

Customer Experience Management system

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Customer Experience Management

Customer Experience Management includes the company's activities that are used to

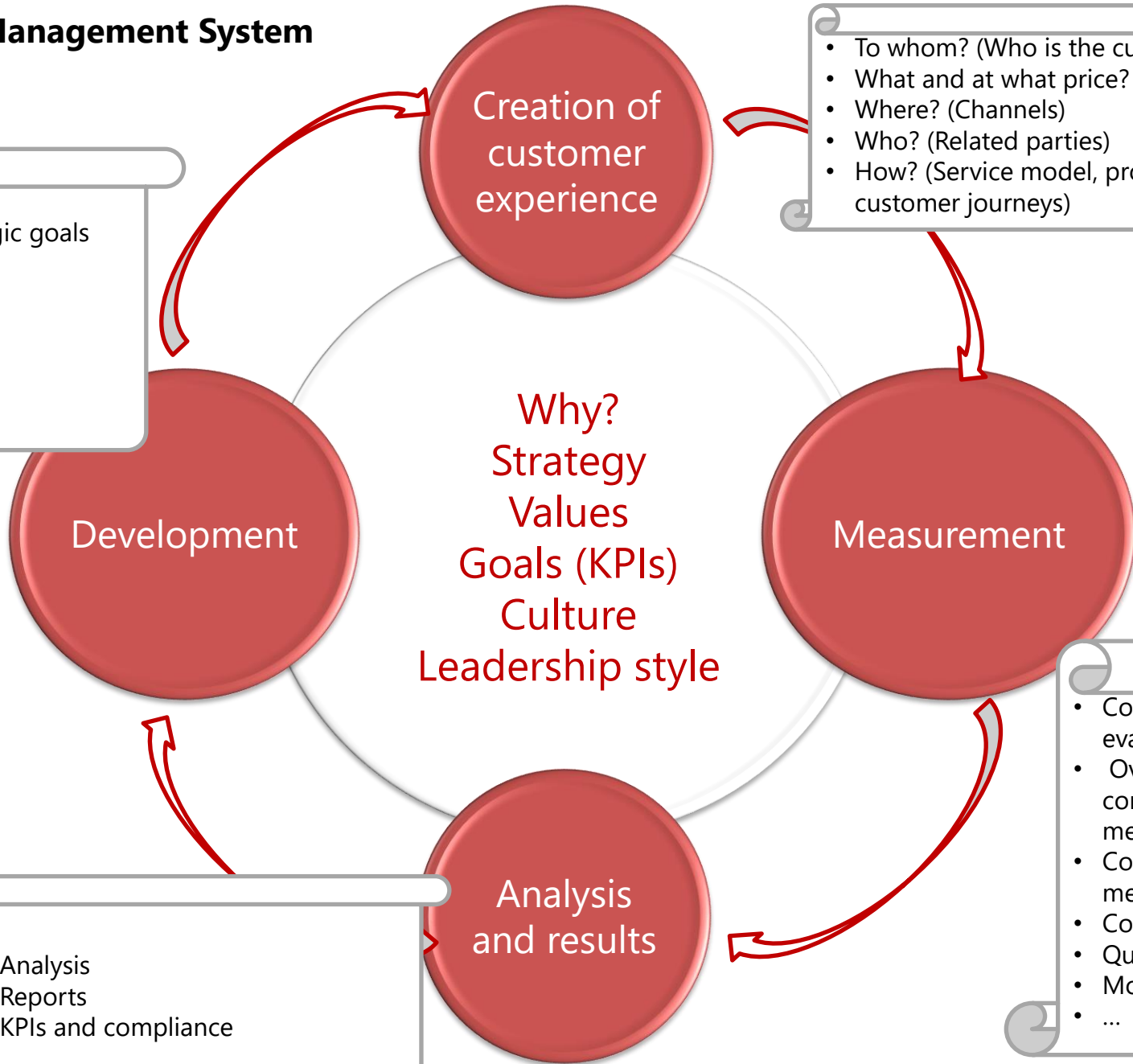
- create,
- understand and
- improve

the customer experience that the company provides.

The aim is to build a strong customer relationship and maintain it.

Customer experience management is not a one-time process that affects individual parts of the organization, but it encompasses the entire organization's activities and forms a customer experience management system.

Customer Experience Management System



- To whom? (Who is the customer)
- What and at what price? (Offer)
- Where? (Channels)
- Who? (Related parties)
- How? (Service model, processes, customer journeys)

- Prioritization based on strategic goals
- Creation of action plans
 - Responsibilities
 - Goals
 - Deadlines
 - Resources

- Company's customer centricity evaluation.
- Overall satisfaction/commitment/relationship strength measurement
- Contact-based satisfaction measurement
- Complaints management
- Quality management
- Monitoring customer behavior
- ...

- Analysis
- Reports
- KPIs and compliance



***"Your customers and
employees are the most
important assets of your
company"***

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