



# Digital Customer Experience Management

# Digital CX Consulting: 2 month Assessment

Diva-e NEXT GmbH develops your distinct and future-ready roadmap to customer experience excellence.

With our consulting approach we create the strategic and conceptual basis to make your customer experience management as a key differentiator that puts you on top of your competition.

Based on an objective as is analysis, benchmarking and customer experience target picture we develop a clear and manageable activity roadmap that creates measurable business results.

# Components of DCX

The **DCX Status Health Check** consists of **DCX Readiness**, **DCX Performance** and **System landscape analysis** to identify challenges and gaps as well as derive indicated actions.

**DCX Readiness:** Evaluate and analyse current internal structures and capabilities to develop and implement a state-of-the-art DCX approach.

**DCX Performance:** Customer journey orientation with a focus on the effectiveness of all of today's customer-facing digital marketing, sales and service activities (touchpoints/channels)

With the **DCX Target**, which is based on the DCX Health Check, we convert the analysis, indicated actions and your strategic vision into buyer personas and specific tasks in cooperation with you. We will provide you with the tools and methods and support you in designing and orchestrating personalized one-to-one or one-to-many customer journeys to improve the customer experience and your Return on Invest.

# 3 DCX Building Blocks

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## As-is situation for customer experience management

- Analyze opportunities through software solutions, internal processes between departments, starting with lead generation and ending with churn prevention.
- Competitor analysis with focus on software usage, visibility in digital channels combined with conversion rates based on industry standards.

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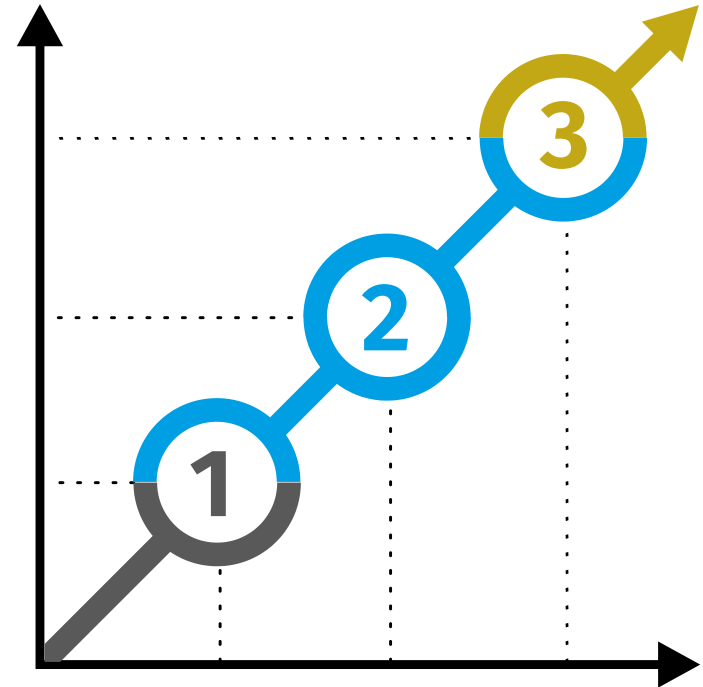
## Customer Journey/Omni-Channel Management Preparation

- Analysis of personas and assignment to stakeholders in the buying centers with sales and marketing
- Content audit with customer journey assignment and gap analysis as well as recommendation for closing the gap
- Creation of ideal-typical customer journeys for the personas

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## Omni-Channel Campaign Blueprints

- Creation of a campaign roadmap and communications plan for relevant digital channels
- Orchestration recommendation for content playout



# Agenda

During the first three weeks we will analyse and rate the following DCX skills and competencies through self-assessment and qualitative in-depth interviews:

- DCX strategy and goals
- End-to-End customer data understanding
- Data availability and usage
- Organization and processes
- DCX architecture and technologies
- Data Discovery

# Agenda

During the weeks four to six we will assign the individual persona touchpoints and find the gaps in your omni-channel approach related to marketing and sales initiatives of your customer journey phases:

- Customer Journey Modeling
- Buyer Persona development
- Evaluation of the data and determination of the data quality for necessary processes
- Touchpoint, content & attribution analyses across all touchpoints
- Marketing and Sales process analysis

# Agenda

During the last two weeks we will create the “DCX Target” based on market trends as well as on your specific market and business objectives:

- Development of a customer journey strategy using the maturity analysis to identify the fields of action
- Deriving initial customer journey touchpoints from customer journey modeling and translating them into concrete campaign logic
- Definition and creation of a roadmap with the chronological classification of actions and activities to achieve the target image.

