



Building Customer Experience Capability through a total Business Solution

Many of the world's top brands now understand that focusing on "Customer Experience" is a key driver of commercial success. Yet our conversations with business leaders suggest many senior teams are struggling to deliver a Customer Experience that brings their brand to life in a way that is distinctive, trusted and drives commercial value.

A recurring challenge is how to deliver sustained change in systems, processes and behaviours that are visible and relevant to customers and positively influence their purchase behaviour and advocacy of a brand. Training may offer a solution, but studies show that as little as 10% of training activity may convert to improved performance in the wrong corporate culture with the wrong tools.

At ABCG we believe there's a better way and it starts with building capability in line with the strategy.

We work with senior management teams to first understand what the organisation's vision is for its Customer Experience. This Vision component has often, but not always, been completed before we engage. We then work with you to design a capability model (systems, processes, behaviours) that will support the desired Customer Experience the brand wishes to deliver. Armed with this we assess the organisation's capability to deliver and develop a capability development and reinforcement programme; ensuring the daily behaviours of all colleagues are aimed at delivering the vision for customer experience. We believe we can do this more efficiently and with less expense than our clients could do without us.

Our new Customer Experience support programme for business leaders, management and frontline personnel offers diagnostic tools which get to the point quickly using ABCG Mirror-Image and training programmes through ABCG Cascade and ABCG ThreeSixty which are guaranteed to produce measurable change in performance.

A unique blend of business and brand strategy know-how and inspiration forged from experience and research transferred to the everyday actions of your people.



ABCG Mirror-Image

Assesses Customer Experience capability as the first step to deliver positive behavioural change. ABCG Mirror Image is a simple process but with a hard hitting outcome. Initially we look at the brand proposition and how well this is translated into a UNIQUE CX that fits with the brand and whether it is supported by a cohesive implementation plan. We then assess CX capability across and down the organisation in order to develop a tailored programme that will deliver visual change to behaviour and commercial impact. Mirror-Image can be applied to a whole organisation, teams or individuals and can be led by ABCG or made available to participants in preparation for learning programmes.



ABCG Cascade

Transforms Customer Experience capability within executive teams. ABCG Cascade is an intensive consultancy and management capability development programme that uses 'live planning' to equip EXECUTIVE teams to deliver sustained change in CX performance. Harvard Business Review comments "lack of alignment & collaboration within senior teams impedes CX delivery". The Cascade programme consists of four intensive team workshops and specifically addresses these issues, delivering an outcome of shared vision, aligned priorities, new processes and heightened EQ.

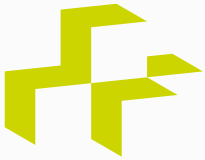


ABCG ThreeSixty

Transforms work-place adoption of new processes, systems, skills and behaviours. ABCG ThreeSixty is a comprehensive suite of CX modules delivered using blended learning techniques that ensures transforming training ROI to change CX behaviour. ThreeSixty encompasses a wide range of management, front-line and specialist programmes using a blended learning approach through personal learning, classroom programmes, work based applications and management participation and engagement, transforming conversion to up to 70%. The programmes provide ongoing development of relevant skills, using a measurable process, in a nurturing environment.

To assess your business for CX readiness see overleaf for our 'quick-check' questions.

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ABC Group Quick-Check of CX Readiness

How would you assess these statements for your business?

Key diagnostic statements based on known CX success drivers	Agree or Disagree (please circle)	Priority ranking (1 to 5, with 1 being the most important)
Belief Our senior team understands CX. They have an accurate view of how well our CX underpins our brand, delivers what our customers expect, and therefore influences purchase behaviour.	<input checked="" type="checkbox"/> <input type="checkbox"/>	
Alignment We have a shared vision for CX success and a clear plan that prioritises CX investment across our business. Each manager is accountable for delivering specific CX objective in their team.	<input checked="" type="checkbox"/> <input type="checkbox"/>	
Way of working Our teams collaborate effectively across functional boundaries to develop and deliver CX that consistently meets expectations and is responsive to changing customer needs.	<input checked="" type="checkbox"/> <input type="checkbox"/>	
Engagement Our staff understand our CX plan and how well we're doing. Each person knows what they have to do to succeed and wants to contribute. They feel confident and equipped to deliver.	<input checked="" type="checkbox"/> <input type="checkbox"/>	
Performance Our approach to learning & development produces the CX behaviour we need to succeed. We're able to assess the impact of training on job performance and business delivery.	<input checked="" type="checkbox"/> <input type="checkbox"/>	

“If our ‘quick-check’ questions made you stop and think we have a solution. At ABC Group we offer a unique blend of business and brand strategy, know-how and inspiration forged from experience and research, which is transferred to the everyday actions of your people.”

Mike Ashton, MD, ABC Group

If you would like more information we would love to hear from you, visit www.abcgroup.co.uk
OR call **Carl Davies +44 (0)7973 217110** or **Mike Ashton +44 (0)7974 229020** for an exploratory chat.