

GROWTH OPPORTUNITIES IN CUSTOMER EXPERIENCE

*Keep pace with customers and competition with an effective
Customer Experience strategy and meet your Brand promise*



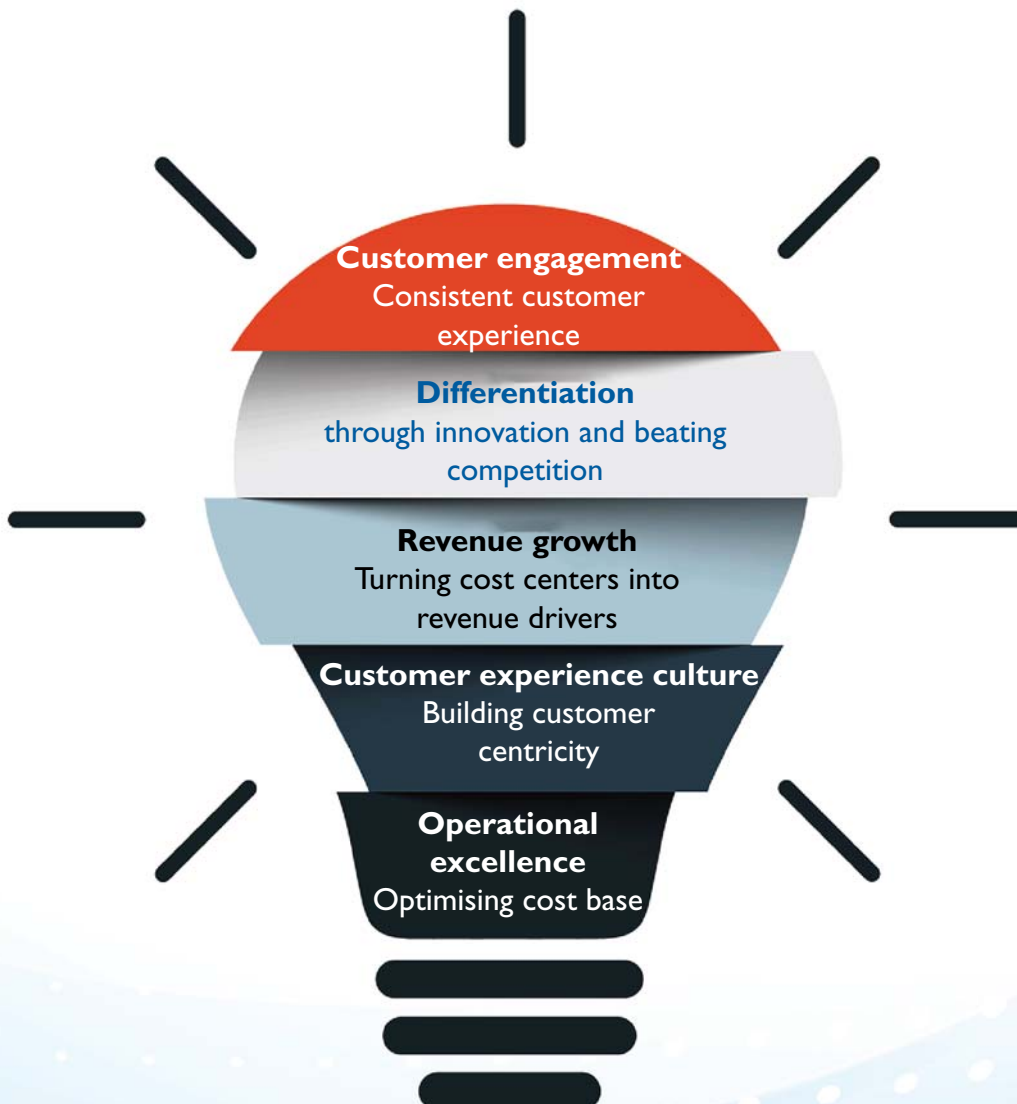
WHY CUSTOMER EXPERIENCE?

The ever changing competitive business environment and demanding customers are putting more pressure on organisations to go back to the white board and redefine their customer experience capabilities.

Customer Experience has become a key deciding factor for customer loyalty and retention and is turning into a major driving factor for companies' business performance.