# Deliverables

## 1. DCX Maturity and Gap Analysis:

We provide you with an analysis that shows you the current DCX status of your company and what opportunities are available to drive the digital transformation of your company's customer experience.

## 2. End-To-End Customer Journey including all touchpoints from lead-to-delivery

Analysis of 3 personas and their individual end-to-end customer journeys. We assign the existing content and the existing possible interactions with your company (marketing & sales processes) to the respective persona based on the Buyers Journey Stage.

## 3. Action plan to close the gaps to become a DCX star

We give you the tools in guided workshops to close the gaps with story telling, interactive content and the right offers.

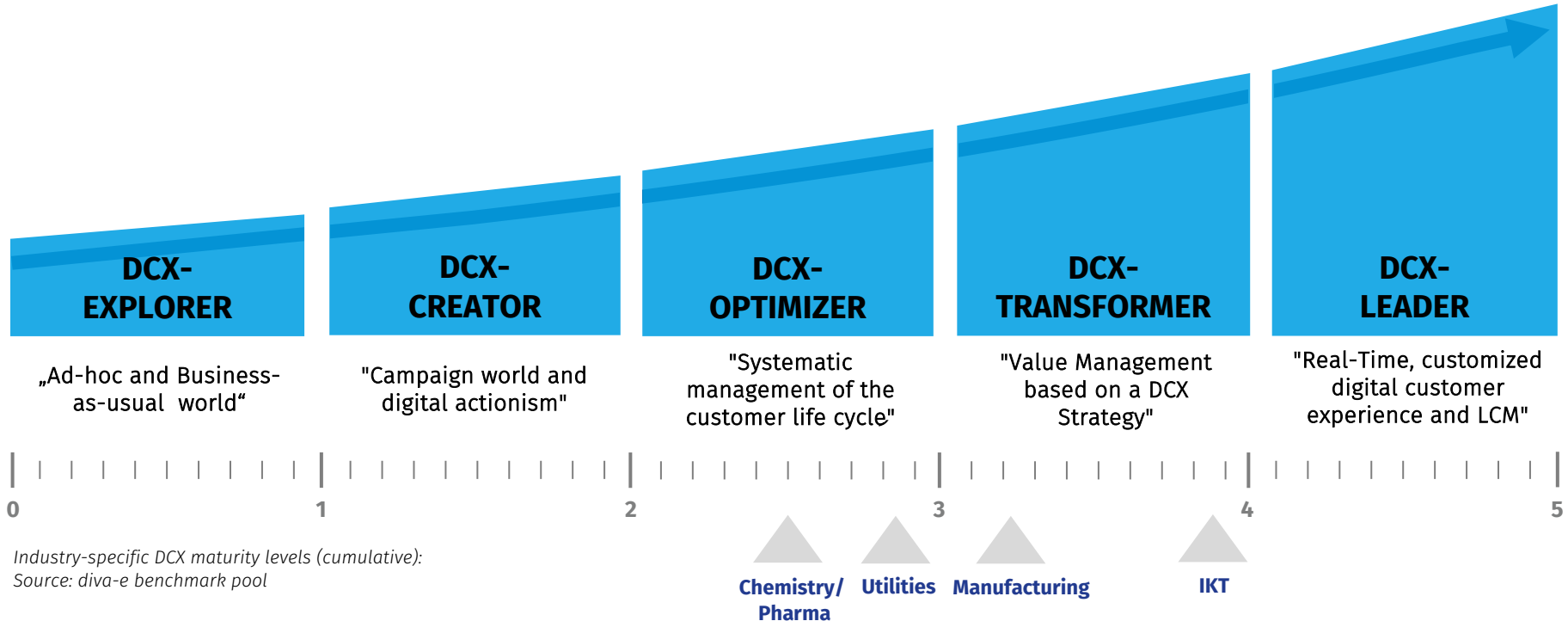
## 4. Omni-Channel Campaign blueprints

Provide blueprints for 3 personas to execute targeted omni-channel campaigns based on the ideal customer journey for each persona. We provide you with the tools based on best practices in the market, in which interval, via which channel and with which content the respective persona should be addressed in order to develop it from lead to customer.



