

Power of the customer experience

Understanding stakeholder experience powers customer-centric strategies

Ensuring your strategic priorities are derived from the “outside-in” and will transform the experience

Enabling value propositions that engage stakeholder and change their behaviour

Providing clarity of direction so that your activity plan focuses on delivering the desired experience

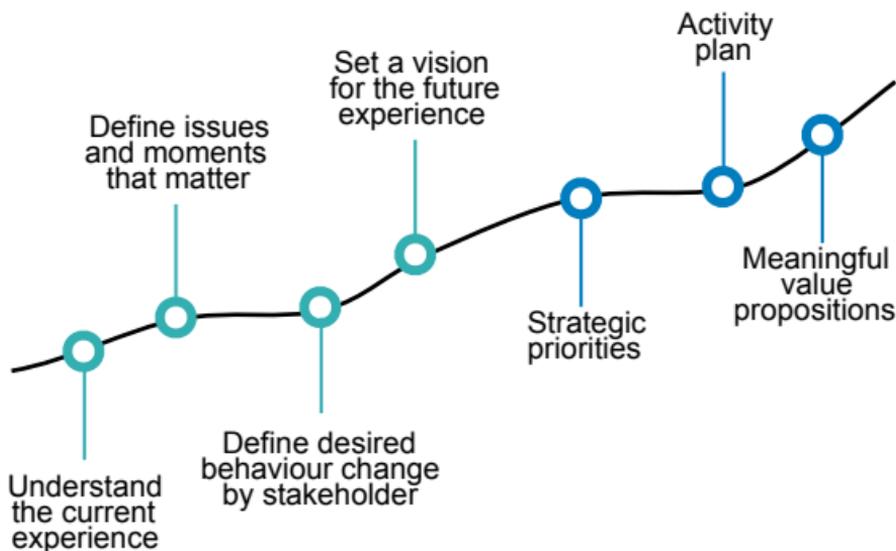
Starting with a deep understanding of customer experience **allows us to focus on getting it right where it matters most**

How we do it

EXTERNAL FOCUS

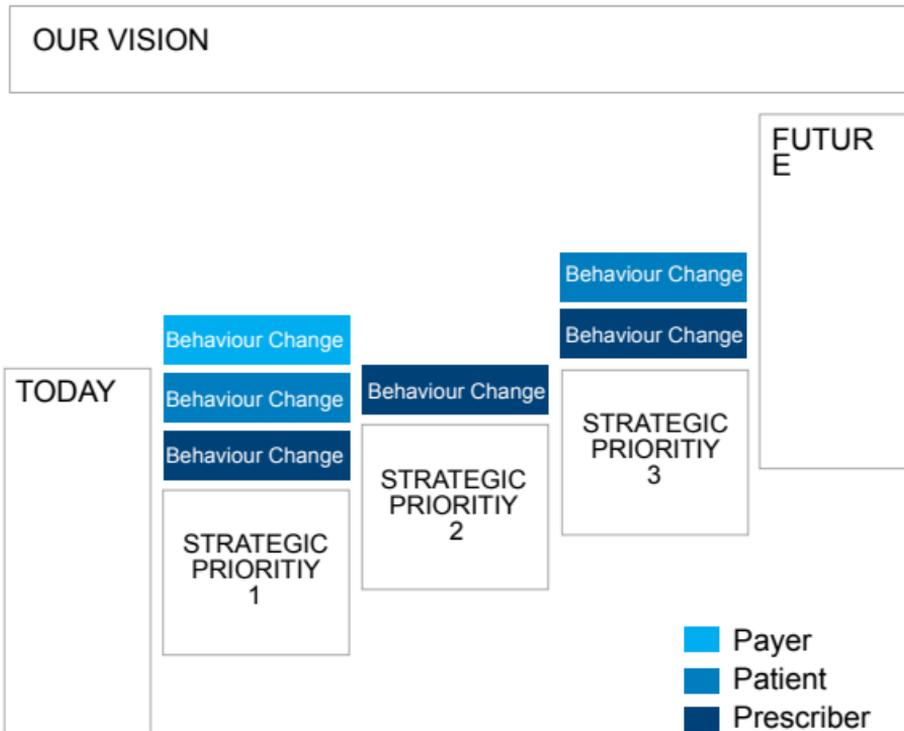
What it informs

INTERNAL FOCUS



Strategic Priorities

Customer-centric strategies define the choices you have made and the behaviour changes you need to inspire



Note: This can be applied at franchise, portfolio or brand level

Activity Plan

Activity plans clearly show how you will overcome barriers to deliver each behaviour change, ensuring a clear line of sight to the future desired experience

Strategic Priority

One of the agreed priorities

Behaviour Change

The behaviour we need to change to improve the future experience

Customer Description

One specific customer. EXACTLY WHO are we focused on

Implications for Brand Planning: Barriers and Enablers

What are the barriers preventing behaviour change?

What might help to overcome the barriers?

