

Customer 'In-my-Life' benchmarks – highlighting ideas to adopt / adapt from other experiences in customers' lives

Keyhole Workshop – half day event, brainstorming practical and innovative solutions

Dashboard – metrics table for tracking performance of implemented initiatives

Timescales

Six to eight weeks from start to finish.



To find out how CGA's Experience Keyhole Surgery™ could fix a problem along your customer journey, contact Rick Harris on +44 (0)1483 209 586 or rick@cgaexperience.com today.