KEY GLOBAL CHALLENGES DRIVING CEOs/CXOS TO FOCUS ON CUSTOMER EXPERIENCE

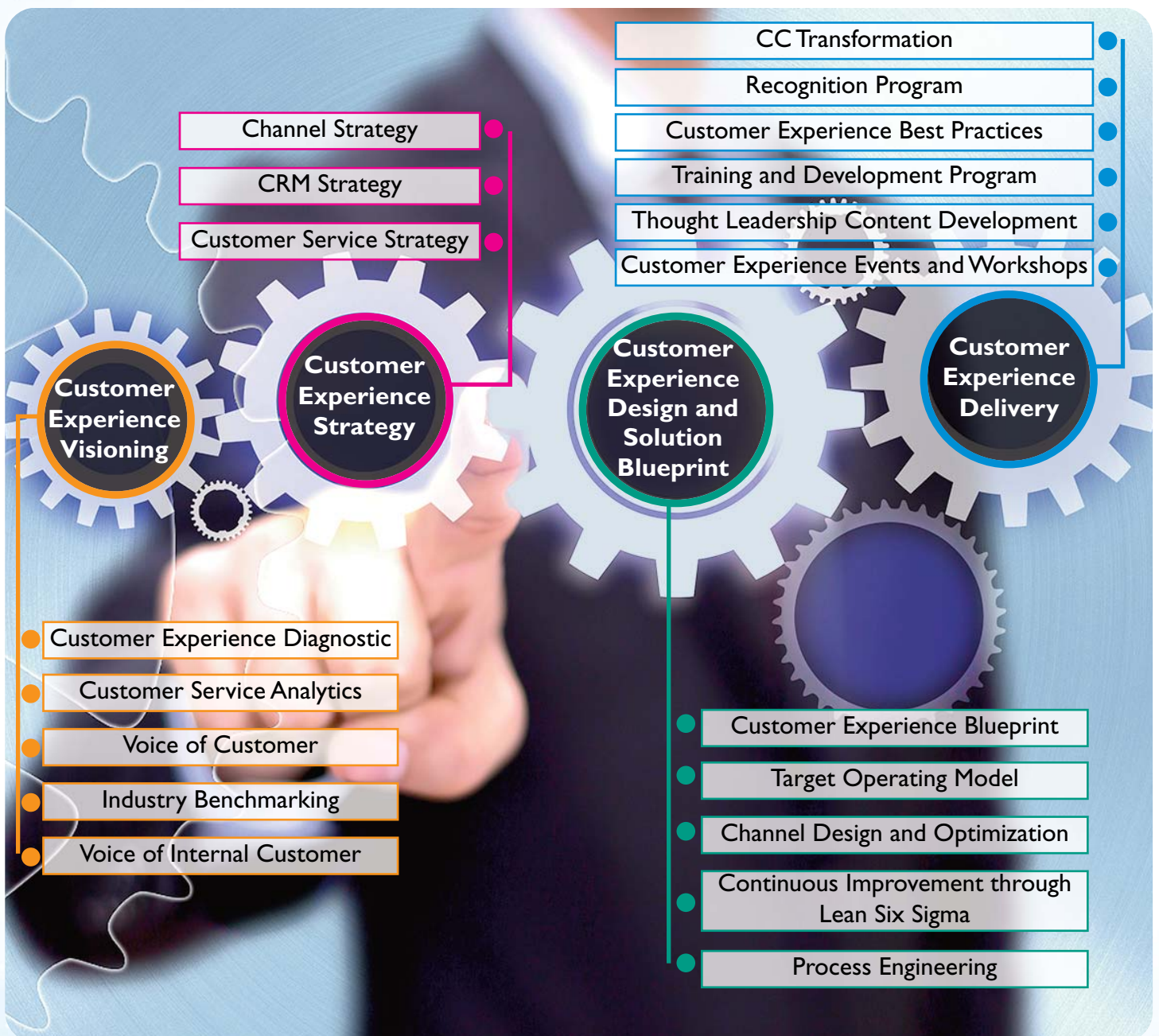


OUR SOLUTION

TO REMAIN RELEVANT, ORGANISATIONS WILL HAVE TO ADAPT TO CHANGING CUSTOMER DEMANDS, COMPETITIVE MARKETS AND DISRUPTIVE MEGA TRENDS THAT ARE SHAPING BUSINESSES AND CUSTOMERS ALIKE.

