

Customer Experience Innovation

Don't miss out on opportunities or repeat customers.

Customer expectations are higher than ever when it comes to their experience with your organization or company. When their expectations are not met or a negative experience occurs, they will not hesitate to tell friends, share on social networks, or take their business elsewhere.

Customer experience innovation (CXI) is more than triaging complaints. It's about being proactive - knowing and understanding your customer's goals and objectives at each step in their interaction with you, how they are feeling in that interaction, and how you can create the best outcome for them. Ultimately it is about creating the least amount of effort and friction while also delivering delight whenever possible.

Use customer experience and innovation as a differentiator.

To grow and differentiate in today's rapidly commoditizing market, high performing organizations know that competing on price or relying on less frequent, more dramatic offering innovation is not enough. Understanding how customers engage with them, the journeys they take and why, and ways to improve the experience is key to their success.

Without the right process to identify issues or opportunities, efforts to enhance the customer journey is often just a good guess. How do you know if a review or website issue is just a one-off or a larger systemic problem? How do you know if a well-established process actually deters customers from engaging with you? If you've identified an innovative way to deliver a different experience than your competition, how do you know your customers will embrace it?

After a bad experience...

19% of consumers completely stop spending.

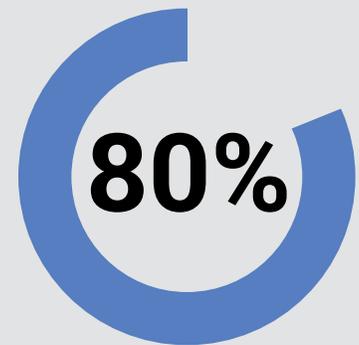
22% of consumers decrease spending.

Customer experience is an investment, not just a buzzword

Organizations frequently tout CX as a top priority, but many don't invest in the time, budget or skillset to properly document and assess their current state. Few spend time to determine what their future state should look like, let alone take the time and effort to innovate to enhance the customer experience.



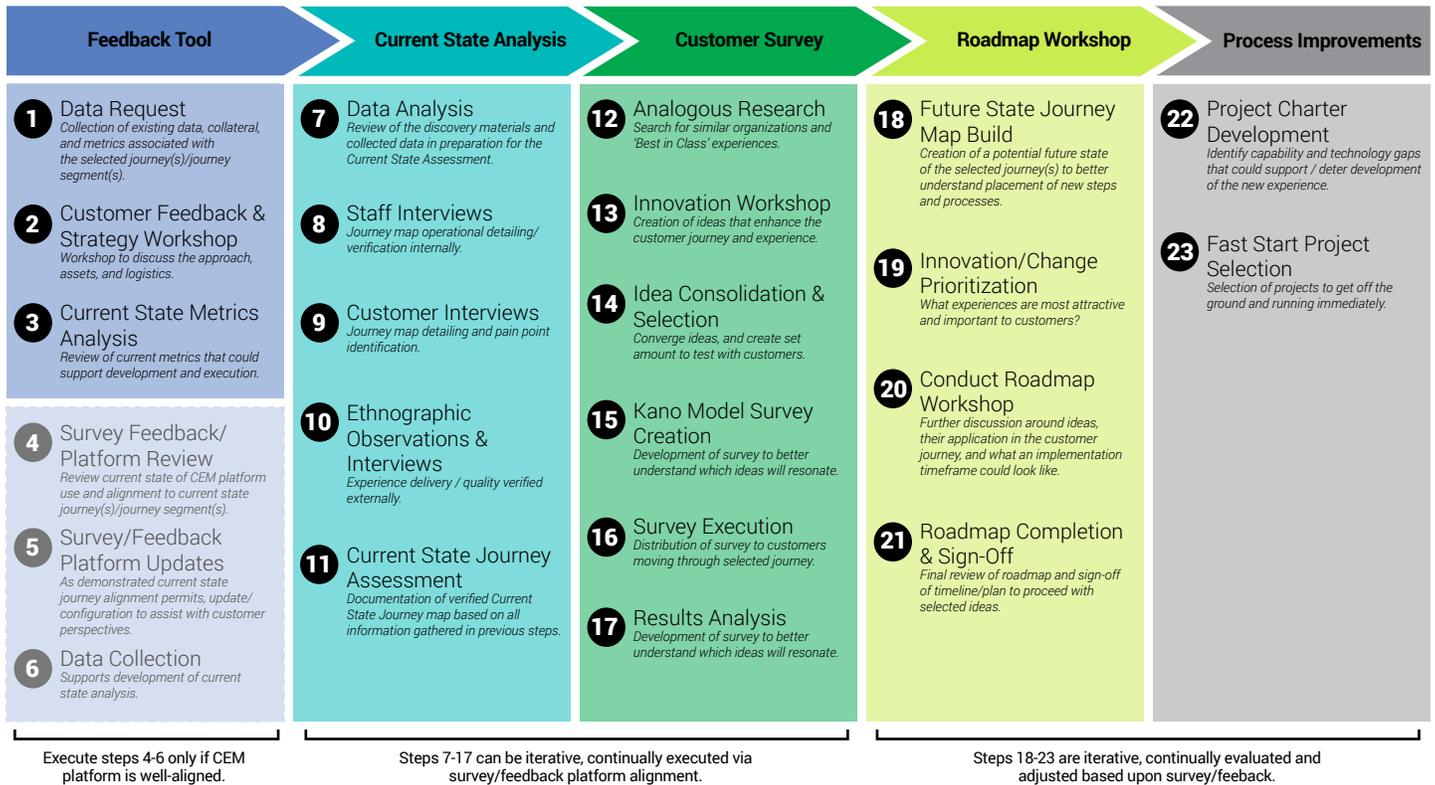
of companies say improving CX is their top objective.



of organizations are NOT mapping their CX.

Innovate through collaboration

Our Customer Experience Innovation (CXI) process is driven by product innovation principles, backed by research and implemented with proven tools. Using the Baker Tilly methodology, we collaborate with our clients to understand the full customer experience, identify where there are issues, develop innovative ways to reduce effort and friction, test innovations with their customers, create plans to integrate innovations and monitor those innovations over time.



Customer experience innovation means constant improvement and requires constant monitoring - always looking for ways to do things differently, solve your customer's problems in an affordable, efficient manner and create long-lasting customer delight.

How are you innovating and monitoring the experience you create for your customers? In today's market, you need to be an innovation leader. Let us help.

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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.