

Customer Experience (CX) is Everything!

Here's how to get it right

January 2022



Introduction

Give Customers a great experience and they'll buy more, be more loyal and share their experience!

Companies use technology or snappy designs, but they haven't focused on - or invested in the aspects of Customer Experience that are the most meaningful.

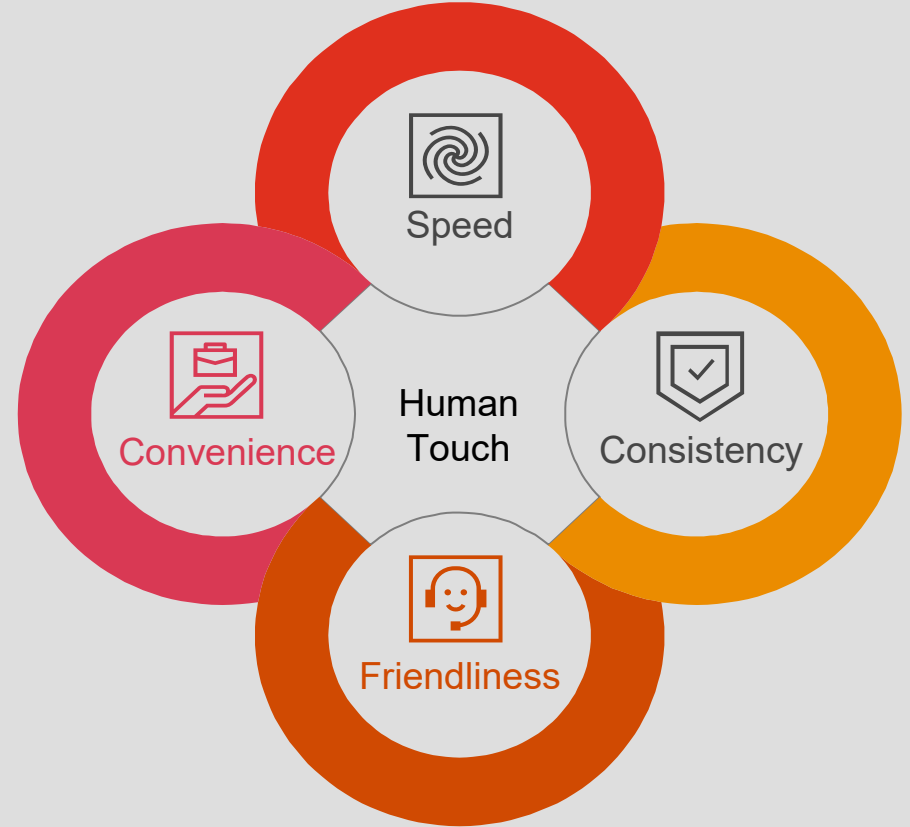
What truly makes for a great experience?

Speed. Convenience. Consistency. Friendliness.

Across all platforms and forms of interaction with Customers.

And one big connector: **Human touch**

Creating real connections by making technology feel more human and giving employees what they need to create better Customer Experiences.



The Challenge: You don't have many chances to get it right

Can you imagine losing one-fifth of your Customers in a single day?

Lost. For good.

That's exactly what could happen after just one bad Customer Experience with your product or brand.

Even if people love your company or product,
59% will walk away after several bad experiences
17% after just one bad experience*.

*Source: PwC Future of Customer Experience Survey 2017/8



Identifying the “C” in CT

“C” means “Customer”

All entities/companies offer their products or services to one or more Customer bases (B2C, B2B, B2B2C)

“C” means “Citizen”

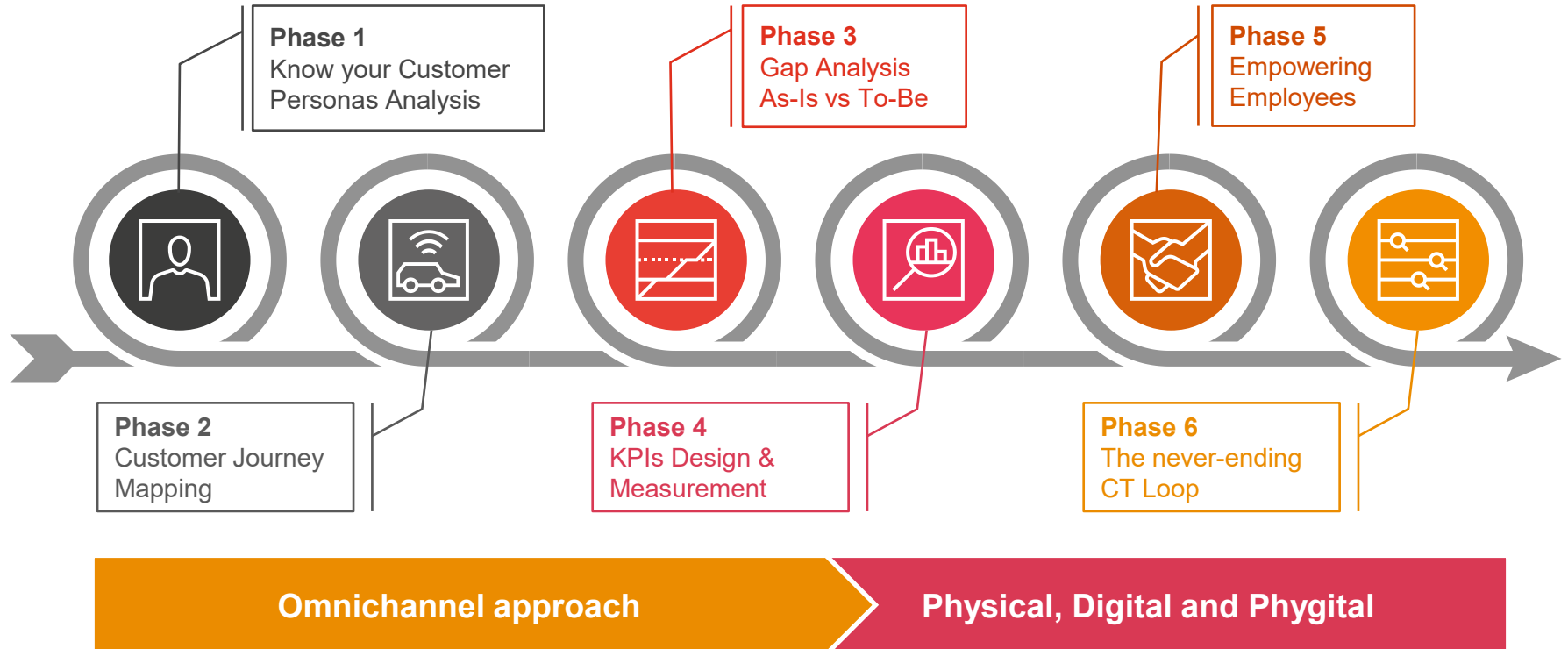
The State interacts with the Citizen daily in various transactions. The State is multi-layered: General Government, Districts, Municipalities, are engaging in a continuous basis with Citizens, providing numerous services.

