

CUSTOMER EXPERIENCE MANAGEMENT



Customer experiences are the foundation of customer satisfaction and relationship loyalty. Our Customer Experience (CX) support services are designed to capture customer impressions and the impact they have on your brand. CX assessments are developed by collecting customer perceptions of touch-point interactions. The goal being to capture and evaluate information across multi-channel delivery systems and understand their impact on relationship satisfaction, loyalty, profitability and longevity.

Integrating Customer Experience Management (CXM) into organizational practices, operations, performance measurement and accountabilities will ensure sustainable results. Integrated CXM activities can be optimized by staging your development process.

STAGE ONE

Employee Engagement Survey

- Corporate culture assessments and net promoter score (NPS)

ImageTrac® Customer Satisfaction Survey

- Satisfaction index and net promoter score (NPS)

Staff Development Training

- Coaching and management
- Customer service
- Relationship building

New Relationship On-Boarding Programs

New Account and Interaction Surveys

Relationship Opportunity Assessments

Mystery Shopping Evaluations

Customer Journey Mapping

STAGE TWO

Image and Positioning Research

Focus Groups

Post-Transaction Surveys

Relationship Contact and Customer Care Programs (re-boarding)

Relationship Tracking - monitoring changes in relationships

STAGE THREE

Coaching For Improved Performance Training

Performance Scorecards and Assessments

Customer Care Employee Advisory Panels

Operations and Support Management Reporting

- Error resolution tracking and complaint management

“Do what you do so well that they will want to see it again and bring their friends.”

WALT DISNEY



402 441.3131
Lincoln, Nebraska

 @crossfin
crossfinancial.com