Frost & Sullivan's Customer Experience Management not only helps leadership address business challenges by identifying growth roadmaps, but also supports businesses to stay focused and aligned to customers and the ever changing market dynamics.

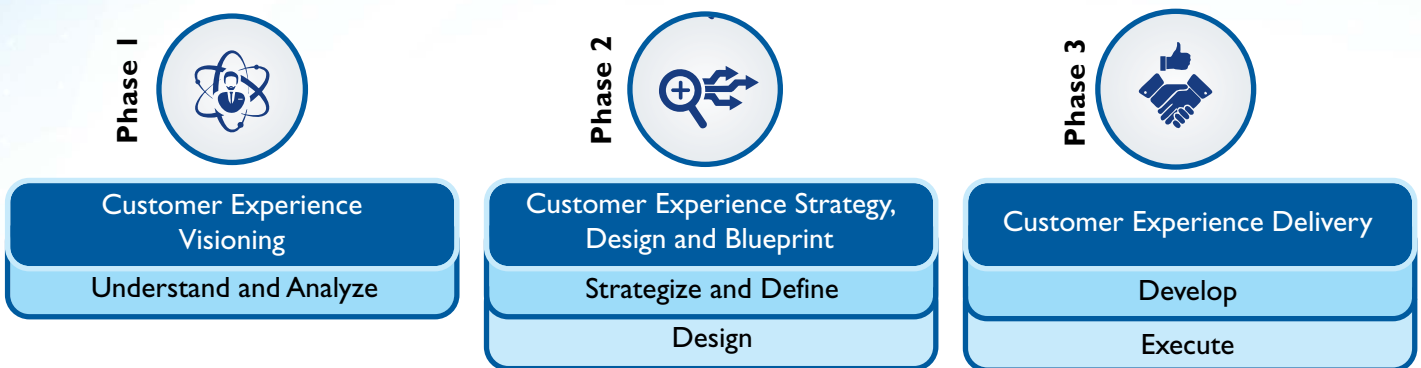
OUR GLOBAL CUSTOMER EXPERIENCE MANAGEMENT OFFERINGS



WHY FROST & SULLIVAN?

WITH OUR UNDERSTANDING OF VOICE OF CUSTOMERS AND MARKETS, ALONG WITH OUR EXTENSIVE BASE OF CONSULTING EXPERTS, WE ARE UNIQUELY POSITIONED IN THE CUSTOMER EXPERIENCE SPACE. OUR GLOBAL EXPERTISE ON THE MOST DISRUPTIVE MEGA TRENDS, TECHNOLOGICAL ADVANCES AND CUSTOMER EXPERIENCE INNOVATION MAKES US THE PARTNER OF CHOICE TO TRANSLATE CUSTOMER EXPERIENCE INTO A SUCCESSFUL GROWTH OPPORTUNITY.

In line with the need for businesses to keep pace with competition and customers, our end to end customer experience transformation approach aims at unearthing hidden opportunities for business growth and establishing a strong foundation for effective customer relationship management



CLIENT CASE STUDIES



Client:
Singapore healthcare regulator

Challenge: Increasing regulatory change and market complexity, growing stakeholder expectation for service excellence, client wanted to formulate a vision and strategy to be a world class regulator by delivering a superior customer experience.

Outcome Delivered :
Transformation roadmap

- Strategic objectives prioritised with stakeholder requirement clearly mapped out and aligned.
- Set of value measures defined to guide customer experience transformation.

Client:
Emerging telecom company

Challenge: Client wanted to investigate the reasons for bad customer experience and the customer churn, and build a model to forecast the churn to take preventive action.

Outcome Delivered :

Analysis of internal data to identify the key reasons for churn

- Delivery of a predictive model using the indicators from internal data analysis
- Identification of key issues for churn and enable the organization take preventive actions on CX issues.

