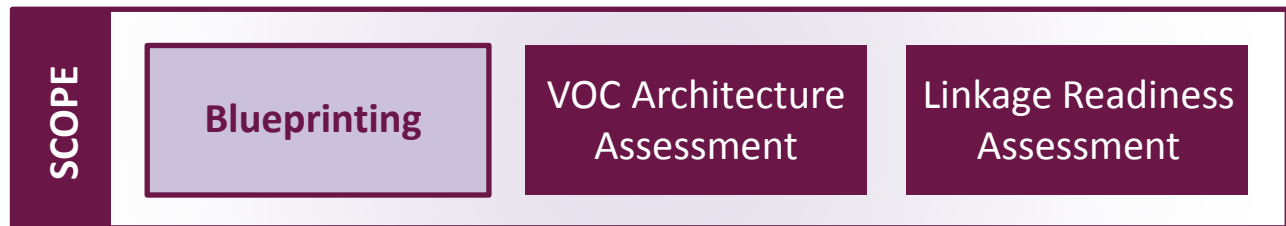


Blueprinting

Maximizing Company Business Performance by Enhancing Customer Engagement

Many organizations struggle to position and design their customer engagement programs for action. This may occur with organizations implementing their first measurement program or with organizations that have not delivered business results with established ongoing programs. Developing a Blueprint of the organization's end-to-end business model can help solve this problem.



What Is a Blueprinting Session?

- Half-day workshop conducted with key business leaders
- Interactive discussion in which Burke facilitates the building of the end-to-end business model blueprint

What Occurs During the Workshop?

During the workshop, we focus on linking the drivers of business performance. The focus is on:

- Key financial objectives of the organization
- The actions taken by customers that directly impact financial outcomes
- Key touch point experiences and expectations of customers that will impact their income-generating actions
- Measurable process and operational activities that impact customer experiences

What is the Deliverable of a Blueprinting Session?

The output is a business model that positions customer loyalty and behaviors as the key link between desired financial results and operational measures.

What are the Benefits of a Blueprinting Session?

- Highlights the direct strategic linkage and relevance of structured customer measurement systems
- Equips the organization to operationalize and deploy customer feedback for improved business results
- Helps break organizational silos and aids in the design/redesign of comprehensive customer experience systems (VoC Architecture Assessment)
- Lays the ground work and obtains mutual buy-in and understanding for statistical linkage of operational measures to customer attitudes/behavior and financial results (Linkage Analysis)

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