



CX APPRAISE

HOW DO YOUR CUSTOMERS REALLY FEEL ABOUT DOING BUSINESS WITH YOU?

Understanding what your customers think and feel, and their perception of how easy it is to work with you is a game changer. Armed with this knowledge, you can make meaningful service delivery and support improvements to create a superior customer experience.

Truly customer-centric organisations achieve significantly improved business performance. Research shows this includes higher-value relationships, greater loyalty and advocacy, and reduced customer churn.

Mesh creates Customer Experience (CX) strategy that works! Our portfolio of services helps you understand, measure, improve and manage your CX delivery. The results will delight your customers, give you a clear point of differentiation, drive loyalty and generate great business growth.



The 'Mesh' approach now underpins our processes and decision making at all levels. We consider the team at Mesh to be an extension of our core staff. They understand our business, our employee base, but most importantly, the people we serve."

*Scott Alexander
CEO, Vivid*



2020: CX will overtake product and price as the lead brand differentiator

WHAT IS CX APPRAISE?

The Mesh CX Appraise program assesses an organisation's current customer experiences through an investigation of their service channels and processes. Building on the concept of 'secret shopper,' CX Appraise is specifically designed for the service industry and organisations with complex service models.

Using best practice customer experience methodologies as the foundation, CX Appraise is an in-depth review of your organisations' customer journey. The model can assess the end to end processes, or discreet parts of the customer journey, e.g. the enquiry, sales and on-boarding processes, or delivery and ongoing support of services.

The CX Appraise assessment framework is tailored to reflect your organisation's communication channels and customer segments. The customer journey is then assessed through a detailed assessment criteria using real-life interactions.

OUTCOMES

An extensive report detailing the experience from the viewpoint of multiple customer personas. This includes:

- An overall rating, gap identification, and key recommendations.
- A rating and insights into each stage and key milestone within the customer journey.
- Analysis by key operational processes, by customer segment and by channel

WHAT WE DO

- Document the CX journey with your operational staff, identifying key touchpoints for review.
- Define your key customer segments and develop personas of the CX Appraisers to match the needs of your customers.
- Customise the CX Appraise survey to meet the needs of your organisation.
- Recruit Mesh Appraisers & complete transactions within scope, working with your operational leaders to cancel orders placed in the Mesh Appraisal process.
- Analyse the data, identify gaps, develop insights and recommendations for a winning customer experience.

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CX APPRAISE ASSESSMENT FRAMEWORK

The assessment framework looks holistically at the customer journey and considers the two core contributors: your organisation's operational capability and the lived experience of your customers.

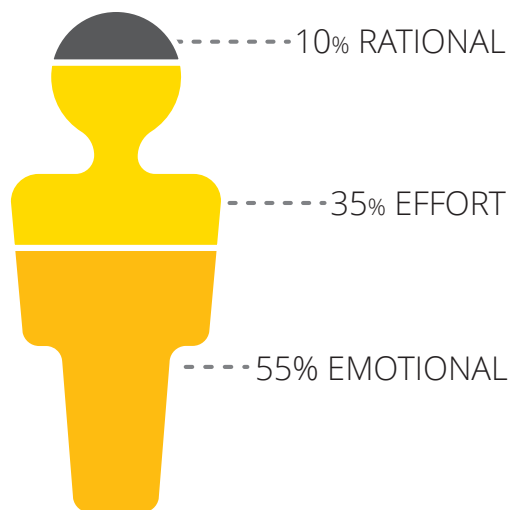
OPERATIONAL CAPABILITY



The Mesh Wheel framework represents the building blocks of CX operational best practice. It supports organisations to look beyond the surface at the processes, systems and people underpinning the customer experience.

In CX Appraise, we use the Mesh Wheel as a filter to assess the efficiency of your organisation across these six categories from the view point of the customer.

CUSTOMER PERCEPTION



Experiences are thought & felt

CX is assessed on a conscious and subconscious level. It's a blend of an organisation's rational performance, the effort involved and the emotions evoked, intuitively measured against customer expectations at all moments of contact.

The CX Appraise framework mirrors this to determine the CX your organisation delivers through the lived experience of your customers.

ABOUT MESH

Mesh is a customer experience consultancy passionate about building creative, smart and meaningful customer interactions. We'll help you understand what makes your customers tick, and work with you to design and implement sustainable, customer-centric change within your organisation.

We are a team of CX enthusiasts with expertise in management, strategy, research, technology, communications, culture development and design. We're committed to bringing best practice customer experiences to Australia's small to mid-size business community. We love pushing the boundaries to deliver something exceptional!

Our philosophy is simple.
Love your customer. Be creative. Be bold.

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