# DCX Readiness leads to your DCX Maturity level

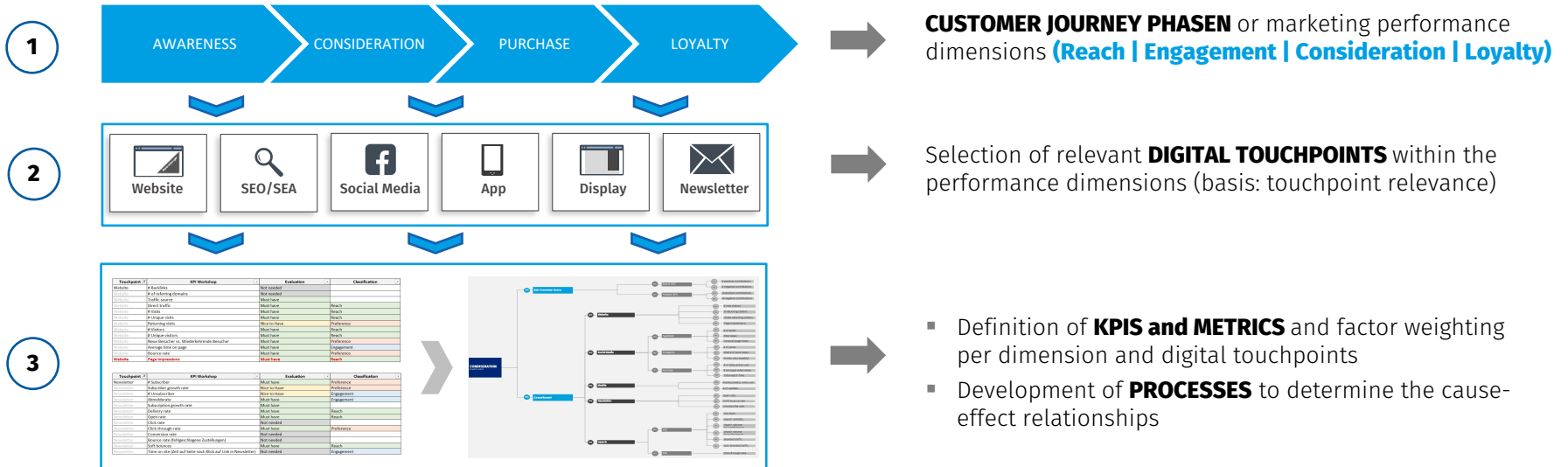
The assessment of the DCX maturity level and the comparison with market participants is carried out by our 5-stage model gives you an indication of where you currently stand in the market and in comparison, to your competitors.



Industry-specific DCX maturity levels (cumulative):  
Source: diva-e benchmark pool

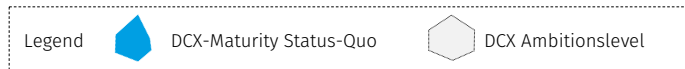
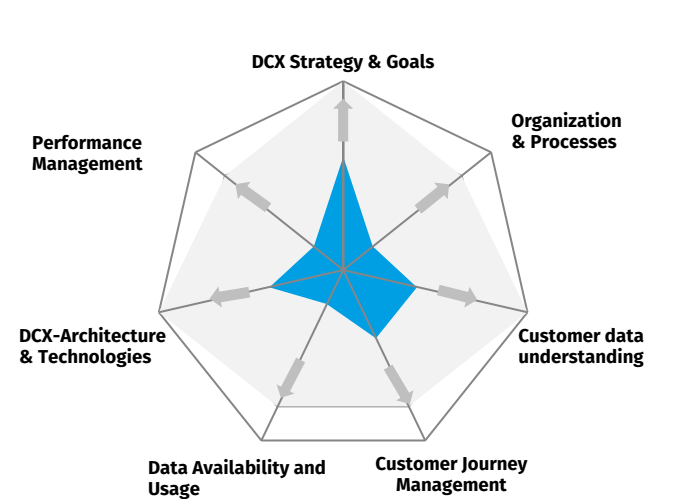
# DCX Performance

