

# Customer Experience Management

## Beyond the journey map

Developing an understanding of the customer journey and related experiences is now a critical business function. In many cases, journeys and experiences are well documented but most organizations have no strategy or support structure to manage Customer Experience (CX). New innovations sit on shelves. Ideas to improve the process get implemented but fall short of customer expectations. Complaints receive follow-up but nothing is done to alter steps that deter a purchase.

Customer Experience Management (CEM) is more than a journey map, survey, or diagnostic tool. It enhances customer experience through specific strategies, and disciplines so teams know when to fix a step in the process or when to innovate. Without CEM, do you know what opportunities you are missing?

## More than a differentiator, CEM is an advantage

Experience matters and bad experiences are costly. When organizations don't invest in monitoring or improving their customers' experiences, consumers stop buying and tell their friends to do the same.

When companies invest in their experience, buyers take note. In fact, companies with above average CX maturity have better financial performance than their competitors. \*

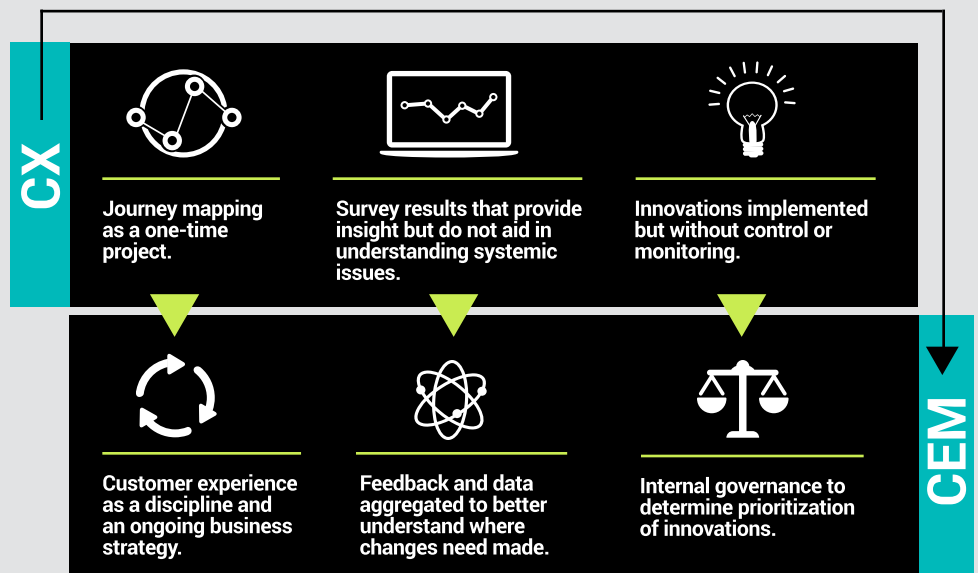
## After a bad experience...

**22%** of consumers decrease spending.

**50%** of consumers tell their friends.

## Shift the focus from CX to CEM

Most CX initiatives are one-time projects that look at experience as a series of events set in the past. CEM is a practice that evaluates your experience, and the technology behind it, in real time. Shifting from CX to CEM will provide you not only with strategies and insight to understand events as they occur, but also the tools to monitor the experience over time.



# Build a roadmap with the right rigor that enables action

Our roadmap process applies a comprehensive framework in order to understand what organizations need to successfully care for the experience of their customers.

**1 Initial Assessment**  
Identify key focus areas and opportunities.

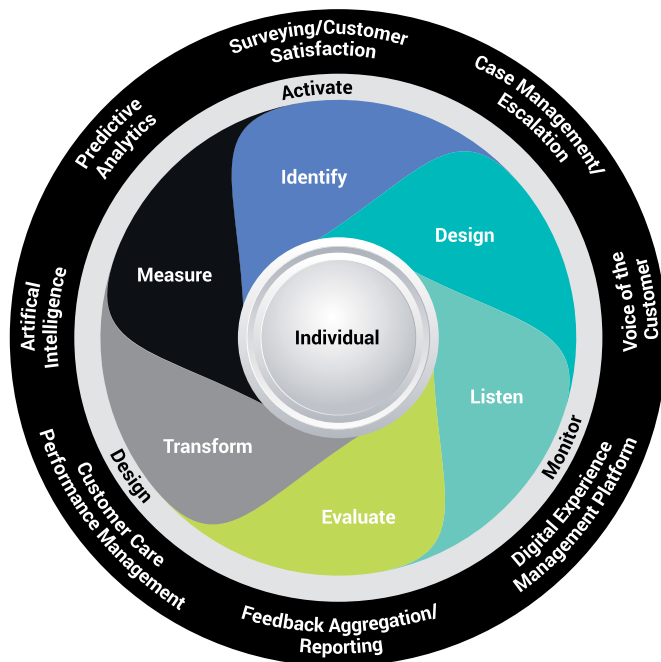
**2 Detailed Exploration**  
Determine where you are, where you want to go and when you want to get there.

**3 Prioritization and Planning**  
Determine how you will get where you want to go and what you will need.

**4 Program Execution**  
Put the plan into action and impact the overall customer experience.

Our CEM Assessment Framework quickly applies a maturity framework across 26 discrete CEM capabilities. It identifies quick wins and longer-term opportunities without spending months away from your day-to-day business.

## CEM Assessment Framework



## Ask the right questions. Apply the right strategies.

### People

- What teams need to be engaged to manage CX?
- How do we inform people of the changes across the organization?

### Process

- What roadblocks do we need to work through while implementing innovations?
- How can we quickly bring innovations to market?

### Governance

- What ideas or changes should we implement? And when?
- How do we work across functions?

### Technology

- What is in place to track and understand the customer experience?
- How can we use tools to escalate issues?

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### ABOUT BAKER TILLY

Baker Tilly is a professional services firm with a specialized Growth and Enterprise Transformation consulting practice. Our professionals help clients achieve their growth objectives through more effective customer and channel strategies. Through a comprehensive evaluation of the opportunities and barriers, we define customer-centric strategies and develop a pragmatic plan to build the capabilities that will better enable sales, marketing, and service organizations to provide differentiating customer experiences and drive sustained growth. With more than 3,800 employees, Baker Tilly is one of the top 15 accounting and advisory firms in the country. Headquartered in Chicago, Baker Tilly services clients across the United States.