

# Customer Experience Audit

## 1. Goal: Identify improvements that can be made to the Customer Journey

Many companies struggle to provide their customers with a consistent and effective level of customer experience (CX) across all potential access channels into their business. This leads to repeat contacts, unhappy customers and a loss of business.

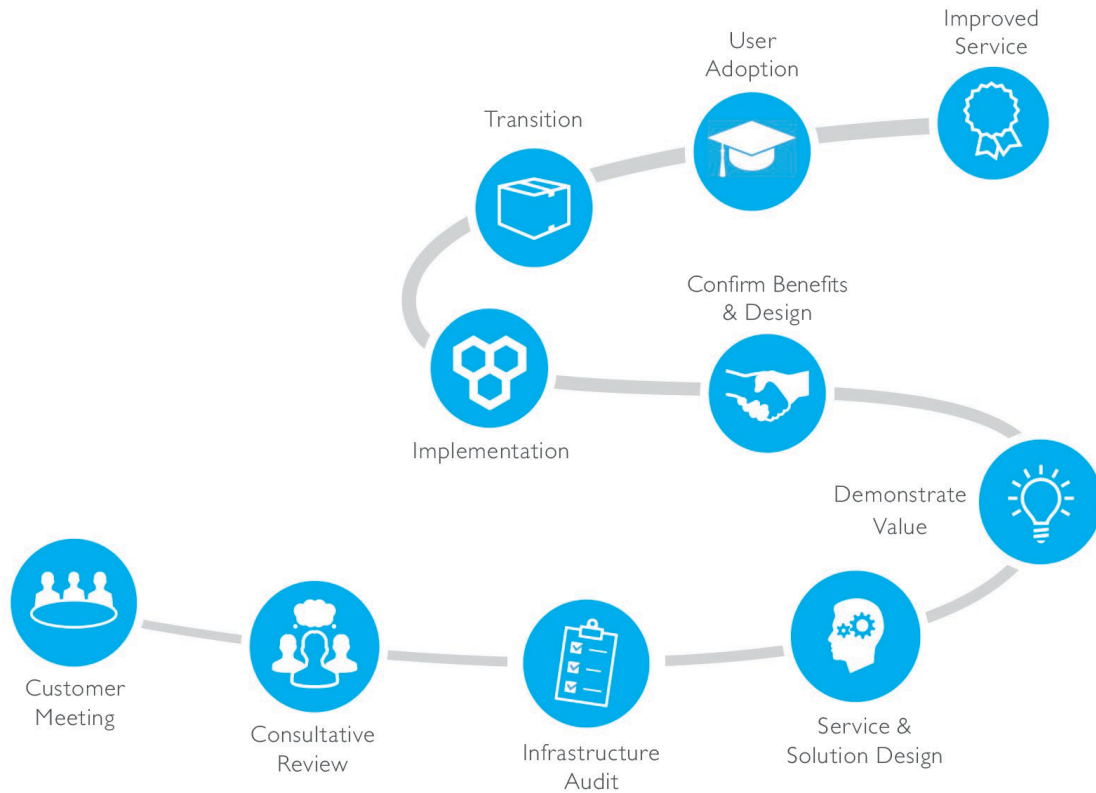
Our Customer Experience Audit will help by assessing your CX across all your communication channels and making recommendations for improvement.

The package includes:

- Interviews and workshops with key stakeholders, e.g. COO/CXO, Key Business Unit Heads, Contact Centre Manager, Agents, etc. We will also conduct side-by-side contact handling observation within the Contact Centre itself.
- “Mystery Shopper” analysis of customer experience.
- Review of contact routing (customer ID&V, customer segmentation, contact recognition), in-queue treatments, IVR menus and self-service provision, contact reason, transfers, contact volumes/handling times/ abandonment rates, queue times, opening times, and SLAs.
- Assessment of customer treatment consistency.
- Review of any in-progress improvement plans or planned changes to processes or applications.

## 2. Transformation Journey

Our approach is to understand the business goals and the agent’s engagement with customers across all touchpoints, so we can design the best solution to help deliver exceptional customer experience.



## 3. Business Outcomes

The Customer Experience Audit will focus on improvements in the Customer Journey that lead to improved service and overall satisfaction. This is achieved by reviewing the current Customer Journey, understanding how customers prefer to engage moving forward and identifying the changes needed.

At the end of the audit, a comprehensive tailored report of recommendations will be presented to the customer in a Review and Feedback Workshop.

It will include:

- Current customer experience gap analysis.
- Quantification of potential Customer Journey and service delivery improvements.
- Recommendations for “Quick Wins” and short-term tactical improvements.
- Identification of current and future business needs requiring investment in process improvements or technology solutions across areas such as:
  - Customer data consolidation or integration improvements.
  - Operational cost reduction through support model enhancement, technology consolidation and/or migration to cloud-based applications.
  - Omnichannel implementation.

Conn3ct’s Customer Experience Audit is a complementary consultancy package to both an Agent Experience Audit and Contact Centre Infrastructure Audit that focus on other areas of improvement to be made for a customer experience service.

#### 4. Timeframes

The audit can be tailored to individual customer requirements and depends on the size and complexity of the business. However, a typical audit would take approximately 15 days with the key tasks outlined below:

Customer Journey Audit Task By Conn3ct	Conn3ct Resources	Customer Engaged	Conn3ct Days
Project Kick-off	Consultant & PM	Y	1
Stakeholder Interviews and Agent Observation	Consultant	Y	2
“Mystery Shopping”	Consultant	Y	2
Review of Contact Handling & Agent Performance	Consultant	Y	5
Report Creation & Recommendations	Consultant & PM	N	4
Review & Feedback Workshop	Consultant & PM	Y	1