



What is it?

CxP is the Customer Experience solution and set of diagnostic tools from Springboard Commercial Solutions. It blends research, academic theory and practical experience to provide a 'hands on' approach aimed at enhancing customer experience where it counts ~ at customer facing level.

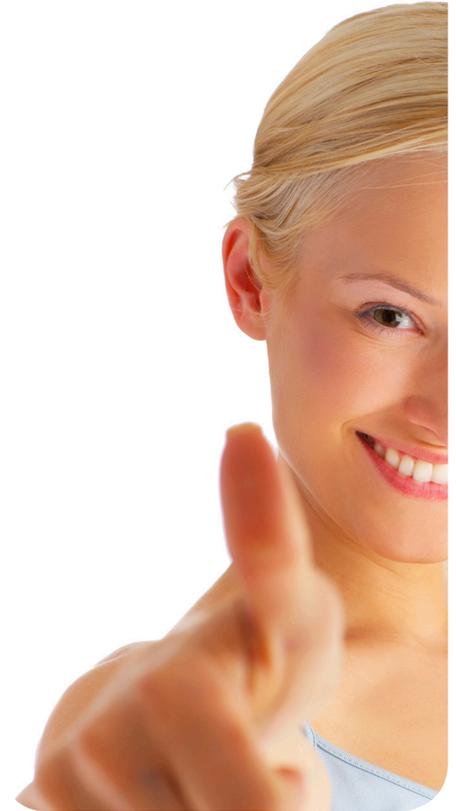
Why bother?

CxP enables organisations to retain customers, grow their business, and differentiate themselves from the competition. This is developed from a strong theoretical base tempered with commercial experience that links customer experience to commercial priorities / business growth.

It's all about:-

The complete interaction a customer has with your organisation.

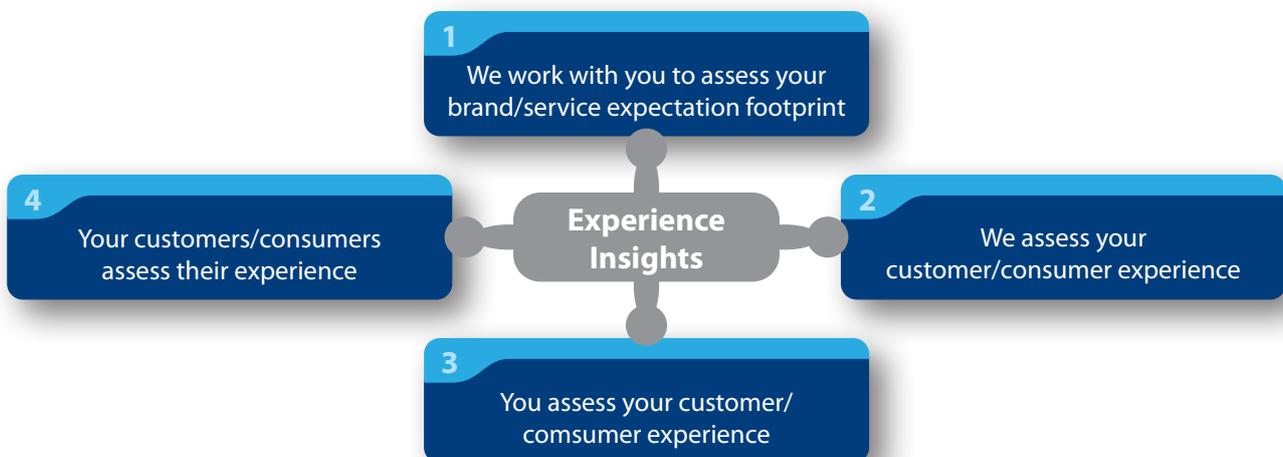
- 1. **Pre-conceived beliefs and expectations:-** What a customer thinks, feels, sees and hears about the brand &/or service before the experience.
- 2. **Engagement:-** What the customer, thinks, feels, sees and hears about the brand and/or service during the experience.
- 3. **Memories of the experience:-** What the customer, thinks, feels, sees and hears about the brand and/or service after the experience.



How does it work?

At the heart of CxP sit three elements:-

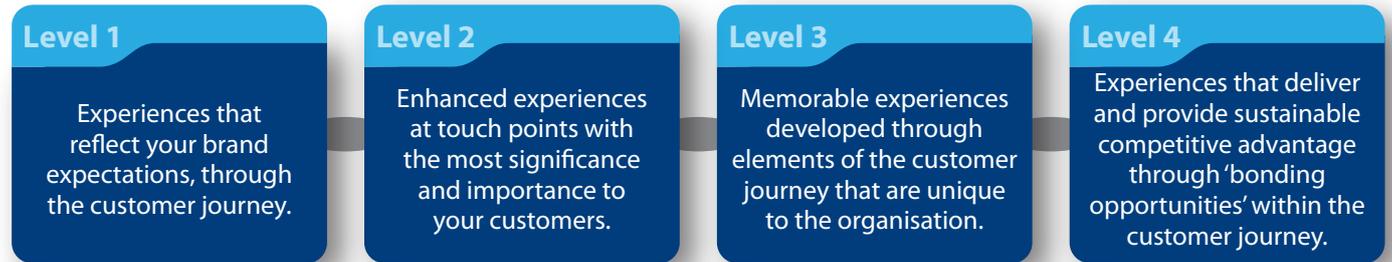
1. Experience Insights





2. Experience Lab

Using our expert team we bring together **the science and the emotion** of the experience. Through our consulting team we explore the experience and its organic potential. Dependent upon 'what you need us to do' we can work to four levels of experience enhancement.



3. CxP Scorecard & Strategic Road Map

Here we use the CxP scorecard and road map, this translates the experience into the tangible things people need to do and the benefits from doing them. It also incorporates a measurement framework for the expected business benefit and people behaviours.

Touch Point	Where do we need the experience to be		Customer Behaviour		Business Results	
	Experience	Metric	Goals	Targets	Goals	Metrics/Targets

Burning Platforms:- Areas that are currently undermining the customer experience, negatively affecting value and impacting upon the organisations' ability to compete.

Quick Wins:- Anything that can be accomplished without significant resource or budget requirement. Elements that can quickly enhance the customer experience, your competitive advantage.

Big Prizes:- Are more strategic in nature, they will require budget, resource allocation and are likely to take longer to implement. (As indicated Big Prizes are likely to form many of the key elements within the customer journey).

Strategic Initiatives:- Strategic in nature, they will require senior management consensus and commitment. Resource and budget will be needed and may form the platform for customer experience driven change.

Is that it? Not quite, because we leave you with a continual review process. We would also like to think that after a while you ask us back to identify 'how you're doing'!

Contact us:- 0870 224 3380
or contact@springboardcs.com