

Customer Value Optimization™

Loyal customer relationships are the *ultimate competitive advantage* for sustaining a profitable business in the long run. With ongoing changes in technology, markets and price-point, this loyalty remains the steadfast differentiator in customer transactions and product/service experiences.

CVO™ is a fact-based, analytical methodology for optimizing the “critical-path” to customer loyalty by determining the most important factors driving value *as perceived by the customer*. It is designed to yield practical solutions for achieving significant increases in customer satisfaction and overall profitability. Organized into three distinct (standalone/successive) modules, CVO™ can be tailored to meet each client’s specific needs, budget and timeframes:

- Phase 1 -- **Customer Experience Audit™** examines the “Voice-of-the-Business” as it relates to its Customers.
- Phase 2 -- **Customer Value Roadmap™** establishes the “Voice-of-the-Customer” and their specific priorities.
- Phase 3 -- **Customer Loyalty Blueprint™** aligns “Voice-of-the-Business” with “Voice-of-the-Customer”.

The Customer Value Roadmap™

The heart of CVO™ (Phase 2) is a detailed roadmap of how your customers experience your company through their interactions with the contact center and other customer “touch-points”, and how that experience impacts satisfaction, loyalty and profitability. CVO™ prescribes a plan of action based on facts and data for organizing resources and processes around what customers want from your company to keep them coming back rather than switching to competitors.

The alignment of priorities around the customer from executive leadership to front-line employees weaves a “Golden Thread” throughout the enterprise providing a common, *customer-centric* focus for employees in contact centers, technical support or product/service delivery functions. This focus pays its dividends across the many opportunities to touch the customer, i.e., “Moments of Truth”.

Clear and Continuing Benefits

Significantly enhanced Shareholder Value and “Return-on-Service” (ROS) as measured by *increased* customer satisfaction/loyalty/retention and *reduced* rework/churn/failed programs and opportunity costs that impact overall profitability. Such measures of customer contact *effectiveness* have direct bearing on operating *efficiency* yet may be “hidden” with more typical forms of performance measurement.

High-Level Output of CVO Phase 2 – IMPORTANCE WEIGHTS