How will this help the future experience?

Meaningful value propositions

A deep understanding of behaviours and beliefs enables you to craft meaningful value propositions that enable impactful execution – globally and locally

What will the value proposition look like?

What is your positioning?

Brand
Positioning

Who are the
priority customers?

Customer
1

Customer
2

Customer
3

What are their
value drivers?

What insight(s) will help
us unlock value for them?

What benefits can we offer
against their value drivers?

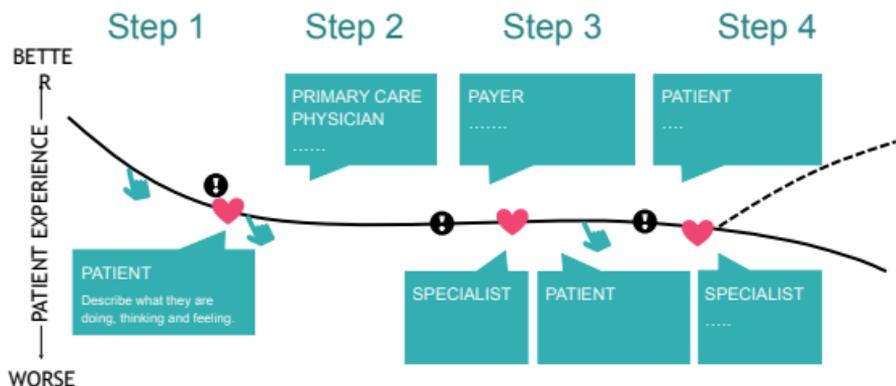
What are the key
reasons to believe?

Why is this better than
our competition?

	Brand Positioning		
	Customer 1	Customer 2	Customer 3
What are their value drivers?			
What insight(s) will help us unlock value for them?			
What benefits can we offer against their value drivers?			
What are the key reasons to believe?			
Why is this better than our competition?			

Understanding the current experience

We agree the steps in the customer experience and create a synthesized view of the current situation



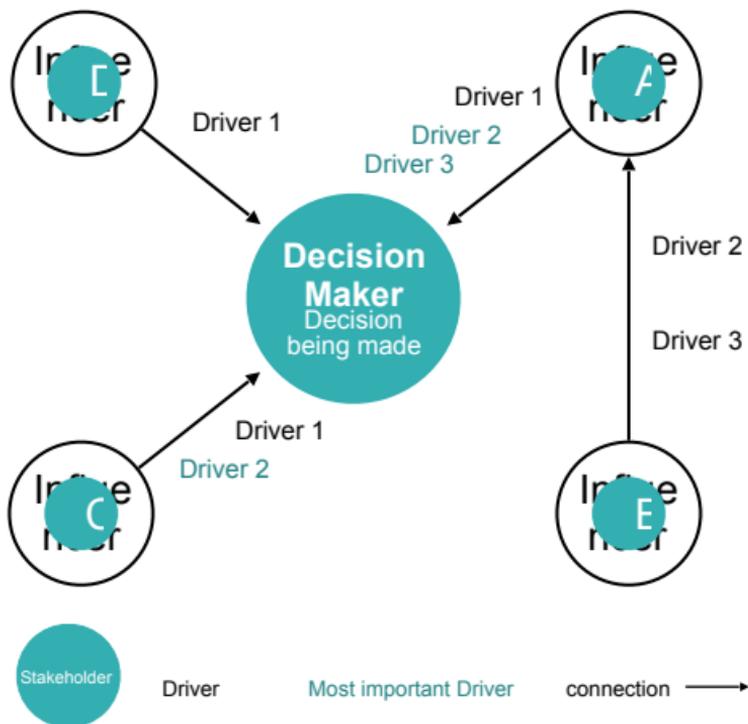
We then distil and overlay:

-  **Moments of Meaning:** Crucial decision or interaction points where an improvement in the experience would have a significant impact on patient outcomes
-  **Issues:** Points where something is missing that makes the journey experience poor e.g. knowledge, access to timely support etc.
-  **Touchpoints:** Points where there is an opportunity to reach and connect with stakeholders

Mapping all the stakeholder perspectives and maintaining an external focus allows us to deeply understand the end to end experience

Defining issues and moments that matter

We dig deeper to map the interactions and who influences who at each critical decision point



This gives us a richer understanding of what is driving stakeholder decisions

Defining desired behaviour change by stakeholder

Equipped with knowledge of the influences, we map the beliefs that drive current and future behaviour

Strategic Priority		
Customer Description		
Current Behaviour	Future Behaviour	
Current Belief	Barrier(s)	Future Belief
Behaviour Change		

Enabling a clear view of the important behaviour changes and the actions to achieve them

Setting a vision for the future experience

We apply design thinking and innovation to create new customer-centric solutions and test the results against a series of future market scenarios



Enabling us to paint a picture of the future experience you want to create for your stakeholders and what it will take to deliver it

What we believe enables success