Client:
A leading Indian telecom service provider

Challenge: Establish a strategic customer experience program to brighten long term growth prospects driven through customer satisfaction /loyalty

Outcome Delivered :

Improved internal customer satisfaction index (in numerical terms from 3.17 to 3.6 in a span of 4 years)

- Improved external customer satisfaction score (from 75 percent to 86 percent in the same time frame)

CUSTOMER EXPERIENCE DIAGNOSTIC

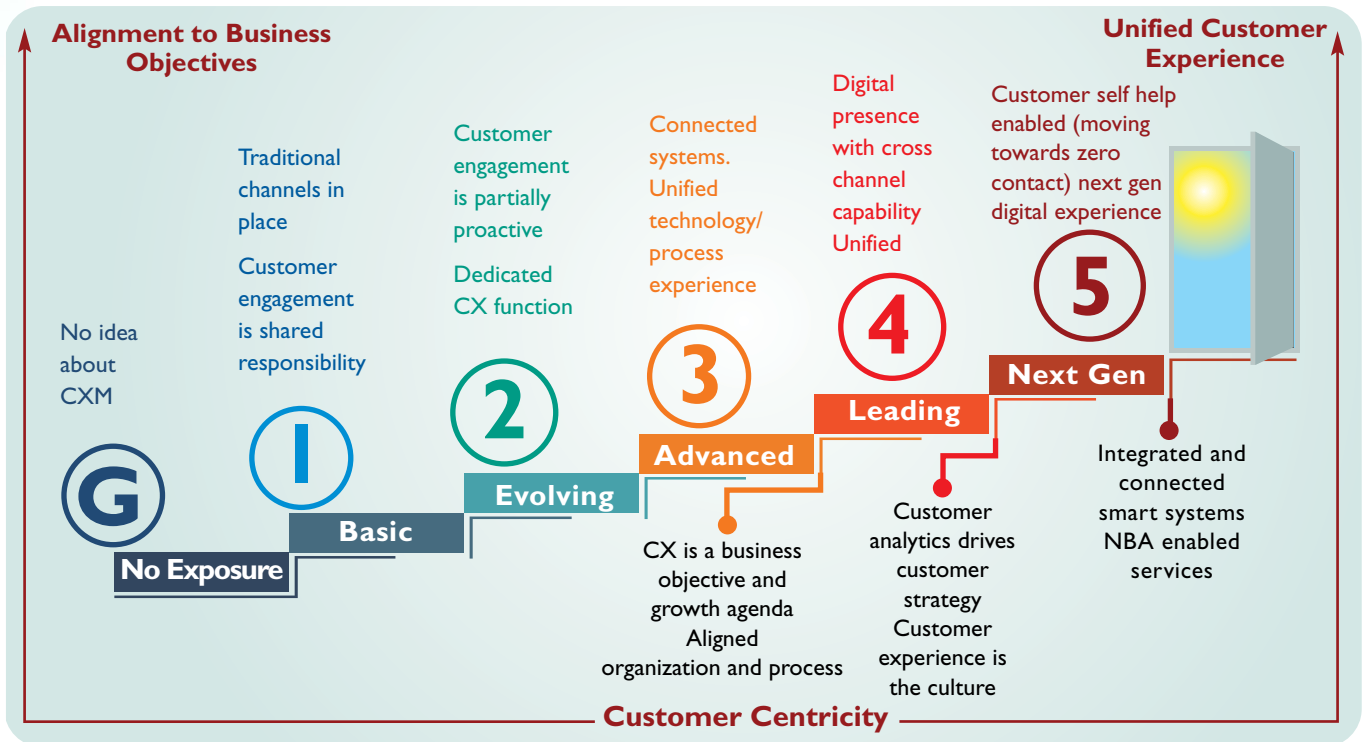
DO YOU KNOW WHERE YOU ARE ON YOUR CUSTOMER EXPERIENCE JOURNEY AND WHERE YOU SHOULD FOCUS NEXT?

We offer Customer Experience Diagnostic that enables CSOs/CXOs to find out their current state maturity, poor performing areas, missing capabilities, and where and how to focus investments and efforts for the most successful outcomes.

