

The customer experience has evolved...

Today's customer is in control of their own path and **leading with a review of the end-to-end customer journey helps identify cut-in points for business opportunities**

Illustrative



Framework can be supported by **Analytics**



Pre-Purchase & Discovery

- Customer segmentation analysis
- Marketing ROI
- Customer portrait
- Customer growth



Purchase & Receipt

- Real-time interaction management
- Sales & Promotions Analytics
- X-sell / up-sell
- Next best offer
- Product bundles



Service & Maintenance

- Cost to serve
- Customer lifetime value
- Customer sentiment analysis
- Prioritized product innovation



Repurchase

- Marketing mix optimization
- Promotion management
- Follow-on sales
- Price setting



Ownership & Community

- Customer lifecycle engagement
- Social media analytics
- Experience gap identification
- Loyalty management