Our strategy, using the DCX Performance Blocks and DCX Readiness for Customer Journey Analysis



# DCX Readiness

Providing an as-is status analysis and the capabilities to implement digital customer experience through self assessment, in-depth interviews and channel/campaigning analysis.



## DCX Strategy & Goals

Customer-centric (DCX) strategy that defines the company's business plans, goals and vision.



## Customer data understanding

End-to-End customer centricity to create an integrated End-to-End customer experience.



## Data Availability and Usage

Gathering, centralized storage and analysis of customer, touchpoint, company, interaction data



## Performance Management

Digital performance management for continuous monitoring and optimization of all digital marketing, sales and service activities



## Organization & Processes

The organizational framework enables the digitization of all functions and teams with a clear distribution of roles and responsibilities



## Customer Journey Management

Integrated and consistent customer journey management that leads to a deepening and strengthening of customer relationships

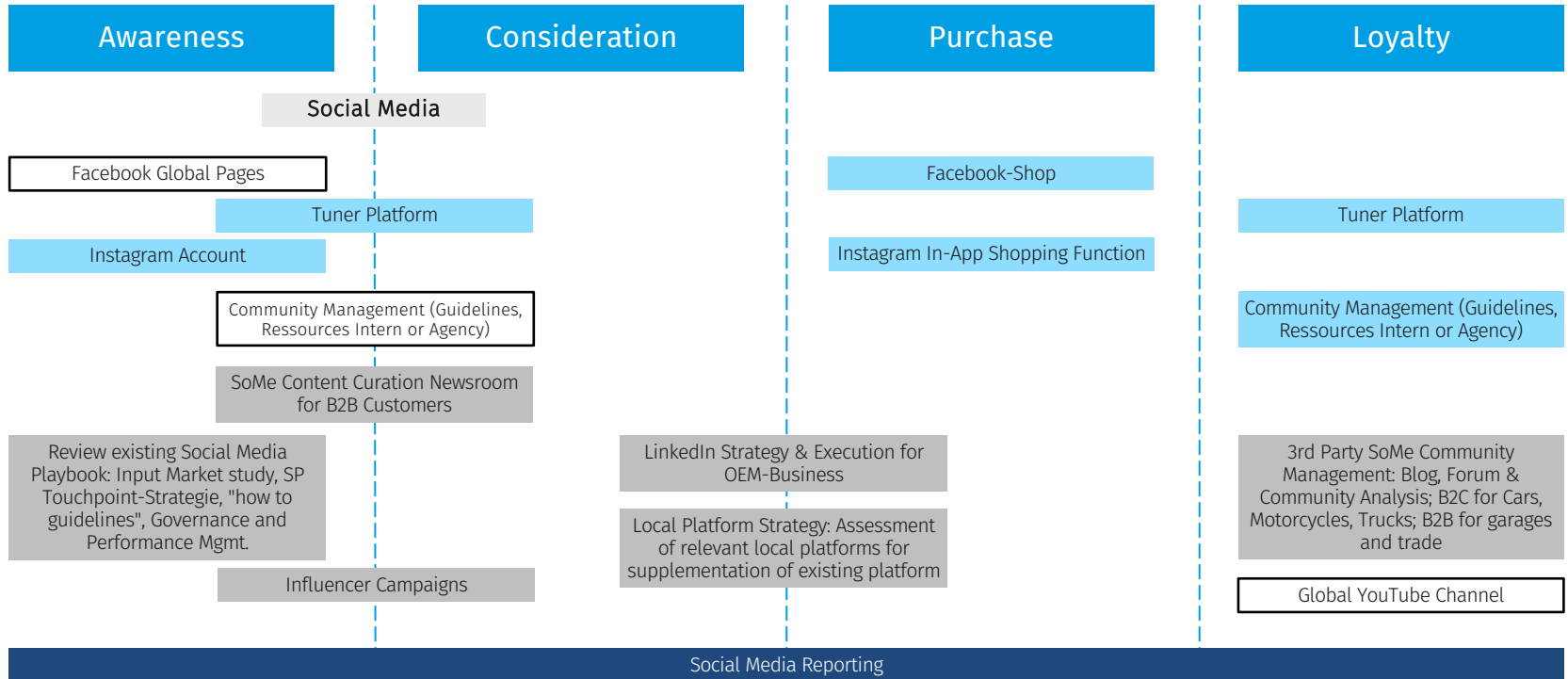


## DCX-Architecture & Technologies

An agile process model is supported and partially automated by an integrated and flexible DCX system architecture

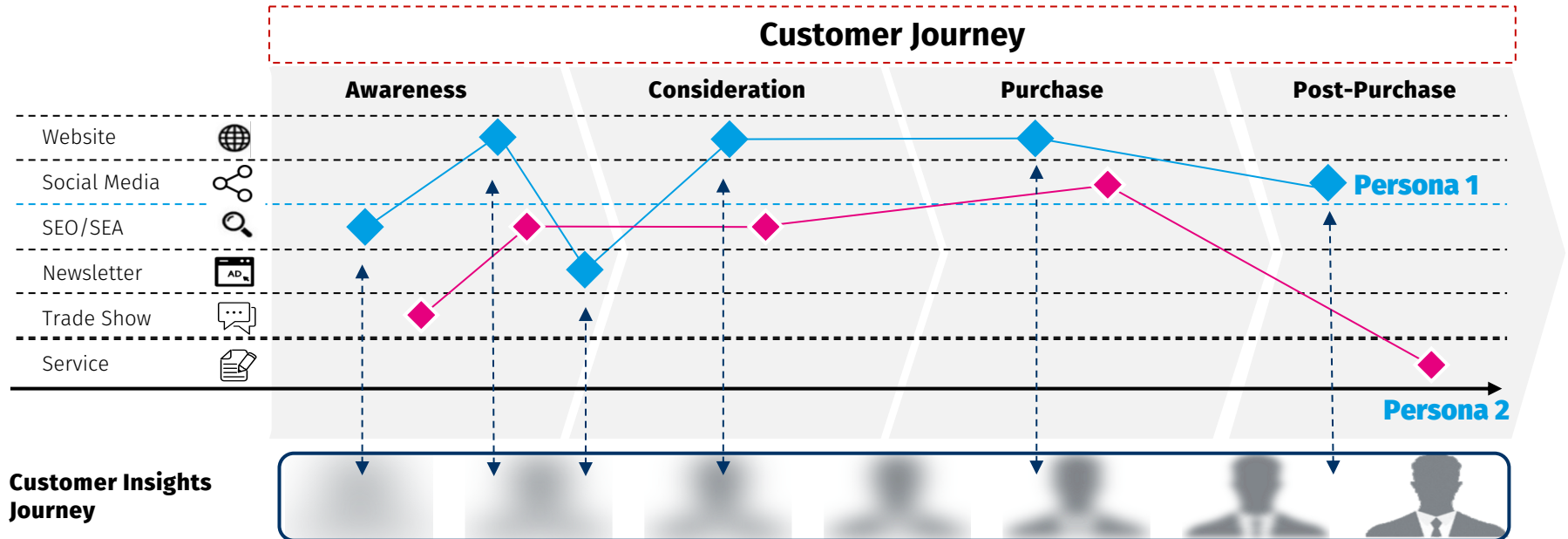
# DCX Performance Elements

Assignment of touchpoints and marketing activities of the customer journey phases



# DCX Target: Individual Persona Customer Journey

Identify the touchpoints of your prototypical customers along the customer journey. Complete the customer journey touchpoints that are not mapped today to complete your omni-channel strategy.



# DCX Target

Workshop-based development of an ideal-typical customer journey with derivation of use cases that are transferred to Omni Channel Blueprint.