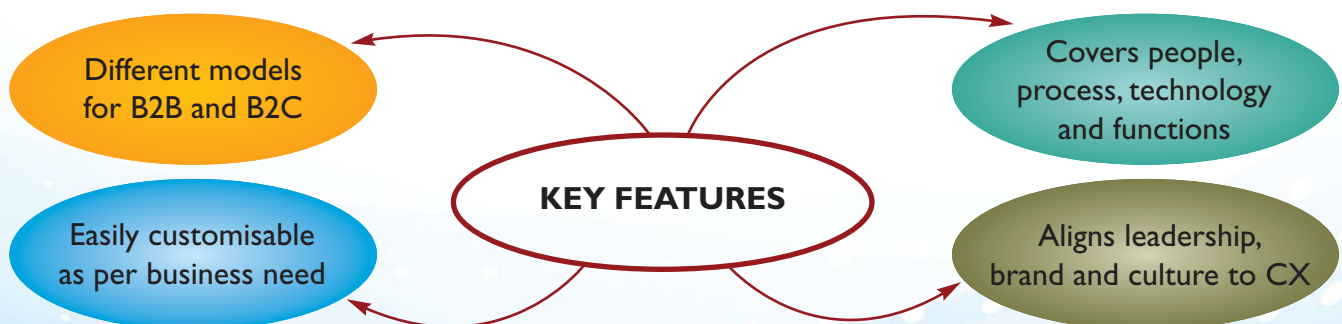
Companies often carry out Voice of Customer analysis but fail to unearth the root causes of the issues. Customer Experience Diagnostic complements VoC by identifying root causes of customer woes and operational issues and defines actionable improvement roadmaps.

Customer Experience Diagnostic leverages a 6 staged maturity model for businesses to help them find out where they are on their customer experience journey and what they need to focus on next to achieve the desired customer experience.

CUSTOMER EXPERIENCE MATURITY MODEL



Workshops and interviews driven engagement approach brings key stakeholders together and provides pragmatic insights into an improvement plan that can be taken into implementation.



OUR RECENT INSIGHTS

Trends in the Customer Experience Management Market

The Potential for Internet of Things (IoT) in Customer Service

Leveraging New Channels to Improve the Customer Experience in Travel & Hospitality Industries

Global Customer Analytics Landscape

Customer Experience Management - Australia Telecommunications Sector 2015

Customer Experience Management - Australia Residential Electricity Sector 2015

Purpose-Built Analytics Adds Relevancy and Insight as Customer Satisfaction Tools for the Digital Economy

Enhancing Customer Relationship Management (CRM) for Small Mid-sized Businesses (SMB)

Customer Experience Management - Malaysia Telecommunications 2014

Customer Experience Management - Singapore Telecommunications 2014

Malaysian Medical Insurance Sector Customer Experience Management

Singapore Medical Insurance Customer Experience Management

Singapore Banking Services Customer Experience Management

Future of Customer Experience with User Interface Technologies (Technical Insights)

The Changing Landscape for Customer Support and CRM

Customer Engagement in Retail and Consumer in Europe and North America

Omnichannel Customer Interaction Solutions in India

Customer Engagement in Communications in Europe and North America

Cloud Service Level Agreements: Customer Concerns and Provider Promises

Customer Experience Analytics: Taking a Closer Look

NEXT STEPS

GROWTH STRATEGY DIALOG

Schedule a Growth Strategy Dialog with our Global Team to discuss your strategic growth development, learn from the companies performing best practices and discover growth opportunities impacting your company.

SURVIVE AND THRIVE IN AN UNPREDICTABLE FUTURE

Our Growth Partnership programme integrates everything we do into a continuous and renewable flow of research, vision, strategy, implementation and learning that will help your company develop actionable transformational growth strategies that allow you to survive and thrive in an unpredictable future.

GAIN A COMPETITIVE EDGE AND IMPROVE YOUR ROI

Integrate our Growth Consulting team into your growth pipeline projects, using our proprietary tools and expertise support clients through all five phases of the growth cycle: From developing a pipeline of growth opportunities to evaluating and prioritizing those opportunities to formulating and implementing go-to-market strategies to ongoing monitoring.

GET INVOLVED

Participate at a Growth, Innovation and Leadership Event near you: speak, sponsor, participate... Our GIL events offer a powerful learning environment that integrates collaborative think tanks, networking, visionary innovation, and inspirational leadership. Each event is designed to help our clients be fully prepared for a future of disruption, collapse and transformational growth. Learn more about our Events participation here.

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