“C” means “Customer Patient”

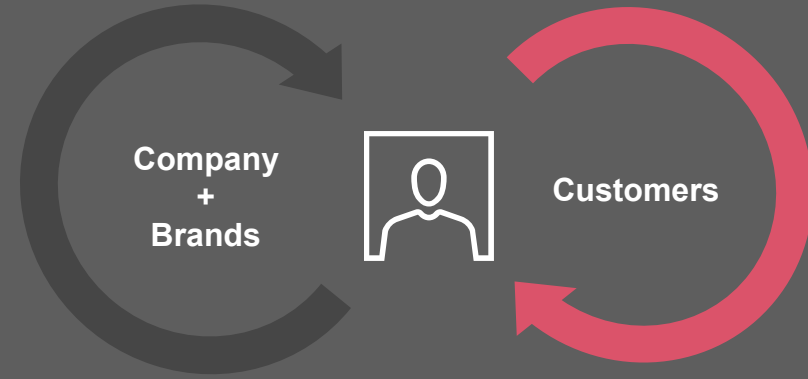
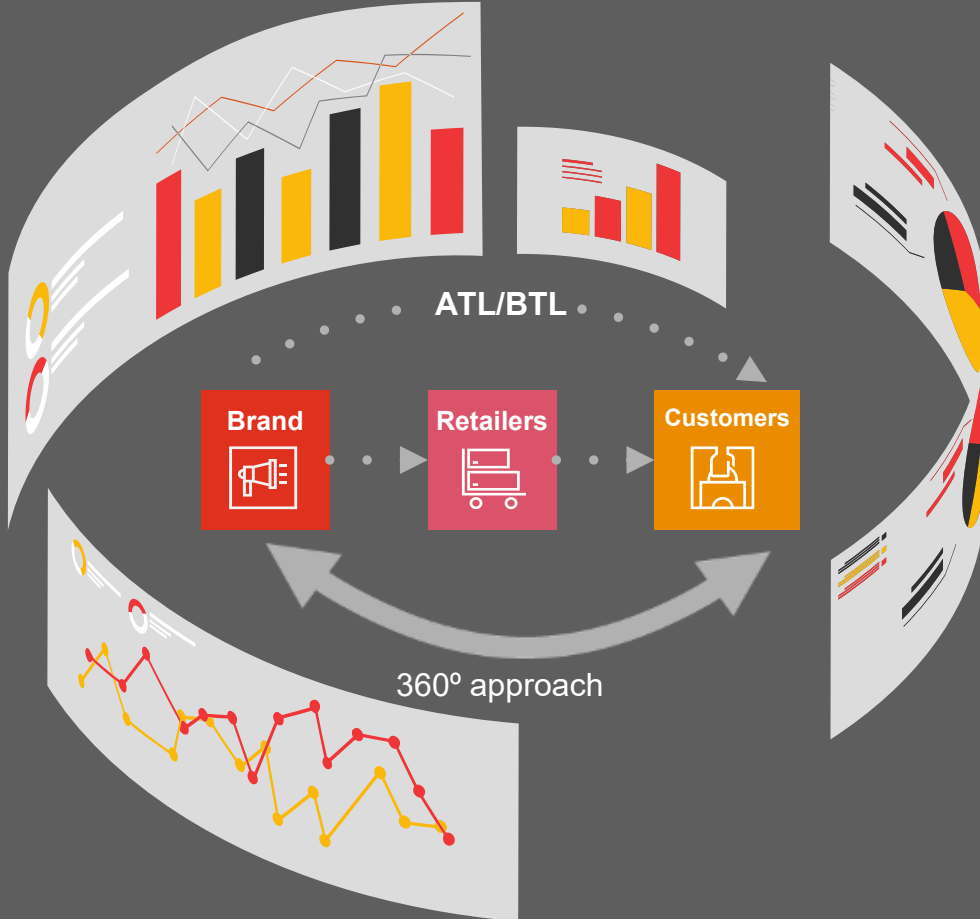
All health related entities interact with the Customer-Patient. First level health providers, preventive exams, health checks, doctors, clinics, hospitals are some of them. Patient Experience (PX) is crucial.

Retail, Government, Healthcare – CT proposition

The 6 Phase approach by PwC



Brands – CT proposition



By adding a new personalized highway of 2-sided communication between the Company / Brands and the Customers.

Create a Direct Customer Relationship

Thank you!

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