Customer Experience Management Consultancy

Creating value through customer experience management

ncs
making IT happen

IMPROVING CUSTOMER SATISFACTION AND RETENTION THROUGH CUSTOMER EXPERIENCE MANAGEMENT

In today's competitive business landscape, the key to survival and growth is to grow and retain customers by delivering a delightful experience. The key to positive customer experience is the value that enterprises could provide throughout the customer's lifecycle-from acquisition, service to retention.

NCS provides a comprehensive approach to customer experience management, that embraces the customer lifecycle approach to analyse and improve services by focusing on customer fronting processes, customer touchpoints and customer analytics.

WHY NCS?

At NCS, we believe that customer experience management should be implemented through a structured and holistic approach. This starts from understanding customer's needs and translating them into customer strategies, that are supported by aligned end-to-end processes, customer analytics and the appropriate technology enablers.

Our key strength is to be able to provide end-to-end services to our customers from consultancy to system implementation. The use of our patented Bizval™ Suite of Methodologies aligns key organisation components of vision, processes, application and infrastructure, stakeholders, facilities and policies & law to enable a smooth and successful transition.

CHALLENGES

- Which customer segment should we target?
- Who are our most profitable customers?
- How can we create and deliver value to our customers?
- How can we ensure that the customer proposition is relevant and favourably attractive?
- How can we ensure that customer's experience is consistently positive across different channels?

SOLUTIONS

- Customer strategy development
- Channel management
- Customer process and organisation optimisation
- Customer analytics
- Customer experience performance management
- IT solution selection and implementation

BENEFITS

- Improved customer experience and satisfaction
- Improved customer loyalty and profitability based on customer segment value delivery
- Integrated channel management to ensure seamless and consistent customer experience
- Streamlined processes to improve turnaround time and reduce costs
- Deepened customer insights

Customer Experience Vision & Strategy

| Customer Processes & Organisation | Customer Touchpoints | Customer Analytics |

Technology

Performance Management
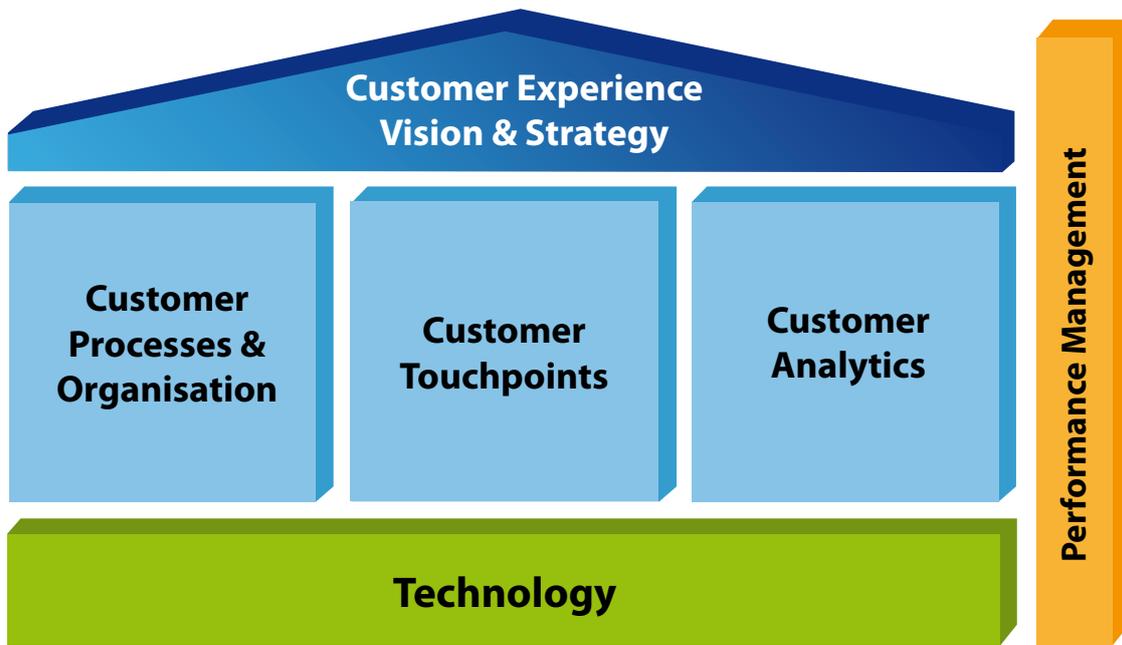
NCS CUSTOMER EXPERIENCE MANAGEMENT METHODOLOGY

NCS customer experience management focuses on the following components:

- **Customer Experience Vision & Strategy** – market position, customer segment and value proposition

- **Customer Processes & Organisation** – customer lifecycle, customer-centric organisation structure and culture

- **Customer Touchpoints** – customer engagement channels (traditional and new media)

- **Customer Analytics** – customer data acquisition and analytics

- **Technology** – applications and IT architecture to support customer lifecycle management (traditional and cloud-based)

- **Performance Management** – metrics tracking and performance improvement

NCS CUSTOMER EXPERIENCE MANAGEMENT SUITE OF OFFERINGS

Our suite of offerings include:

- **Customer Strategy Development**

  Looks at how to acquire, service and retain customers. It includes identification of customer segments, customer value (cost to serve, profitability and lifetime value) and value proposition for each segment.

- **Channel Management and Customer Process Optimisation**

  Links the customer fronting channels and processes to back-end operations. It focuses on integrating traditional channels (email, web portal, contact centre etc) as well as new media (social media) to ensure consistency and seamless customer's experience. Customer process optimisation streamlines both front and back-end operations using Lean Six Sigma techniques to reduce turnaround time and cost to serve.

- **Customer Analytics**

  Identifies various sources of customer information and leverages information on customer's profile and transactions to provide greater insights to customer's behaviour, needs and value. Leverages social analytics to gauge customer's sentiments on social media.

- **Customer Experience Performance Management**

  Develops the metrics and system to track internal and external measures of success and failure. The metrics include elements of customer value proposition and service delivery that drive customer loyalty — as the customer sees it.

- **IT Solution Selection and Implementation**

  Involves translating the business requirements for customer experience to technical specifications that allows objective evaluation of bespoke, commercial off-the-shelf (COTS) or cloud solution based on best-fit and cost analysis. Develops and implements selected system.