



“Customer experience better be at the top of your list when it comes to priorities in your organization. Customer experience is the new marketing.” – Steve Cannon

Customer Journey explained

- The **customer journey** leads customers onto a voyage with your **products and services** with the goal to increase revenue, build **trusted relationships** and **brand loyalty**.
- After a purchase is made, the **journey** is far from over. Keeping in touch with your **audience** is critical for **retention** and building **brand loyalty** with your customers. Measures include after sales, customer service, loyalty programs, and up- and cross-selling activities.
- This is made possible by **engaging customers** with **digital** and **analog touchpoints**, guiding them from first contact throughout the **sales cycle**.

How does it work?

- Combining **CRM applications** with marketing and analytics tools, customers can be **guided, targeted** and **monitored** to achieve the best possible return on investment.
- **Digital touchpoints** include multiple channels such as emails, text messages and **social media retargeting** or more personal interactions such as topic related **webinars**.
- After **engaging** the customers through multiple touchpoints, **trust** and **awareness** is **established** and **nurtured**. After the first conversion is made, the customers journey continues with the goal to build **longlasting relationships**.

Challenges



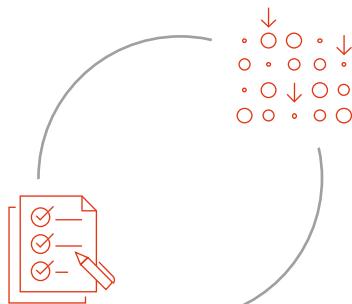
How we Contribute

- Pool of skilled **Consultants** for marketing assessments and campaign planning at your service
- Access to a wide spectrum of **technical experts** within the ELCA to **realize and implement** your marketing setup
- Knowledge of the **latest trends and technologies** related to marketing & customer centricity.
- **Designers** who contribute to designing an optimal **customer experience** for the customer journey.
- Having completed over a **1'000 projects** we carry a wealth of experience in numerous fields
- **We know what works!** – Consulting and Engineering under one roof ensures quality results and high customer satisfaction.

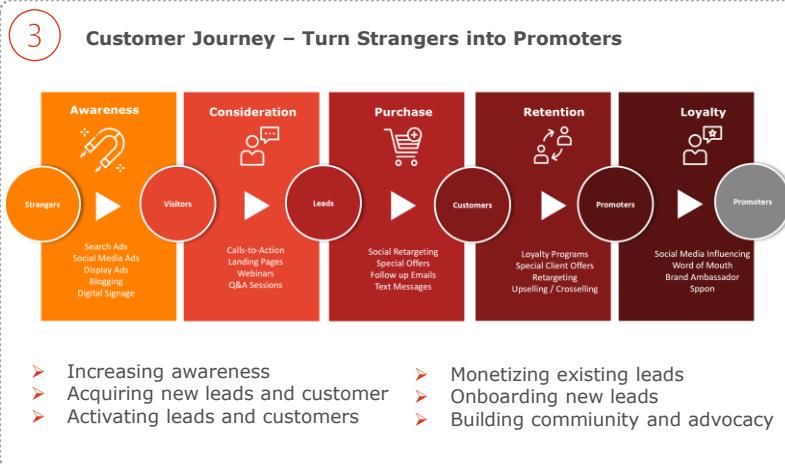
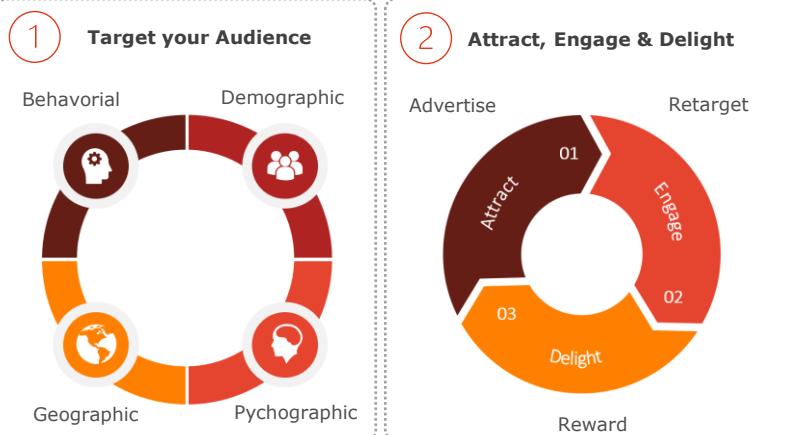


Assessment

Planning a successful customer journey requires preparation in the form of market research, competitor analysis, defining customer target groups, and the appropriate positioning of your products and services.

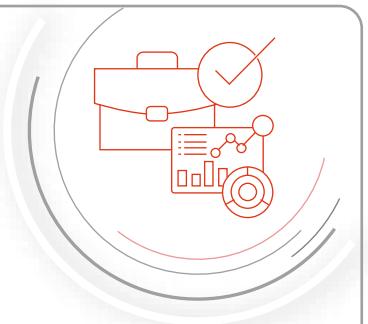


Approach



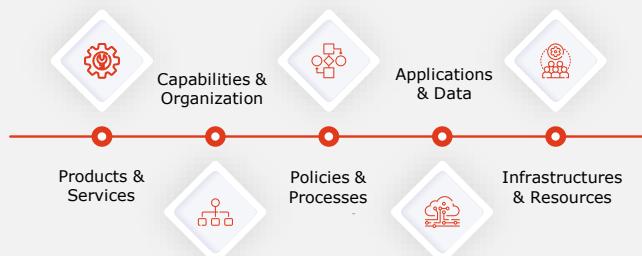
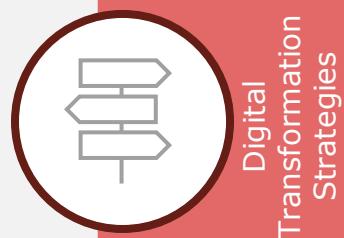
Deliverables

- **Assessment** of your product and Services offering, with a focus on **Customer Centricity**
- **Market research** to define target audience and markets
- **Defining channels** and measure best suited for your target audience
- **Establishing** a customer journey utilizing appropriate channels and platforms in the organizations CRM
- **Planning** marketing campaigns
- **Monitor and measure** results using customer centric analytics derived from a data analytics platform



Benefits

- **Higher return** on marketing investment
- **Better clarity** on target markets and customer groups
- **Measurable results** with the help of customer centric analytics
- Higher customer **conversion rates**
- **Higher retention** rates and brand loyalty
- Heightened **brand awareness**



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