CUSTOMER EXPERIENCE MANAGEMENT

BANKING · AVIATION · HOSPITALITY · GOVERNMENT · HEALTHCARE

People don’t separate their experiences by industry.

Every customer, guest and citizen arrives with expectations set somewhere else.

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YOUR
CUSTOMER HAS
ALREADY DECIDED TO LEAVE.

YOUR **BUSINESS**
JUST DOESN'T
KNOW IT YET.





Every function says it’s performing. Targets hit. SLAs met. Complaints low.

But customers don’t measure what dashboards measure. They feel being repeated, transferred, chased for updates they should have received.

They didn’t complain.

They simply stopped.
Customer silence is the most expensive sound in business.

Here’s what that **SILENCE is actually worth.**

95%

Retention Pays

Raising customer retention by 5% can lift profits by 25% to 95%.
Source: Bain & Company

15–20%

Lower Cost to Serve

cost reduction is often seen when companies focus on customer satisfaction: simpler processes, fewer repeat contacts.
Source: McKinsey & Company

$1B+

One Point of CX

in additional revenue from a one-point gain in CX Index for a mass-market automaker.
Source: Forrester, 2024

Most organisations measure satisfaction. Very few measure what poor experience is actually costing them.

Your competitors look inside their industry for answers.
We look across all of them and bring the best of each to yours.



Healthcare
Calm under pressure
Care at every handoff
Empathy as a standard



Aviation
Peak-day flow
Queues & waiting
Recovery when plans change



Banking
Trust & loyalty
Rewarding the return visit
Simple digital journeys



Hospitality & Retail
The welcome
Service rituals
Upsell that feels like care



Telcos
Consistency at scale
Many channels, one voice
Fixing it before they call

A few of the lessons we bring from each industry, not the full list.
“The best solution to your industry’s challenge often comes from a completely different one.”

المستشفى السعودي الألماني
Saudi German Hospital
Caring like family نرعاكم كأهالينا

IHG
InterContinental Hotels Group

Pfizer

Al-Futtaim

e& etisalat and

Raiffeisen Bank

THE ANATOMY OF CUSTOMER EXPERIENCE

Customer Experience doesn’t happen at the front desk. It is produced by the **entire organisation**.

EXPERIENCED

Customer Experience Design & Execution

How the experience is designed

- 360° Customer Experience Assessment
- Customer Journey Mapping
- Signature Experience Design
- Service Standards

DELIVERED

People, Culture & Leadership

How your people deliver it

- CX & Employee Experience Programme
- Leadership CX Enablement
- CX Masterclasses
- Culture & Change



SEEN

Visibility, Credibility & Authority

How customers and the market perceive it

- Brand Experience
- Experience-led Marketing
- Reputation & Authority
- PR & Thought Leadership
- New Market Growth

ENABLED

Operations, Process & Technology

How the organisation makes it possible

- Operating Model Redesign
- AI, Digital & Technology
- Efficiency & EBITDA Improvement
- Data & Performance Management

PILLAR 01 · CUSTOMER EXPERIENCE DESIGN & EXECUTION

Customers judge a business on the whole journey, across every channel and handoff. We make that journey visible, fix where it breaks, and design the moments that set you apart.

360° Customer Experience Assessment

Field observation, customer and employee voice, and operational data read together to show where experience, efficiency and revenue are being lost.

— **A prioritised view of every gap, ranked by cost and customer impact**

Customer Journey & Root-Cause Mapping

End-to-end journeys traced across front-line, back-office and digital touchpoints, with each friction point linked to its operational cause.

— **Named ownership and an action plan for every break point**

Signature Experience Design

The moments carrying the most emotional and commercial weight, redesigned into service standards, behaviours and protocols.

— **An experience customers recognise as yours, delivered every time**

DELIVERABLES

Experience Diagnostic · Journey & Root-Cause Maps · Signature Experience Playbook · Service Standards

PILLAR 02 · PEOPLE, CULTURE & LEADERSHIP

Customer experience is delivered through thousands of daily interactions. Sustained improvement depends on leaders who own it and teams equipped to deliver it every day.

DELIVERABLES

CX Governance Model · Executive CX Scorecard · Behavioural Standards · CX Champions Network

Leadership CX Enablement

Governance, executive scorecards and leadership routines that build customer experience into how decisions are made, reviewed and resourced.

— **Clear accountability for customer experience at executive level**

CX Professional Masterclass

Three days in class plus cohort mentoring for CX leads and managers, covering strategy, governance, journey mapping and voice of customer.

— **An internal team able to lead and sustain the programme**

Organisation-wide Activation

A two-day programme for every role, from front line to back office, building a shared standard and a shared sense of ownership.

— **Consistent behaviour across teams, shifts and sites**

PILLAR 03 · OPERATIONS, PROCESS & TECHNOLOGY

Much of what customers experience as poor service begins in workflow, handoffs and systems.

Redesigning the Operating Model first is what allows technology investment to pay back.

SEQUENCE
EXPERIENCE → PROCESS → TECHNOLOGY → ADOPTION → VALUE

Workflow & Operating Model Redesign

Customer flow, roles and cross-functional handoffs rebuilt around the end-to-end journey to remove delay, duplication and rework.

— **Faster resolution and clearer accountability**

AI, Digital & Technology Integration

Automation and AI applied where friction is evidenced, with digital and human touchpoints designed to work as one journey.

— **Technology that employees adopt and customers feel**

Operational Efficiency & EBITDA Improvement

Efficiency, utilisation, revenue capture and turnaround reviewed across core operations without compromising service quality.

— **Measurable efficiency gains, with fees linked to results**

PILLAR 04 · VISIBILITY & GROWTH

A **strong experience** creates **commercial value** once the market can see it.

Brand & Experience-led Marketing

Real customer moments and genuine differentiators translated into a brand and campaigns that customers and partners remember.

— A brand built on evidence customers recognise

Reputation & Authority

Thought leadership, executive visibility and third-party validation that build credibility with regulators, investors and partners.

— Trust that shortens the decision to choose you

New Market Growth

Market and demand strategy, partnerships and conversion journeys designed for new segments and markets.

— New demand converted into revenue

Onboarding, Retention & Advocacy

Onboarding, service, follow-up and loyalty designed so customers return and recommend you to others.

— Customers who come back and refer others

Wherever your Customer Experience is today, there's a path forward.

3 stages. 1 goal: **Becoming the business customers choose.**

STAGE 1

Discover

What customers experience that might not be easily seen.

STAGE 2

Fix

Remove what gets in the way of a great Employee & Customer Experience

STAGE 3

Differentiate

Build what makes customers choose you and not your competitors.

WHY CXM?

SMALL enough to CARE. EXPERIENCED enough to DELIVER

We see the 360 Experience

We connect customers, employees, operations, technology, AI and brand to fix and differentiate what customers actually experience.

We know your industry

Healthcare. Telecom. Banking. Aviation. Technology. Hospitality.
Industry practitioners, not generalists learning on your project.

We go from FIND*ing* - FIX*ing* - DIFFERENTIAT*ing*

Diagnose the friction. Fix what causes it. Build an experience competitors struggle to copy.

We fit around you. Not the other way around.

We adapt to what you need: from strategic guidance, to specialist expertise embedded in your team, to full end-to-end execution.

We bring the right experts. Not the biggest team.

Senior, specialized expertise deployed around the problem without layers, bureaucracy or unnecessary overhead.



CUSTOMER EXPERIENCE MANAGEMENT

Building the culture, the capability and the measurable outcomes your customers and your business deserve.

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Excellence is the standard. Experience is the evidence.