Future State of Customer Experience (CX)

LAUNCH CONSULTING
Offering 2024

Microsoft
Solutions Partner

Data & AI
Azure
Modern Work

Future State Solutions

**Our solutions deliver immediate value to our clients
thanks to a customizable model built on a standardized approach**

Future State of Data

Helps organizations assess, strategize, and optimize their data initiatives tools, driving business transformation through data

Future State of AI

Enables organizations to become AI ready and take advantage of the power of Generative AI across their business, safely

Future State of Work

Create an engaged and productive workforce by developing a modern employee experience powered by AI, comms, learning and insights

Future State of CX

Drive customer experiences powered by data to help organizations acquire, activate and build memories that generate meaningful long-term value

Future State of Customer Experience:
CX360

OVERVIEW
Launch's CX360 offering helps companies engage customers seamlessly in a hyper-connected world. We ensure you meet your customers where they are, providing frictionless, memorable, and personalized experiences.

VALUE PROPOSITION
Today's customers expect simplicity, personalization, and contextual awareness across all platforms. Launch leverages your existing investments to create a tailored experience roadmap, optimizing your current investments and enhancing customer satisfaction.

WHY LAUNCH
We are experts in helping companies adopt new technologies to drive business value. Our studios combine the expertise of designing business solutions, developing operational processes, and applying GenAI to drive enhanced customer experiences.

ASSESSMENT
Gather and assess key information to help establish your current state

3-HOUR WORKSHOP
Explore how you can leverage data, identify goals, challenges, & opportunities

3-DAY BOOTCAMP
Hands-on, immersive working session with Launch Studio teams – learn and apply AI

3-WEEK PILOT
Build out a key workstream to showcase AI applied within your organization

ACCELERATORS
- PAER Framework
- Touchpoint Map

7 COMPONENTS OF A CX360 STRATEGY

1. **Data Integration:** Combine data from multiple sources to create a unified customer profile
2. **Personalization:** Leverage data to deliver personalized experiences and communications
3. **Customer Insights:** Advanced analytics and AI provide deep insights into customer needs and preferences
4. **Enhanced Engagement:** Anticipate needs to deliver relevant interactions across all channels
5. **Operational Efficiency:** Streamline internal processes across channels for a seamless experience
6. **Customer Lifetime Value:** Develop long-term relationships and maximize customer lifetime
7. **Strategic Advantage:** Use PAER to identify new opportunities, drive innovation, and lead

PAER Framework

An effective CX360 strategy requires a customer-centric approach, placing them at the center of all decision-making. Our framework addresses the customer and guest experience across four major milestones: **Plan, Arrive, Experience, and Remember.**

Launch uses **PAER** to define the customer experience journey across all physical and digital touchpoints to heighten engagement, build loyalty, and increase lifetime value.

Plan   **Arrive**   **Experience**   **Remember**

Customer Touchpoint Map

MODELING AND PRIORITIZING THE WAYS TO ENGAGE WITH YOUR CUSTOMER

Developing a customer 360 strategy involves identifying and prioritizing all customer engagement methods to create a comprehensive view of the customer. This includes mapping out touchpoints across digital channels (website, app, social media), physical interactions (in-store, events), customer service (call centers, live chat), and transactions (e-commerce, POS systems).

Analyzing these journeys reveals common paths, engagement metrics, and drop-off points. Prioritizing engagement methods based on their impact and feasibility ensures effective resource use. Implementing and optimizing these methods through personalization, automation, and continuous improvement enhances customer experiences, loyalty, and lifetime value.