

interact
Research • Design • Technology





Journey To Customer Centricity

The Journey To Customer Centricity is all about understanding and building a truly memorable customer experience. This proprietary solution was designed to give our clients a 360° perspective of the previously intangible field of customer experience.

The early phases of the solution are about developing a map of what customer experience looks like across the organisation. Employees are encouraged to put themselves in the shoes of their customers through a series of Journey Mapping Workshops; the outputs from these workshops are then validated by actual customers of the organisation.

Not only does the solution produce a clear vision for organisational customer experience; but it equips organisations with concrete projects and strategies that can be implemented in order to realise the vision, sustainably. It takes into account the perspectives of all stakeholders and prioritises customer experience programmes accordingly.

This means that regardless of an organisation's exposure to customer experience, the Journey To Customer Centricity is incredibly useful in developing actionable customer experience solutions; as well as nurturing customer loyalty and enhancing business value.



Experience Baseline

Through a series of employee workshops, we define and map out the current customer experience across the organisation.



Experience Roadmap

We identify and prioritise specific projects that will enable experience sustainably, and empower stakeholders with the tools to deliver it.



Experience Exploration

Actual customers validate the journey maps, and all stakeholders are involved in experience innovation and improvement dialogues.



Experience Co-Creation

We redesign customer interactions and touch points using actual customers as participants in the design process.



Customer Experience Dashboard

The CX Dashboard is a proprietary digital product, designed exclusively by Interact RDT. It delivers a far more accurate measure of customer experience than more traditional methodologies, and as a result, it empowers organisations to quickly identify root causes of experience under-delivery.

The Dashboard aggregates data obtained from Voice of the Customer programmes, quality assurance initiatives and performance metrics obtained from internal systems like CRM platforms, in order to provide a strategic view of the experience organisations deliver to their customers at each touch-point, all in real time.

Clients are also able to monitor organisational customer experience levels in highly segmented categories e.g. specific demographics, and/or areas of the business. This detail means that the effects of new strategies and projects can be tested in detail against the customer experience of the organisation.

The Dashboard itself creates a business case for customer experience management, with the evidence of financial return in solid data and feedback; and the user-friendly, digital interface means that organisations can measure, monitor and manage their own unique customer experience offering, without the need for constant consultation and outside assistance.





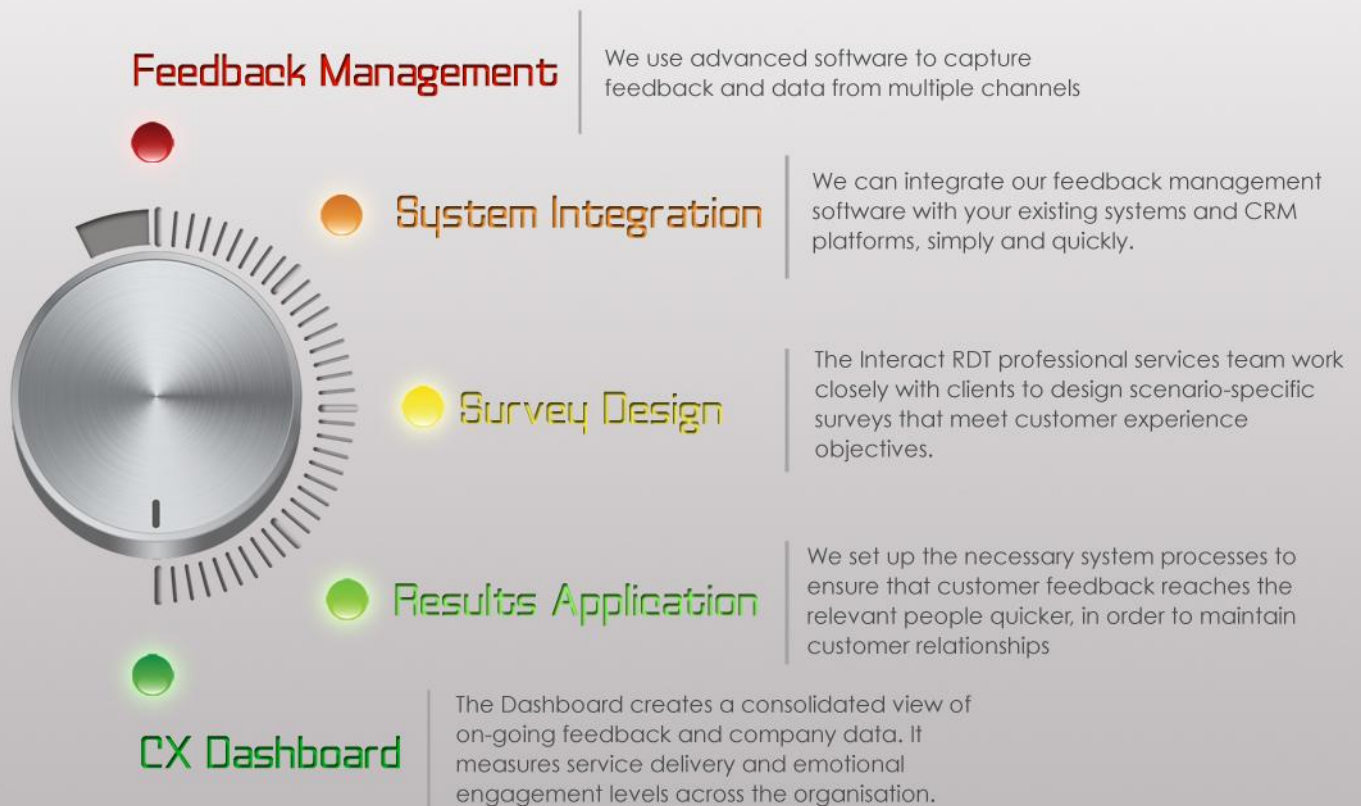
Voice Of The Customer

Interact RDT's Voice Of The Customer solution is designed to listen to what customers have to say – when they want to say it.

Using our advanced online feedback software tool, as well as our skilled professional services team; clients can launch automated surveys at key stages in the customer's interaction with their organisation. These surveys are designed, distributed and analysed online, making the results available in real time.

The software is also easily integrated with existing CRM software and packages, and custom rules and alterations to the workflow logic can be put in place to allow for the escalation of feedback and data to relevant members of the organisation, without constant human intervention.

The solution not only allows clients to act on customer complaints quickly and consistently, but also equips them with a better understanding of their customers' expectations, priorities and experiences.





Interact RDT is a Customer Experience Consultancy. We are focused on equipping organisations to make the move from product-centric to customer-centric, through tailored customer experiences that are both memorable and personal.

By combining innovative research with relevant technology and proven methodologies; we offer our clients solutions which transform their organisations and empower both customers, and employees.

Experience Solutions

Journey To Customer Centricity | Customer Experience Dashboard | Voice Of The Customer

Products & Services

Research

- Onsite Insights
- Online Panel
- CATI Surveys
- Mystery Shopping
- MROC's
- Focus Groups
- In-Depth Interviews
- Usability Testing

Design

- Journey Mapping
- Touch Point Design
- User Interface Design
- Interaction Toolkits

Technology

- Experience Dashboard
- Enterprise Feedback Management
- Sample & Panel Management



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