

CX DISCOVER

DO YOU DELIVER AN OUTSTANDING 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, make you stand out from your competitors, drive loyalty and generate great business growth.

WHAT IS CX DISCOVER?

CX Discover is an independent, evidence based evaluation of your organisation's ability to deliver an outstanding customer experience.

Engaging with internal stakeholders across the business, we review your organisational objectives and assess the capability of your processes, people and culture to support your goals. The program identifies gaps, process improvement opportunities and helps you define a strategy to enhance CX across your organisation.

The assessment is built on the six 'Mesh wheel' focus areas, which are key to developing a customer-centric, responsive and adaptable organisation.

- **COMMUNICATION:** Connect with your community using clear, consistent messaging, meaningful branding and an open two-way dialogue.
- **PEOPLE & CULTURE:** Hardwire your culture to be 'customer first' and empower your team to readily adapt to customer needs.
- **MULTI-CHANNEL:** Integrate your customer communication channels to provide a seamless and engaging experience.
- **TECHNOLOGY & PROCESS:** Align systems and processes to promote and support your customer experience.
- **PRODUCT & PRICE:** Ensure products are effectively designed, priced and positioned to fit a dynamic market.
- **INSIGHTS & STRATEGY:** Use customer feedback to monitor your customer experience and inform business planning.



As a result of the work we have undertaken with Mesh, we feel we now are a step ahead of other organisations in this space."

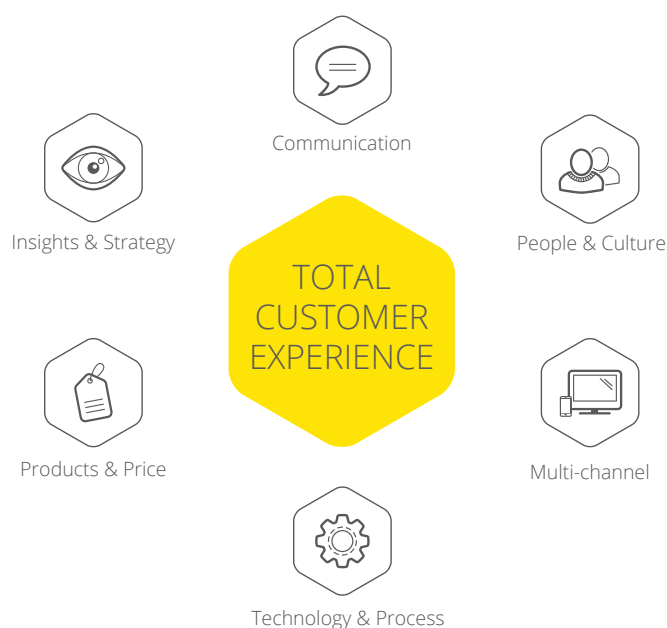
*Roxanne Strauss,
Chief Growth Officer, Spectrum*

OUTCOMES

- A detailed assessment of your organisation's capability to meet best practice customer experience outcomes.
- A development plan to build your organisation's CX capability.

WHAT WE DO

- Over two days, we conduct interviews with key stakeholders in your organisation to assess and audit current operations across more than 150 pivotal touch points to ascertain CX capability.
- Data is collated and analysed, then a detailed report with findings, recommendations, priorities and initiatives is developed.
- A presentation of the findings and CX operational priorities is delivered to your leadership team.



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CX DISCOVER ASSESSMENT FRAMEWORK

COMMUNICATION

- Communication Model
- Branding
- Messaging
- Two-way customer engagement
- Customer & staff advocacy

PRODUCT & PRICE

- Product market fit
- Customer lead product development
- Product performance
- Pricing accessibility and quality
- Commercials

PEOPLE & CULTURE

- CX Leadership
- CX Hardwired
- Staff training
- Staff customer feedback
- Staff recognition

TECHNOLOGY & PROCESS

- Customer management
- Customer data
- Incident management
- Service Delivery
- Governance

MULTI-CHANNEL

- Web & Digital
- Email Communications
- Chat & Social Media
- IVR & Phone
- Seamless multi-channel experience

INSIGHTS & STRATEGY

- Customer Experience research
- Insight lead decision making
- Customer charter
- Market understanding
- Competitive Advantage



86% of buyers will pay more for a better customer experience



Thank you for this – CX Discover is an amazing product. It has already triggered revisions to the strategic planning for the year ahead.”

*Di Erlichman,
Marketing & Communications
Manager, annecto*



We are really pleased we made the decision to undertake the CX Discover program. It produced a crystal clear analysis of our customer management strengths and opportunities for improvement. The report provided us with a detailed set of recommendations, an action plan and suggested timelines. The strategic intelligence the program provided the company has been invaluable.”

*Rohan Braddy,
CEO, Mambourin*

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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